

Year 8
Independent learning task Textiles

RESEARCH ANALYSIS

Task 1: Look at these following pictures of children's toys and the packaging they are presented in.

To write a thorough analysis, you must describe what you see and use the following questions to guide you. Some of these questions may relate to the toy, the packaging or both.

Your knowledge

- What do you think is it made from?
- What age range do you think it is it for?
- Why do you think is has been designed like this?
- Can you think of any other toy products displayed in similar packaging?

Understanding

- Do you like it?
- Is it the right size, shape, pattern, colour to advertise the toy inside it properly?
- Does it look safe?
- Explain why you think this toy product was developed?

Analysis

- What makes this product distinctive from others of its type?

E.g. other soft toy characters

- Does this product have an image or identity, if so what is it?
- Does the promotion **e.g. the packaging and how the toy is displayed**, target a particular age group or group of people?

E.g. children or parents?

- What is it about the packaging that encourages people to buy the toy?



RESEARCH

Task 2: To show you can **apply what you have analysed**; you must now find a NEW and DIFFERENT product of your own and show a picture of it. Your picture must include a toy and its packaging. (Printed off the internet/ a photograph or a picture from a catalogue are all equally acceptable).

You will be asked to discuss some points about its design.

To help you prepare, answer the questions below so you can form your opinion.

You will be an expert on your individual piece of textiles packaging and its contents!

Stick the picture of the Toy and its packaging onto a page.

Clearly label your toy and packaging to include:-

- What materials they are both made from.

How colour has been used e.g.

- Does the packaging show similar colours to the toy?
- Does the colour of the toy reflect the age range/ gender use?
- Has the colour been used to highlight any of the safety aspects of the toy?
- Has the colour been used to make the toy look more appealing?
- Do you like the look of the packaging? If yes then why? If no, then again, why not?
- What do others in your family think of this product?
- What makes this product different from others of its type?
- Are they persuading you to buy this product by the packaging design. Include how they are and how you think it could be improved?

Have your answers and opinions prepared to help you with a class discussion. They should also be written up will form part of your project for marking at the end of the whole Textiles task.

COMMUNICATING AND PLANNING

Task 3: Now it is time to use your imagination.

Using the information you have gained from Task 2, you are now going to plan modifying your chosen toy product and packaging.

For example, you may decide to change the colours, materials, shapes or sizes.

To help you, please answer the questions below.

- How are you going to use the information from the Product analysis to help you adapt or modify the toy and packaging?
- Make some suggestions (4) for how the toy and packaging could be adapted and modified?
- Propose an alternative solution to the colour scheme.
- Does the colour scheme influence whom the Toy is for?
- How would a change of colours alter how people might interpret the Toy?

DEVELOPING AND PLANNING

Task 4: DESIGN IDEAS AND USING YOUR IMAGINATION!

Use the information you have gained from Task 3:-

- Produce two careful and clearly drawn adaptations and modifications to the toy and packaging that you chose to focus on.
- The child's toy can have any part of it changed for any reason. You must write why you have done this as part of your labelling.
- The colour of the product and its packaging is important. When you change the colours, decide who you are changing them for and why it will appeal to this new audience.
- What happens to the look of the toy and packaging when you change the colour of all or parts of it?
- Does it change the gender target market, make the toy look more unrealistic or even change the way people view it?

Be careful when you're drawing, you are not marked on how well you can draw, just how clearly you show your ideas with a good combination of drawn and written information.

EVALUATION

- You must now explain any plus points, minus points and improvements, you would make to your new product.

e.g. it now has moving parts in your new design but this might make it less suitable for very young children.

- How has changing the colour given your product a new character/ target market or purpose?

e.g. you have changed the colours of the toy and packaging to appeal to boys now as well as girls, which will mean the toy will sell a greater number.