

RESPONSIBLE DRINKING SYMBOL

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On behalf of The World Association of Technology Teachers

W.A.T.T.



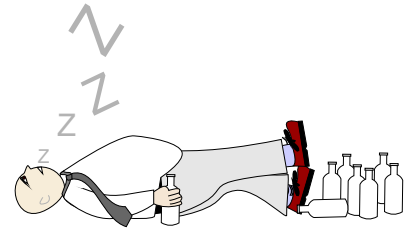
World Association of Technology Teachers

The 'Symbols Exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' (www.technologystudent.com) before attempting the design sheet.

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RESPONSIBLE DRINKING SYMBOL

The symbol below is often seen on wine bottles and bottles that contain other alcoholic drinks. The aim is to promote an understanding of the dangers involved in drinking too much alcohol and to encourage people to moderate the amount they consume.

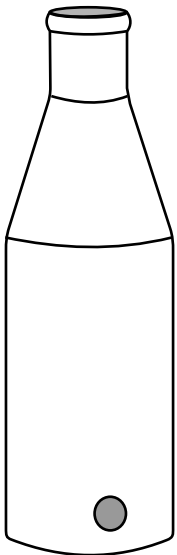


Study it carefully and answer the following questions.



ENJOY RESPONSIBLY

Do you feel that this is an effective symbol? Explain your answer.



The drawing opposite represents a typical wine bottle. The small grey circle represents the size of the 'drink responsibly' symbol in relation to the bottle. This is usually the position of the symbol, well away from the label.

Why do you think the wine producers have limited the size of the symbol?

Search the internet for other symbols that aim to encourage people to drink alcoholic beverages responsibly. Collect images and present them on a research sheet.

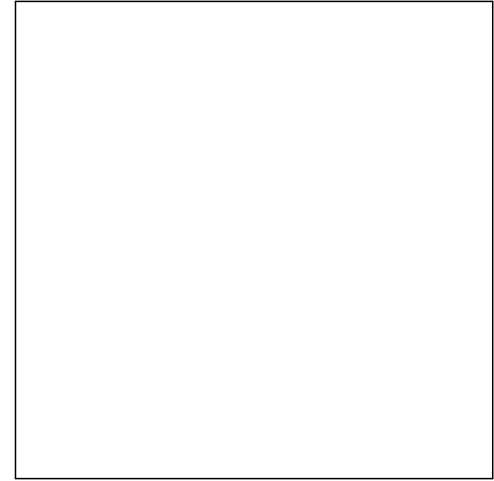
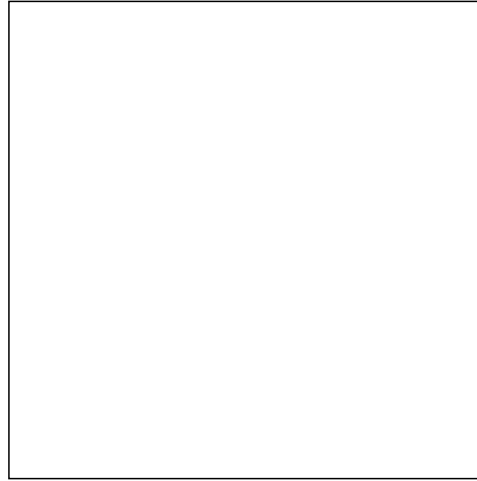
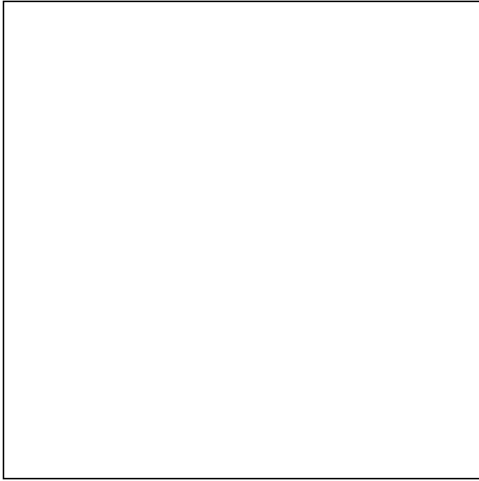
Why do you think it is necessary for people to be warned to limit their drinking?

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The original 'Drink Responsibly' symbol tends to suggest that only pregnant women should drink responsibly. You have been commissioned by the government to design a new symbol that clearly displays the need for all consumers of alcoholic drinks to limit their intake.

1. You are to produce three rough designs for the symbol.



2. Select what you consider to be the best improved symbol and draw it in the space provided below. Include colour / shade and descriptive notes.

NOTES

YOUR 'DRINK RESPONSIBLY' SYMBOL

