

| 1. TARGET AUDIENCE AND LOGO DESIGN | 2. QUALITY ASSURANCE AND ACCURACY | 3. CAREERS IN RESISTANT MATERIALS |
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| <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 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 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. SUSTAINABILITY | 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 ends 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>Sustainability means meeting our own consumption needs without compromising the ability of future generations to meet their own needs.</p> <p>Recycled materials are sustainable because they don’t use any new resources.</p> <p>A resource is any material that comes from the earth that people need or value.</p> <p>There are a few different types of resource</p> <p>Natural resources like wood and oil. Human resources like workforce and transport. Mineral resources like metal. Water resources and vegetation resources.</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 does 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> |