

1. TARGET AUDIENCE AND LOGO DESIGN	2. QUALITY ASSURANCE AND ACCURACY	3. CAREERS IN RESISTANT MATERIALS
<p>Target audience is the term used to describe the intended audience (group) that a particular project is aimed at.</p> <p>The term market research refers to a stage of the design cycle that enables a designer to see what else is being sold on the market this is important because as a designer you need to be aware of competition.</p> <p>A logo is a distinctive emblem (design) that represents your brand. It should be very easy to recognise.</p> <p>Graphic design is a craft where professionals create visual content to communicate messages .</p> <p>All products and that are made to be sold will have some graphic design because a well designed product will appeal to your target audience.</p> <p>When you are designing logos, you may have lots of initial ideas—each time you develop an idea, this is called iteration.</p> <p>A logo is an important tool to help with advertising and your product being noticed.</p>	<p>Accuracy is vital for product designers—If a project hasn’t been measured correctly or has been cut badly, components might not fit together.</p> <p>Metal Rule— A measuring tool with measurements in Millimetres and inches. The measurements start from the edge of the rule to ensure accuracy.</p> <p>Quality assurance means steps have been taken to make sure a product works, is the right size and is not dangerous.</p> <p>Spirit level—A tool that shows you if something is straight or on an angle when placed on top of a product.</p> <p>Angle - An angle is formed when two lines meet at a common place—you will commonly need accurate right angles in product design</p> <p>Planning— Designers must have a plan when making a design out of a resistant material, so you can think about problems before they happen—for example, you need to plan to make sure you have enough material to finish your project.</p> <p>A regulation is a rule that is set out by the government to ensure all products are made to a high standard.</p>	<p>A joiner is someone who uses woodworking crafts to make and fit furniture for people or businesses.</p> <p>An architect is someone who design buildings for people to live in or work in.</p> <p>A construction worker is someone who uses raw materials and to hold to build buildings and structure.</p> <p>An engineer is a person who uses expert technical knowledge to build buildings, vehicles and structures.</p> <p>A set designer is a person who designs locations and spaces for film, theatres and entertainment</p> <p>A mechanic is a person who fixes problems with products that have moving parts—such as a car mechanic.</p> <p>Profession is the term used to describe a paid occupation involving a formal training and a qualification.</p> <p>A specification list is a list of specific points a product must have or do for it to be able to fulfil the brief.</p> <p>A design brief is a written description of what a new project is or what a product should do, look like and what it will take to complete.</p>
4. JOINTS—PERMANENT AND TEMPORARY	5. WORKING WITH METAL	6. WOOD FINISHES
<p>A joint is formed by two boards, timbers, or sheets of wood that are held together by nails, fasteners, pegs, or glue.</p> <p>The most simple wood joint is called a butt joint, where two end of wood are pushed up to one another and glued together.</p> <p>Adhesive is another name for glue—there are lots of different types of glue, with different strengths and durability.</p> <p>Using an adhesive makes a joint permanent.</p> <p>Permanent means forever or a very long period of time.</p> <p>You can join wood temporarily by using components like screws, nails, bolts and wooden Dowels (thin round pegs)</p> <p>You can make joints that don’t need nails or glue by cutting wood into shapes that fit together—an example of this is a dovetail joint.</p>	<p>A hole punch is a tool that allows you to cut through metal in circular shaped. You use a hammer to force the bit through the metal you want a hole in.</p> <p>Pins and a pin hammer are used to fix metal to wood—these are not like sewing pins—they have the appearance of small nails.</p> <p>A hacksaw or junior hacksaw is used to cut through metal, they have finer teeth on the blade and are very hard wearing.</p> <p>Some metals are too hard or too thick for you to be able to use tools straight away and you must heat the metal up to soften it—this is called annealing.</p> <p>If a metal is hit too many times with a hammer or moved too many times in shaping, it will become work hardened and it becomes impossible to work with unless it is reannealed – making it weaker.</p>	<p>Wood is porous, which means it absorbs water, to protect wood, it must be finished with a wax, solvent or oil</p> <p>Wax finishes - Create a waterproof layer on the wood and they can be pigmented to change the colour of the wood.</p> <p>Wood stain—Used to change the appearance of the wood, does not offer good weather protection.</p> <p>Oil—Wood finished with oil looks richer and will have some waterproof features. Oil doesn't not change the colour of the wood.</p> <p>Varnish—Varnish is used for glossy finish, it is the longest lasting finish that can be applied and needs a solvent to remove.</p> <p>Painting—Painting is a quick and easy way to finish wood as well as change the appearance.</p>