

Parliamentary Blades Branding Design Project

Teachers resources: Key Stage 3

Students will investigate that a brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place. (Brick Marketing.com)

MHI Vestas Offshore Wind have joined forces with Members of Parliament (MP's) to commit to developing offshore wind energy. Over 30 MP's have shown their commitment by signing components of a blade named The Parliamentary Blade. MHI Vestas Offshore Wind are showing their commitment by ensuring that production of these wind turbines use UK manufacturing and engineering. The Parliamentary Blade is an 8 Megawatt blade which can power a household for 29 hours with just one rotation of its blade.

This will be a 5-part activity project and is aimed to be taught within 4 hours and a homework.

Activity	Lesson focus/ learning objectives	Activity	National Curriculum Reference	Skills Focus Resources	Resources
1	<p>Effectiveness of a logo How can a logo reflect the product and make us want to buy it?</p> <p>How can colour, font and symbols explain the product easily?</p>	<p>Students are to identify different logos and what makes them recognisable. Students will then freehand sketch their logo ideas.</p> <p>Students will look at a range of logos and identify and analyse what has been included and potential reasons why it has been included.</p>	Design: Develop and communicate design ideas using annotated sketches, detailed plans, 3D and mathematical modelling, oral and digital presentations and computer-based tools.	Describing Brainstorming Creating Designing Innovating	Coloured pens and pencils PowerPoint section 1
2	<p>What is important about branding? How does the design and marketing of a brand create a particular message? What lifestyle choices are linked to this brand?</p>	Students are to think about different brands they know of for different house hold items. They are then to choose one item and think carefully about the branding of this product. They are to think about how the brand is communicated through logo, advertising or celebrity endorsement.	Design: Use research and exploration, such as the study of different cultures, to identify and understand user needs.	Analysing Comparing and contrasting Questioning	Coloured pens and pencils PowerPoint section 2
3	Create 2D sketches or 3D models of initial ideas of types of wind turbines.	Students can make 2D sketches of designs to then make into 3D models which can then be used to investigate the streamline properties of different turbine blades.	Make: select from and use specialist tools, techniques, processes, equipment and machinery precisely, including computer-aided manufacture.	Creating Designing Imagining	Coloured pens and pencils Card Straws Paper fasteners PowerPoint Section 3
4	<p>Research the current perceptions of off shore wind turbines. How can they be used to power households? Why is it important that companies work towards using eco energy? What makes the turbines cost effective? Why is off shore wind commercially viable?</p>	<p>Students can have a choice of: Using ICT to research offshore wind energy, the history of offshore wind and the development and construction of offshore wind farms. Use the Power-point provided and fact sheets given to gather an understanding of offshore wind farm development.</p>	Evaluate: Investigate new and emerging technologies.	Questioning Imagining	Coloured pens and pencils PowerPoint Section 4 ICT facilities Haynes guide to Offshore Wind Energy and any other relevant printed fact sheets.
5	<p>The final branding proposal. The big idea – what lies at the heart of your product? Values – what do you believe in? Vision – where are you going? Personality – how do you want to come across?</p>	Students are to use their research about the offshore wind turbines and the involvement with the MP's to create one final brand. Students can use the objective questions to focus their design to ensure they have incorporated the theme of parliament or wind energy. Final designs will include logo, name and annotations.	Evaluate: Analyse the work of past and present professionals and others to develop and broaden their understanding.	Innovating Problem Solving Communicating	Coloured pens and pencils Entry forms PowerPoint Section 5