

REVISION CARDS - JOCK KINNEIR and MARGARET CALVERT

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

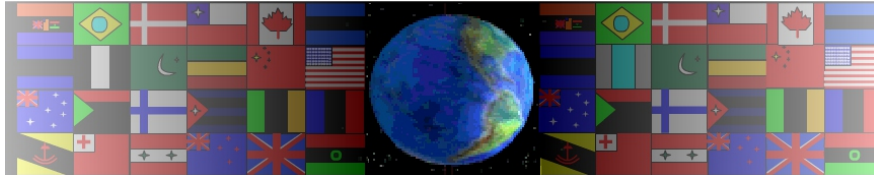
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On behalf of The World Association of Technology Teachers

W.A.T.T.



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JOCK KINNEIR and MARGARET CALVERT



Margaret Calvert

Margaret Calvert is best known for her work with her colleague Jock Kinneir (1957 to 1967).

They designed many of the road signs that we see today, in a style that has been used widely around the world. Before the ground breaking work of Kinneir and Calvert, road signs followed a variety of styles and not standardised, often making it perplexing for drivers.

They were commissioned to design the first motorway signage and later, signage for other roads throughout the UK.

JOCK KINNEIR and MARGARET CALVERT



Jock Kinneir

Kinneir and Calvert decided on the use of standard colours and a new font called 'Transport', which would be easy to understand, at a glance.

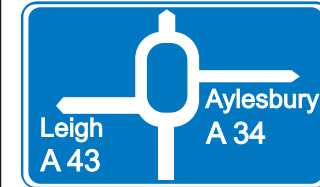
For Motorways - A colour scheme of reflective white lettering, against a non-reflective blue background was adopted.

The signs were used in 1958, along the UK's first motorway, the M6.

Since the introduction of the standardised signage, Kinneir's and Calvert's innovative style has been used around the world.

FOR MORE DETAIL ON KINNEIR, CALVERT AND OTHER DESIGNERS GO TO THE 'DESIGNERS' SECTION OF www.technologystudent.com

SIGNAGE IN THE STYLE DEVELOPED BY JOCK KINNEIR AND MARGARET CALVERT



SOME OF THE SIGNAGE DESIGNED BY MARGARET CALVERT



MEN AT WORK SYMBOL



FARM ANIMALS SYMBOL



CHILDREN CROSSING

1. Why was it necessary to design standardised road signs, for the motorways and other roads?

2 marks

2. Describe two characteristics of Kinneir's and Calvert's signage. What was the reasoning behind the characteristics?

4 marks