

THE TRUE COST OF OUR LUXURIES

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

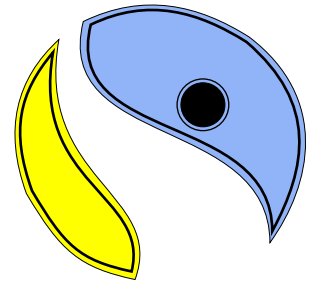
This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet .

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A symbol that is occasionally seen on packaging is the Fair Trade symbol. This means that the contents of the package has been produced in the Third World and that the producer (ie. the farmer) has received a fair and realistic price. It also means that the produce is not from countries whose Governments help their industry / agriculture undercut those of much poorer countries, by giving them subsidises.



FAIRTRADE

Gold is often mined in poor countries, with the workers earning very little money despite working long hours and in dangerous working conditions.

Design a new logo / symbol that will be placed on the packaging of gold jewellery. The symbol will show that a fair price has been paid for the gold and that the workers have got their fair share. Draw a rough version, followed by a colour rendered version.

EXAMPLE SYMBOL



ROUGH DESIGN

COLOUR RENDERED
DESIGN