

# LUNCH TIME SYMBOL

V.Ryan © 2000 - 2008

On behalf of The World Association of Technology Teachers

## W.A.T.T.



World Association of Technology Teachers

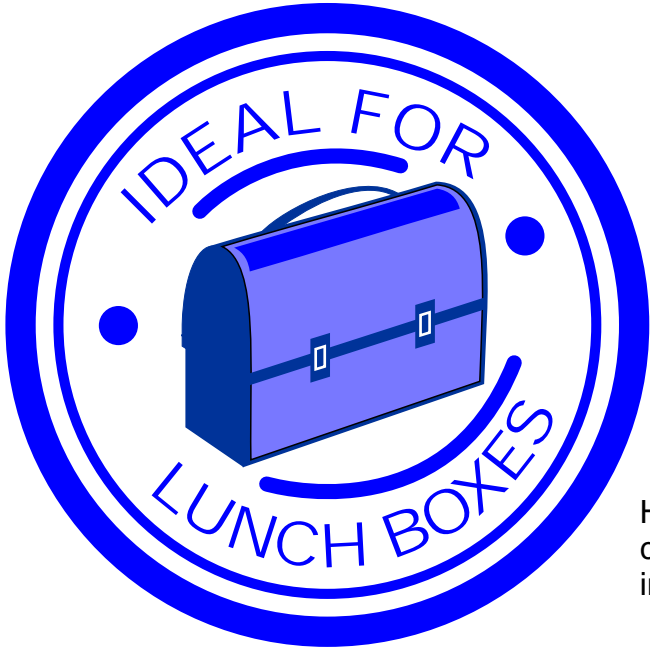
The 'Symbols Exercise' can be printed and used by teachers and students. It is recommended that you view the website section 'Graphics' ([www.technologystudent.com](http://www.technologystudent.com)) before attempting the design sheet.

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# LUNCH TIME SYMBOL

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The symbol seen below was found on a bread wrapper. The symbol aims to encourage the customer to use the bread for making sandwiches. The hope is this will improve sales by making the customer consider sandwiches rather than a more conventional lunch/dinner such as sitting in a canteen / café and eating a cooked lunch.



What do you think of the symbol? Would it encourage you to consider making sandwiches for your lunch time?

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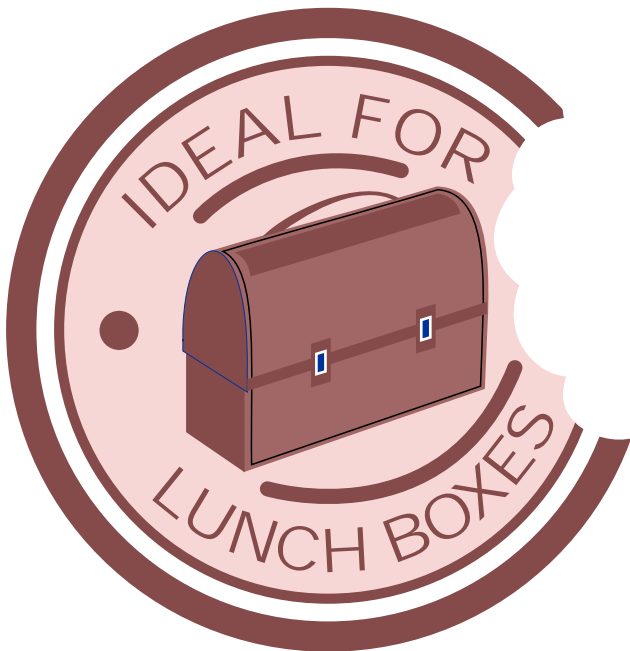
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How could the colour scheme be improved? For instance, the colour scheme could vary depending on the type of bread inside the wrapper.

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A professional team of graphic designers has been employed to improve the symbol. They have changed the colour scheme to reflect the colour of wholemeal bread. They have also added a 'bite' to suggest someone has eaten part of the symbol.

Do these changes improve the symbol? Explain your answer.

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Are there any further changes that could be made to the updated symbol that will improve its overall look and appeal?

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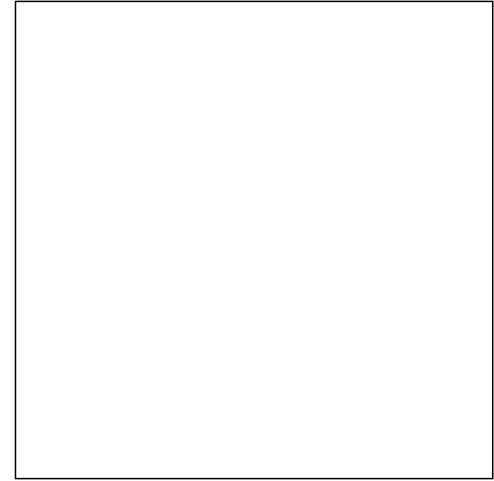
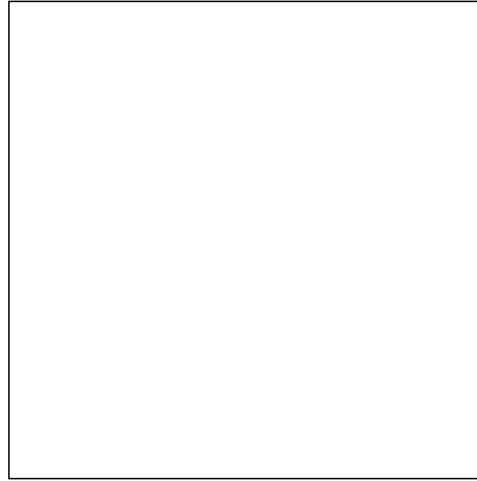
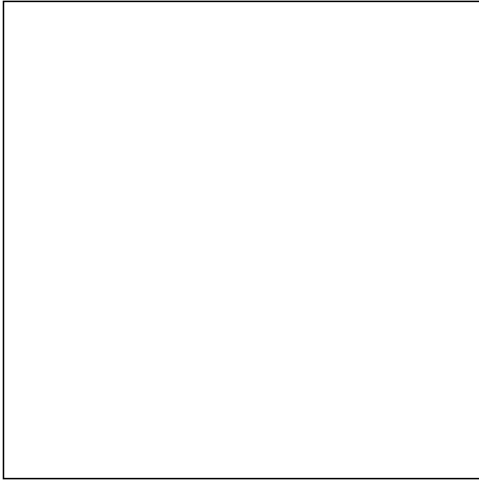
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# CREATING A LUNCH TIME SYMBOL

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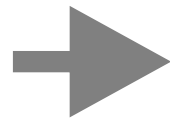
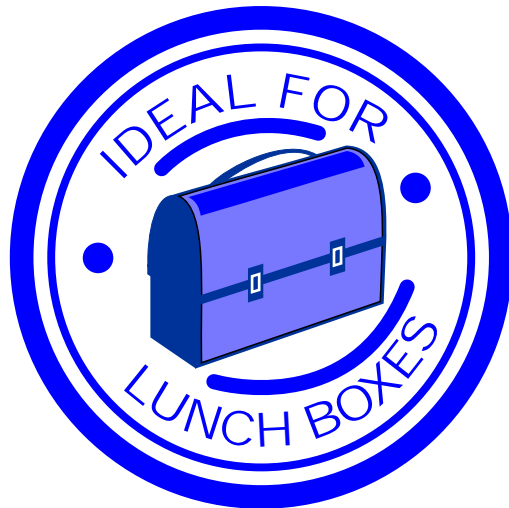
The original symbol and updated version have been rejected by a powerful supermarket. They like the first set of improvements (change of colour and addition of a bite) but they insist on the further development of the Lunch Time Symbol.

1. You are to produce three rough designs for the symbol that will include further improvements.

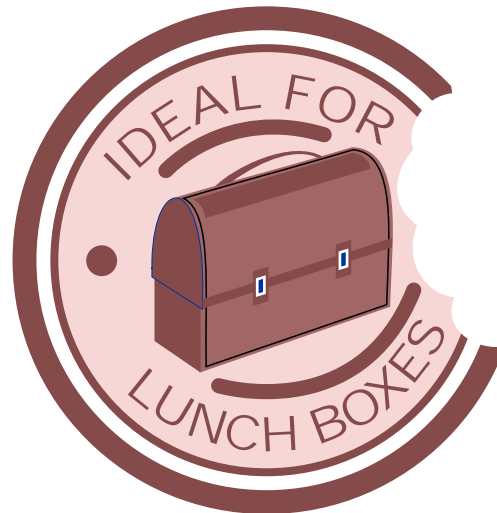


2. Select what you consider to be the best improved symbol and draw it in the space provided below. Include colour / shade.

ORIGINAL SYMBOL



IMPROVED SYMBOL



YOUR IMPROVED SYMBOL

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