

Make your own way finding system

Lesson Plan – Key Stages 3-5

Skills that you'll use

- You will learn about key designs and key designers.
- You will learn about user focused design.



Materials needed

- Pencil or pen
- Some paper
- Blue tack or sellotape



+



Activity plan

Introduction (5mins)

Before motorways allowed cars to drive super-fast all over the UK, people had to use smaller roads and go at lower speeds. Change was coming in the late 50s and suddenly people were able to travel all over the UK in much less time than it had ever taken before.

Accessing far off places created new problems to be solved. How would everything be signposted? The government asked graphic designers Jock Kinnear and Margaret Calvert to come up with an identity; meaning that road signs across the UK all looked the same.

Jock and Margaret argued that the road signs should be really big so that they could be read at speed and they should use a capital letter followed by lower case letters rather than being entirely in block capitals. This choice was unpopular; many people complained they wouldn't be able to read words when driving fast unless they were in block capitals. Jock and Margaret successfully argued that people read words by recognising the shape of the word rather than reading the individual letters. Jock and Margaret also used pictures where possible. Can you think of some pictures that you often see on road signs?

Watch graphic designer Neville Brody talk about Margaret Calvert and Jock Kinnear's designs in the Design Museum's film.



Activity plan

Discuss (5-10mins)

- What road signs are in and around your street?
- What colour are road signs and why do you think those colours were chosen?
- Can you think of any road signs that use pictures without words?

Research (10 mins)

- Go online (you may need an adult to help) and look at some examples of road signs.
- Have a look out of your window or, when you're doing your daily exercise, look out for the road signs you can see.
- What do you notice about the signs?
- How big are they and what are they indicating?



Activity plan

Activity (30 mins)

Imagine that someone was coming to your home for the first time. They may not speak English. Work out what you need to sign post in your home.

- What will they need to be able to find easily?
- What would be most important for them to find?
- What colours should your signs be?

Draw out your road-sign designs and colour them in. Stick your designs up around your home and get someone in your home to try to navigate around using them.

Now that you've completed your design why not share it with the Design Museum on social media using **#DesignFromHome?**

