**Year 8 Computing, IT and Enterprise**

**Workbook 2**



**Name:** Click here to enter text.

**KS4 Target 5-**

[Python Skills](#Pythonskills)

Selection

Functions, errors & debugging

Menu Assessment prep 1

Definite Iteration

Indefinite Iteration

**To be on track you should be no more than 3 grades behind KS4 Target**

**Quick Find:**

**8.3 Branding**

[[Branding](#calculatingunits)](#whatisabrand)

[[Creating a Brand](#calculatingunits)](#yourbrand)

[[Added Value](#calculatingunits)](#addedvalue)

[[Market Segments](#calculatingunits)](#marketsegments)

[[The 4 P’s](#calculatingunits)](#The4ps)

[[Poster](#calculatingunits)](#poster)

[Animated Banner](#whatisananimatedbanner)



Teacher use



**8.3 Branding Success Criteria.**

|  |  |  |
| --- | --- | --- |
| **Level** |  | **ICT & Enterprise** |
| **5** | [ ]  Produce a professional poster[ ]  Explain how you will add value to your brand[ ]  Identify and justify the target market for your business.[ ]  Produce a professional logo | [ ]  Analyse a products purpose and evaluate its success[ ]  Use Success criteria to evaluate success[ ]  Explain how a product has created to suit a target audience [ ]  Use Success criteria to evaluate success |
| **4** | [ ]  create a poster[ ]  Apply your knowledge of added value to different businesses[ ]  Apply your knowledge of target markets to different businesses.[ ]  Produce a logo using advanced formatting.[ ]  Produce a basic logo | [ ]  Use suitable success criteria when developing products[ ]  Use a range of different software effectively to produce a product that matches a purpose |
| **3** | [ ]  Describe promotion[ ]  Describe added value[ ]  Describe target market[ ]  Explain why brands are important to customers.[ ]  Produce a basic logo[ ]  Describe what makes a good logo. | [ ]  Use a range of different software to produce a product[ ]  Use advanced search techniques in a search engine[ ]  Find a range of sources and Assets[ ]  Describe the Target Audience |
| **2** | [ ]  Define what a brand, logo and strap line are.[ ]  Describe what makes a good logo. | [ ]  Describe the purpose of a particular digital product[ ]  Identify the target audience for a digital product[ ]  Use a search engine |



 **8.3 Branding** 



**What is a brand?**

|  |  |  |  |
| --- | --- | --- | --- |
| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|       |            |            |            |

|  |
| --- |
| **Explain what a brand is. Remember the importance of spelling, punctuation and grammar.**  |
|          |
| **List 3 brands you buy.** |  |
|          |            |
|            |            |
|            |            |

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| **What makes up a brand?** | **Example of a business.** | **Why might this be important for customers?** |
|  |  |  |
| Catchphrase  | Tesco- Every Little Helps.  | As people think they will be making savings so they will be happy with this and want to shop at Tesco.  |
| Logo |            |            |
| Colour |            |            |
| Workforce |            |            |
| Taste of the product |            |            |
| **What makes a good logo?** | **Add an image of a good logo.** |
|            |            |
| **What is meant by a hidden meaning in a logo?** | **Add a logo with a hidden meaning.** |
|            |            |
| **Example 1****Add an image of a good logo.** | **Explain below why it is a good logo.**  |
|            |            |
| **Example 2****Add an image of a good logo.**  | **Explain below why it is a good logo.**  |
|            |            |

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| **Independent Learning/Assessment**

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| --- | --- |
| **What question are you attempting?** | Choose an item. |
|            |            |
| **Image result for punctuation Literacy (Press F7 to check spellings and grammar)** **What other literacy issues have you identified? ( Capital letters, punctuation and sentence structure)****All issues should be typed below (purple font)** |
| I have proof read my work and have corrected the errors. These included missing out some full stops and not using capitals for business names. I spelt the following words incorrectly: Business and unique.  |

 |



[**Your brand**](#yourbrand)

|  |  |  |  |
| --- | --- | --- | --- |
| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|            |            |            |            |

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| **What personality have you chosen for your brand? Why?**  |
|            |
| **What name have you chosen and why?** |
|            |
| **What is your strapline? If you can’t think of one now, you can come back to this later.** |
|            |
| **What colours have you chosen and why? Remember you can only choose 2 or 3 colours to use.**  |
|            |
| **Add your first attempt at a logo here.**  |
|  |
| **Self-assessment** |
| Good points | Areas for improvement |
|            |            |
|            |            |
|            |            |
| **Peer assessment** |
| Good points | Areas for improvement |
|            |            |
|            |            |
|            |            |
| **Add your final attempt at a logo below:** |
|            |





[**Added Value**](#addedvalue)

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| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|            |            |            |            |

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| **What is added value?**  |
|            |
| **Examples of a brand.** | **How they add value.** |
| Amazon.  | Amazon have a service called Amazon Prime which ensures next day delivery.  |
| Dyson | Ensures it has the best hoovers in the world and a powerful suction. |
|            |            |
|            |            |
|            |            |
| What are the benefits of adding value? Key words to think about are: customers, sales, revenue and profit.  |
|            |
| How will you add value to your brand? |
|            |



**[Market Segments](#marketsegments)**

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| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|            |            |            |            |

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| **Complete the table below**

|  |  |  |  |
| --- | --- | --- | --- |
| **List different market segments** | **Description** | **Apply to any business of your choice.** | **Apply to your business.** |
| Age | Certain products will be bought or promoted to certain ages.  | Saga holidays only target people over 50. Kinder Surprise target children under 10.  |  |
| Family status |            |            |            |
| Attitudes  |            |            |            |
| Gender |            |            |            |
| Income |            |            |            |
| Lifestyle |            |            |            |
| Ethnic groups |            |            |            |
| Occupations |            |            |            |

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| **Independent Learning/Assessment**

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| --- | --- |
| **What question are you attempting?** | Choose an item. |
|            |            |
| **Image result for punctuation Literacy (Press F7 to check spellings and grammar)** **What other literacy issues have you identified? ( Capital letters, punctuation and sentence structure)****All issues should be typed below (purple font)** |
|            |

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[**The 4 P’s**](#The4PS)

|  |  |  |  |
| --- | --- | --- | --- |
| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|            |            |            |            |

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| Carry out research on the WWW to find out what the 4P’s are: |
| 1 |            |
| 2 |            |
| 3 |            |
| 4 |            |
| **Promotion** |
| Explain what a good poster should include: |
|            |
| **Examples of posters** |
| Add example 1 here           | This is a **good** poster because           |
| Add example 2 here           | This is a **good** poster because           |
| Add example 3 here           | This is a **bad** poster because           |
| Add example 3 here           | This is a **bad** poster because           |

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**P Poster**

|  |
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| **Add your first attempt at a poster below:**  |
|            |
| **Self-assessment** |
| Good points | Areas for improvement |
|            |            |
|            |            |
|            |            |
| **Peer assessment** |
| Good points | Areas for improvement |
|            |            |
|            |            |
| **Add your final attempt at a poster below:** |
|            |





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| --- |
| **INDEPENDENT LEARNING** |
| **What challenge are you attempting?** | **Branson** |
|            |
| Image result for punctuation **Literacy** (Press **F7** to check spellings and grammar) What other literacy issues have you identified? ( Capital letters, punctuation and sentence structure)All issues should be typed below **(purple font)** |
|            |



**What is an animated banner?**

|  |  |  |  |
| --- | --- | --- | --- |
| **What you already know?****K** | **What you wonder/not know?** **W** | **What have you learned?** **L** | **How did you learn?** **H** |
|            |            |            |            |

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| **Explain what an animated banner is. Remember the importance of spelling, punctuation and grammar.**  |
|            |
| **What is the purpose of a banner?**  |
|            |
| **Add below websites you will put the banner on.** | **Explain why you chose each website (you need to consider your target audience which includes age, gender, interests and region.**  |
|            |            |
|            |            |
|            |            |
|            |            |
| **What will you include that is suitable for the target audience?** | **What would not be suitable to include for your target audience?** |
|            |            |
|            |            |
|            |            |
| **What will you include that ensures the banner relates to your brand personality?**  | **Explain reason for including this.**  |
|            |            |
|            |            |
|            |            |

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| **Assets – Add a print screen of each one below** | **Explain why you decided on each asset.** |
|  |            |
|  |            |
|  |            |
|  |            |





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| **INDEPENDENT LEARNING** |
| **What challenge are you attempting?**            | **Branson** |
| Add a print screen of your animated banner here. |
| **Self-assessment** |
| Good points | Areas for improvement |
|            |            |
|  |            |
|            |            |
| **Peer assessment** |
| Good points | Areas for improvement |
|            |            |
|            |            |



|  |
| --- |
| **Completed animated banner** |
| Add a print screen of your improved animated banner here. |
| Justify the decisions you made for your banner.  |
| Decision 1 |            |
| Decision 2  |            |
| Decision 3  |            |
| Decision 4 |            |
| Decision 5 |            |
| If you have more time how could your banner have been further improved? Remember literacy is important, so proof read your work and make improvements to spelling, punctuation and grammar if necessary.  |
|            |



*Copy and paste these boxes to the correct section when instructed to do so by your teacher*

|  |  |
| --- | --- |
| Quiz score out of … |  |

|  |  |
| --- | --- |
| Quiz score out of … |  |

|  |  |
| --- | --- |
| Quiz score out of … |  |