# Marketing – design and technology stage 5

## Information and communication technology – marketing

### Teacher workbook



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## Design problem

### Design brief

This design problem can be used as an assessment task for this unit.

**Note to Teacher:** This design problem can be altered to suit your school context and students’ interests and ability. The design problem has been written so that student work with a ‘client’ (the person running the stall) to design and produce marketing plans and material for a stall that will run at a school fete. This stall can be food-related (such as hot dogs or ice-cream stall), activity-related (such as air-brush or henna tattoos or a splash tank) or the stall can be selling items (student artwork or knick-knacks). If the school or community are not holding a fete then this unit can be adjusted to design and produce marketing plans and material for items/products/projects that they may have previously made in the Design and Technology course.

You have been employed to create the marketing and presentation for a stall at the Every School fete.

You will be required to liaise with the client (stallholder) to identify the needs for the event. You are required to design their stall logo and advertising material. You will also need to design and make a prototype of the presentation stand/packaging for their products (e.g. jewellery stand for displaying a range of the client’s hand-made jewellery or stand to hold an ice-cream cone).

You will need to document your design process in a design folio.

Design solutions are to go through Quality Assurance (teacher) before production.

The items you will be designing solutions for include:

* branding – logo – create using Adobe InDesign, Photoshop or Illustrator or similar
* marketing materials (such as business cards, flyers stall signage/banners, uniform for employees) – create using Adobe InDesign, Photoshop or Illustrator or similar
* packaging – if needed for the product being sold
* display stands – if needed for the product being sold.

This is an ongoing task throughout this unit and should be worked on throughout the term.

## Design folio

**Teacher note:** Throughout the booklet there are sections relating to folio work – these indicate this is suggested folio work. These are to be used as a starting point for students to work on in their folio. They are suggestions for the minimum requirements of content for their folio and may be changed or added to as needed.

The following numbered points should be included as headings in the folio.

1. Identification of needs and opportunities
   1. design brief
   2. criteria for success
2. Management
   * timeline/Gantt chart
   * financial plan
3. Creative and innovative idea generation
   * sketches/draft layout of market stall
   * sketches/draft design ideas for packaging/presentation of items
4. Research
   * the product/service the client is selling
   * the target audience for the product/service
   * existing Logo’s/brands
   * promotional strategy for the client’s business
5. Experimentation
   * logo development
   * mock-up of signage, flyers, banners, uniforms
6. Realisation of design ideas
   * prototype manufacture – flyer, banner, business cards, iron-on transfer for uniforms
7. Evaluation
   * client feedback
   * customer feedback
   * reflection on the design process
   * reflection on marketing products and strategy

## What makes a design idea or product commercially successful?

Brainstorm factors that contribute to the commercial success of a design below:

**Folio work – identification of needs and opportunities**

Identification of design considerations, including the needs and opportunities for the design project.

Outline the product/service the client is offering for the fete. Determine if the product needs packaging or a particular stand/set up for the market stall. Consider how to manufacture these items.

Establish and document criteria for success of the design project.

## Factors affecting design

When designing, there is a range of factors that can affect the success of the final design. These factors include:

* function
* form
* aesthetics
* end-user applications
* quality
* trends
* historical, contemporary and future considerations

For each of the factors affecting design, write a short explanation in the spaces below.

|  |  |
| --- | --- |
| Factor | Explanation |
| Function | **Function refers to how well a product, system or environment works. The intended design must meet the brief and its intended outcome.** |
| Form | **Form refers to the shape, appearance or configuration of an object. We know that products may not just be seen as functional.** |
| Aesthetics | **Aesthetics refers to the ‘beauty’ and appearance of a product, system or environment.** |
| End-user applications | **Designers must always keep the end-user in mind in the development and production of their designs.** |
| Quality | **Quality refers to a design or finished product that not only meets its specifications but also delivers the best value for money in terms of performance, finish and reliability. Quality may refer to strength, durability, reliability or ease of use.** |
| Trends | **Social, cultural, global, political, economic and environmental influences directly and indirectly affect trends and in turn impact on design and production. When developing your design, consideration of trends is vital.** |
| Historical, contemporary and future considerations | Taking into account the historical,contemporary and future considerations when designing is important. This may involve demonstrating how your design has been influenced by current and past materials, tools or techniques as well as considering what possibilities may be achieved with future technologies and innovations. |

### Factors affecting design adjustment worksheet

When designing, there is a range of factors that can affect the success of the final design. These factors include:

* function
* form
* aesthetics
* end-user applications
* quality
* trends.

**Task: fill in the blanks using the words from the word bank below.**

**Word bank:** Appearance, important, product, outcome, end-user, value.

**Function:** Function refers to how well a product, system or environment works. The intended design must meet the brief and its intended \_\_\_

**Form:** Form refers to the shape, \_\_\_or configuration of an object. We know that products may not just be seen as functional.

**Aesthetics:** Aesthetics refers to the ‘beauty’ and appearance of a\_\_\_, system or environment.

**End-user applications:** Designers must always keep the \_\_\_in mind in the development and production of their designs.

**Quality:** Quality refers to a design or finished product that not only meets its specifications but also delivers the best \_\_\_ for money in terms of performance, finish and reliability. Quality may refer to strength, durability, reliability or ease of use.

**Trends:** Social, cultural, global, political, economic and environmental influences directly and indirectly affect trends and in turn impact on design and production. When developing your design, consideration of trends is \_\_\_.

## Factors affecting design activity

Describe the factors affecting the design and production in the table below.

**Fashion design**

|  |  |
| --- | --- |
| Factor affecting design | How it affects design |
| **Trends** | **Fast fashion, social media. Seasonal updates to fashion lines.** |
| **Quality** | **Quality vs price. The demand for cheap fashion has driven the ‘fast fashion’ consumerism**  **Quality costs more but tends to more sustainable (which can relate to the trend factor)** |
| **aesthetics** | **Customers purchase fashion items that they believe look aesthetically pleasing. Fashion design is based upon a person’s perceived aesthetics.** |
|  |  |

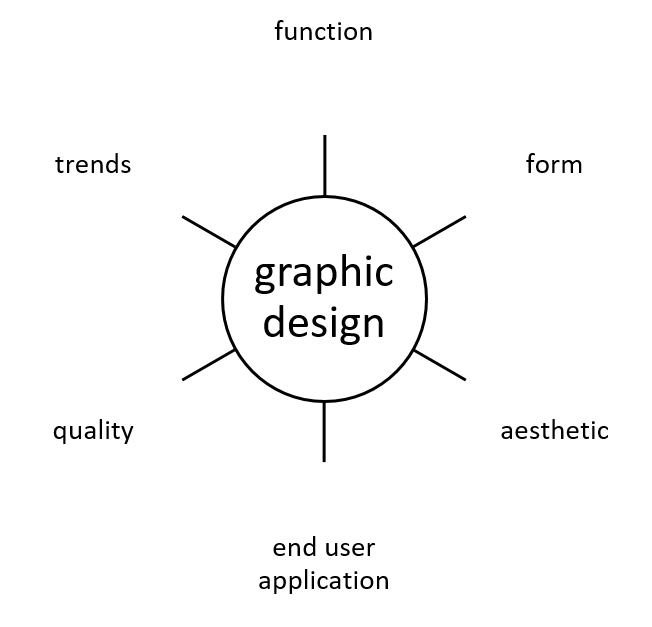
**Graphic design**

|  |  |
| --- | --- |
| Factor affecting design | How it affects design |
| answer |  |
| answer |  |
| answer |  |
| answer |  |

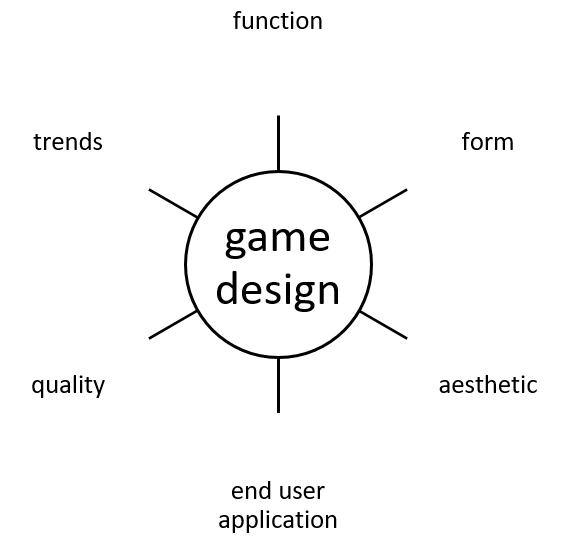
**Game design**

|  |  |
| --- | --- |
| Factor affecting design | How it affects design |
| answer |  |
| answer |  |
| answer |  |
| answer |  |

### Factors affecting design activity – adjustments

Circle the three most important factors that affect design in the areas listed below. 





## Branding

Watch [The Secret Behind Coca-Cola Marketing Strategy](https://www.youtube.com/watch?v=XhMVWzVXNNk) (duration 8:15). Discuss the content of the video and answer the questions below in the spaces provided.

**Teacher note** – suggested solution included.

**What is the Coca Cola brand built upon?**

| Training brains to associate the brand with good feelings, happiness, relaxation, friends rather than the actual drink |
| --- |

**What do they focus on selling?**

| They don’t focus on selling a drink, they focus on selling an abstract positive concept. |
| --- |

**What is a multi-channel approach?**

|  |
| --- |

**Why was ‘share a Coke’ such a powerful marketing tool?**

|  |
| --- |

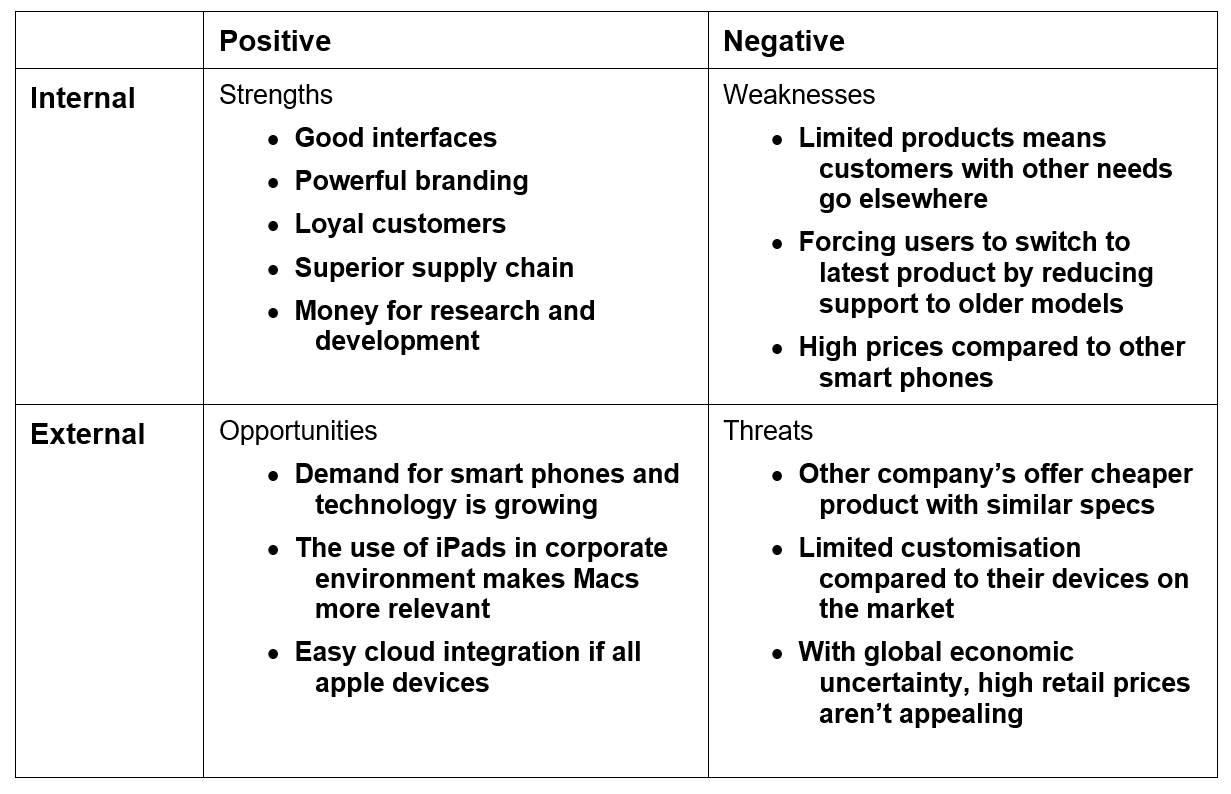
**Why is engaging with customers so important?**

|  |
| --- |

### SWOT analysis

Complete a SWOT analysis in the space below on a large company and their brand (for example Apple).

**Teacher note** – suggested solution included.



## What is marketing?

Marketing is the process of using research and advertising to promote products and services.

Discuss: Why do we need marketing? What is the purpose of marketing?

To ensure the success of a design idea, designers need to think like an entrepreneur and market their end product/ design idea.

In the space below, identify and explain the reasons why designers need to market their product/idea.

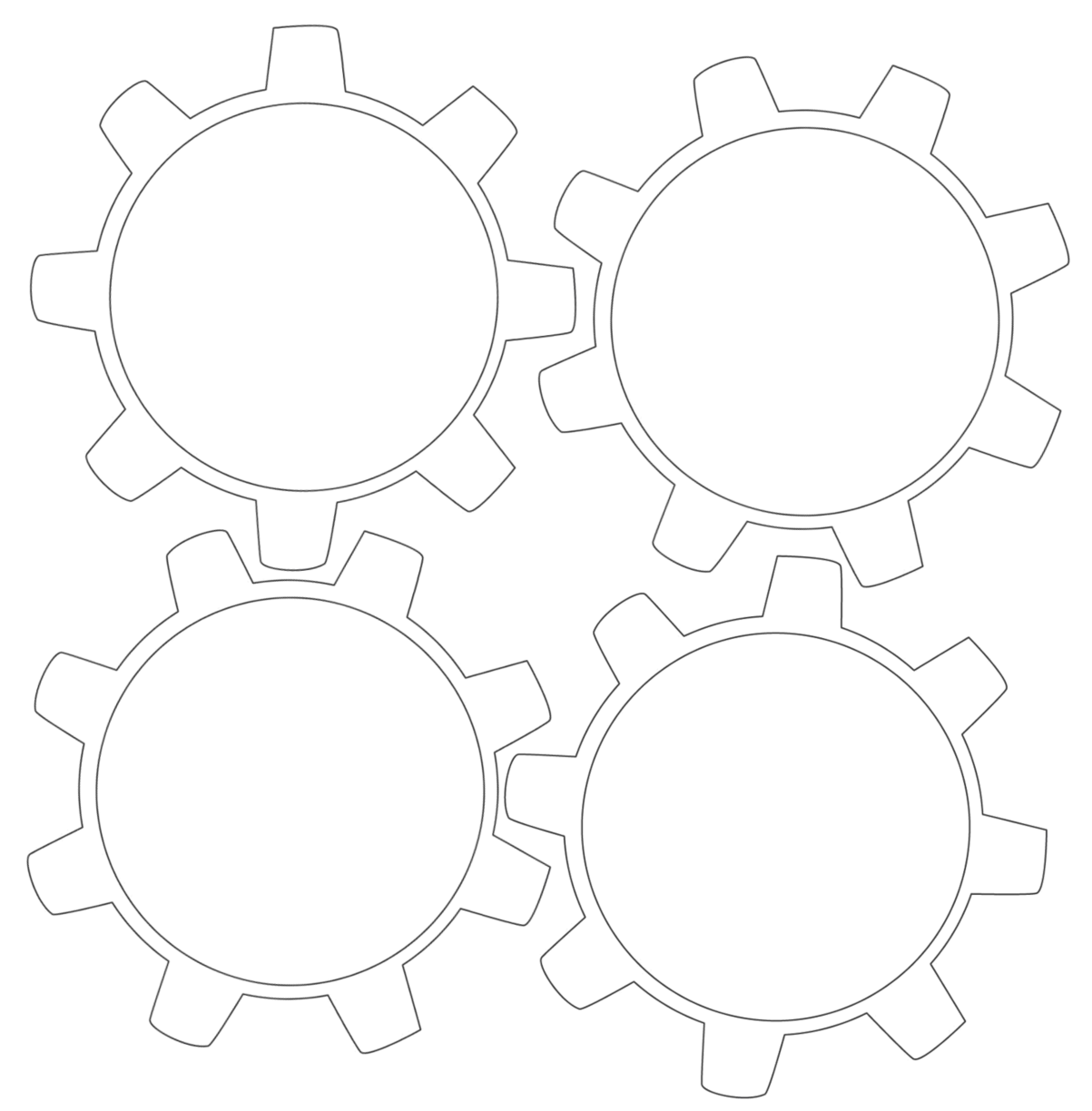
|  |
| --- |

### Successful marketing

Discuss the following points:

* what contributes to successful marketing?
* what does successful marketing look like? How do we achieve it?

Make notes in the shapes below:



## Intellectual Property

Various types of intellectual property (IP) exist to protect ownership of an idea or product.

The main protection of IP are:

* patents
* copyright
* trademarks

Outline each in the space below.

**Patents**

|  |
| --- |

**Copyright**

|  |
| --- |

**Trademarks**

|  |
| --- |

### Trademarks

Using the information available on the [Australian Government Business](https://www.business.gov.au/registrations/intellectual-property/types-of-ip-explained#_Trade_marks) website answer the following questions in the spaces provided.

**What is a trademark?**

|  |
| --- |

**How does a trademark differ from copyright?**

|  |
| --- |

**How long does a trademark last?**

|  |
| --- |

## Fundamentals of design applied to marketing

**Teacher note**: suggested solution included.

**Answer in the space below. What are the elements of design?**

| **line**  **colour**  **shape**  **texture**  **space**  **form** |
| --- |

**Answer in the space below. What are the principles of design?**

| **unity**  **balance**  **scale**  **movement/rhythm**  **similarity and contrast**  **pattern** |
| --- |

### Applying design principles to marketing

Different design industries have a greater emphasis on applying different principles of design to their products. For example, architects study space and proximity closely as they look at how humans interact with the area around them.

In the table below, rank (in order of relevance) the design principles in relation to marketing. Give a brief explanation of why you ranked the design principles there.

|  |  |  |
| --- | --- | --- |
| Rank | Design principle | Explanation |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |

**Folio work - management**

Create a timeline for the design and manufacture process.

Liaise with your client to confirm timelines and cost management. Document your communications.

## 4 Ps of marketing (marketing mix)

A popular tool for determining a marketing strategy is the marketing mix or 4 P’s of marketing.

The 4 P’s stand are:

* Product
* Place
* Price
* Promotion

Watch the clip [The 4 Ps of The Marketing Mix Simplified](https://www.youtube.com/watch?v=Mco8vBAwOmA) (duration 2:46).

Using the information from this video, give a brief outline of each of the 4P’s under the headings below.

**Teacher note**: suggested solution included.

|  |  |  |  |
| --- | --- | --- | --- |
| Product | Place | Price | Promotion |
| When marketing a design, the designer must consider its quality, features, packaging and any customer support that will be provided. Does it look like something that a potential consumer would like to own? | Can the design easily be transported and distributed? Consideration needs to be made regarding where it can be accessed by potential consumers. | How much will the design need to sell to cover the costs of manufacturing and advertising? When profit is being calculated, will it be affordable in the marketplace or be out of reach for the target market? | Communicating the benefits of the design to the target market, using the marketing strategies best suited to the audience. |

## Communicating with clients

Communication between designer, client, manufacturer and customer is core to the success of any design. Good communication is just as important as good design.

Designers should utilise a range communication and presentation techniques.

In the space below, brainstorm ways in which designers can present information to clients/customers:

## Visual communication techniques

It is important for designers to documents all stages of work that they complete. This usually takes place in a design portfolio. However, designers must use communication methods that the client will understand.

When communicating with a client, designers usually use presentations with more illustrations than text to ensure understanding.

**Why is it best practice for designers to use more images than text when communicating with clients? Write your answer in the space below.**

|  |
| --- |

Presenting information through lots of text can be off-putting for many people. The ability to explain ideas through visual and graphical communication techniques is exceedingly valuable for designers as they can quickly and easily present their designs to a range of audiences.

**List some visual and graphical communication techniques below:**

**Teacher note**: suggested solution included.

| * **Sketching** * **Orthogonal projections** * **Isometric projections** * **Logos** * **Symbols** * **Charts and graphs** |
| --- |

### Other communication techniques

In the spaces below, explain the importance of written, oral and digital communication for designers.

**Teacher note**: suggested solution included.

**Written**

| Design portfolios are an important medium for project management, used by all good designers around the world to document their progress through the design process. Primarily used to communicate design work to other designers, the design portfolio is an important record of the work done while solving a design brief.  Written communication is important not just for design work, but also for entrepreneurial work. Designers working on a small scale developing their ideas may not have the capital to bring their work to market. They may apply for funding from government agencies or private funding sources, and the ability to share their ideas and vision succinctly. |
| --- |

**Oral**

| Spoken forms of communication are essential when designing. The ability to hold a conversation is a crucial social skill required by designers. The ability to select and use the correct oral communication techniques appropriately is an advantage for those wishing to be successful designers. Knowing what questions to ask is just as important as being able to ask them. The right questions will produce the desired answers; not asking the right questions may mean that you do not have the information you need to proceed with a thoroughly designed solution.  Where oral communication comes into its own is when making presentations. It is the spoken word of the designer that makes links between the visual, written and digital forms of communication. |
| --- |

**Digital**

| Recent times have seen great advances in the ways we can communicate using digital technologies. With computers, the internet, mobile devices and social media, designers now have a more comprehensive set of tools to communicate and present their work than just visual, written and oral techniques.  Design portfolio work has become easier for designers. Written work can now be drafted electronically on a computer or mobile device, typed or converted to text using voice recognition software. Changes can be made easily, spelling and grammar errors quickly identified and documents stored in the cloud to access anywhere the internet is available. This allows for flexible, efficient and more professional looking written work. Multimedia content can also be included in preference to still photography. |
| --- |

## Target audience

Before any communication technique is selected, designers need to be aware of their target audience.

**What is a target audience? Write your answer in the space below.**

|  |
| --- |

**Discuss in the space provided: How could a designer determine the best way to communicate with their target audience?**

**Teacher note**: suggested solution included.

| * interviews – interacting with individual members of the target market for a detailed response regarding their background * surveys – seeing a more general response from a large number of target market members * observation – stepping back and not interacting directly with members; rather, watching and noting who makes up their target market * researching – reviewing existing records, such as census data and other forms of public information. |
| --- |

**Folio work - research**

Design and undertake investigations into the target audience for your assessment. Document your process and findings (make use of tools such as survey monkey or google forms).

Analyse your target audience research and give an overview of the target audience for your product/service.

## Communication techniques – branding

It is not always products that are marketed. Brands use logos to communicate their company in an easily identifiable graphical way.

What is a logo? Answer in the space below.

|  |
| --- |

Research some common logos. What makes them stand out? Complete the table below.

|  |  |
| --- | --- |
| Logo | Features |
| answer |  |
| answer |  |
| answer |  |
| answer |  |
| answer |  |

**Folio work – generate design ideas**

Communicate with your client regarding the needs of their business and stall.

Generate design ideas related to:

□ stall layout

□ logo and branding

□ signage for the stall (banner)

□ flyers

□ business cards

□ uniform

□ packaging/presentation stand

Ensure you seek feedback from your client. Document all communication.

**Folio work – experimentation**

Experiment with design and construction methods for the packaging or product presentation stand.

**Folio work – realisation of design ideas**

Use Photoshop/Illustrator or similar software to design a logo and incorporate it into:

signage for the stall (Photoshop it into a mock-up or produce a real sign)

flyer (digital layout or hard copy)

business cards (digital layout or hard copy)

produce uniform/iron on transfer for a T-shirt for stall employees to wear on the day.

## Promotional strategies

Research the types of promotion strategies listed below and give a brief overview of each.

**Teacher note**: suggested solution included.

|  |  |
| --- | --- |
| Strategy | Definition |
| Print advertising | **Print advertising is a very traditional form of marketing that became popular with the beginning of black-and white newspapers, followed by colour magazines. Used to access broad audiences, it uses pictures and text to promote a design. Junk mail comes into this category, as do billboards. Its reach is limited to the circulation of the printed document.** |
| Radio advertising | **Radio advertising is a non-visual medium that relies on sounds and voices to describe a design and its function and aesthetics. It is popular for reaching broad audiences, including target markets that have a radio playing all day, such as tradespeople on building sites. Its reach is limited to the broadcast region, unless the radio station also broadcasts online.** |
| Television advertising | **Television advertising marks a leap forward from radio advertising. Television allows broad audiences not only to see what a design looks like, but also to watch how it works. As with radio, its reach is also limited to the television station’s broadcast region.** |
| Direct marketing | **Direct marketing targets individuals. Organisations will send personal emails or mail pamphlets directly to people taken from a list identified as being in the sought-after target market. This information can be gathered from a range of sources, including website registrations and competition entries, and is useful when promoting specialised designs.** |
| Online advertising | **Online advertising is a recent marketing medium that allows for the use of many of the features of other marketing media. Print advertising can be used on websites, sound from the radio can play and videos from television can pop up, making it a very flexible medium for marketers. This form of advertising can be placed on websites that members of the desired target market would visit. Websites often use software that remembers the topics you have viewed online and customises your advertising to suit your demographic and interests.** |
| Social media | **Social media are being used to market designs in ways that are still being explored by creative advertisers. Videos promoting the work of designers can now become viral – online content is created and planted within a social media platform and shared uncontrollably by members of the target market. Unlike many other forms of advertising, once the content is created, there are no other costs for the advertiser, making it very popular with small organisations.** |

**Folio work – research**

Which forms of promotion strategy would be best for your client? Create a SWOT analysis for two promotion strategies for your client's stall. From these, provide information to your client recommending the most appropriate promotional strategy.

## The future of marketing

What will marketing look like in 20 years? Brainstorm ideas in the diagram below.

In the space below, write a brief overview of what you think marketing will look like and what it will entail in 20 years.

|  |
| --- |

### Researching the past to look to the future

Research and identify marketing trends from the past and the present. Write at least 4 trends in the table below.

|  |  |
| --- | --- |
| Past marketing trend | Present marketing trend |
| answer |  |
| answer |  |
| answer |  |
| answer |  |

## Preferred futures

Part of the challenge in thinking about the future is that, even though we can recognise trends from the past to the present, these are not guarantees of the future. Asking ‘what if?’ helps us to imagine incalculable possibilities, as well as identify other focus areas that could be developed to assist in achieving a particular preferred future.

**Think of major events that might happen that would influence marketing in 20 years. It may be helpful to use the acronym STEEP – consider developments/changes in society, technology, the environment, the economy and in politics. Complete the table below:**

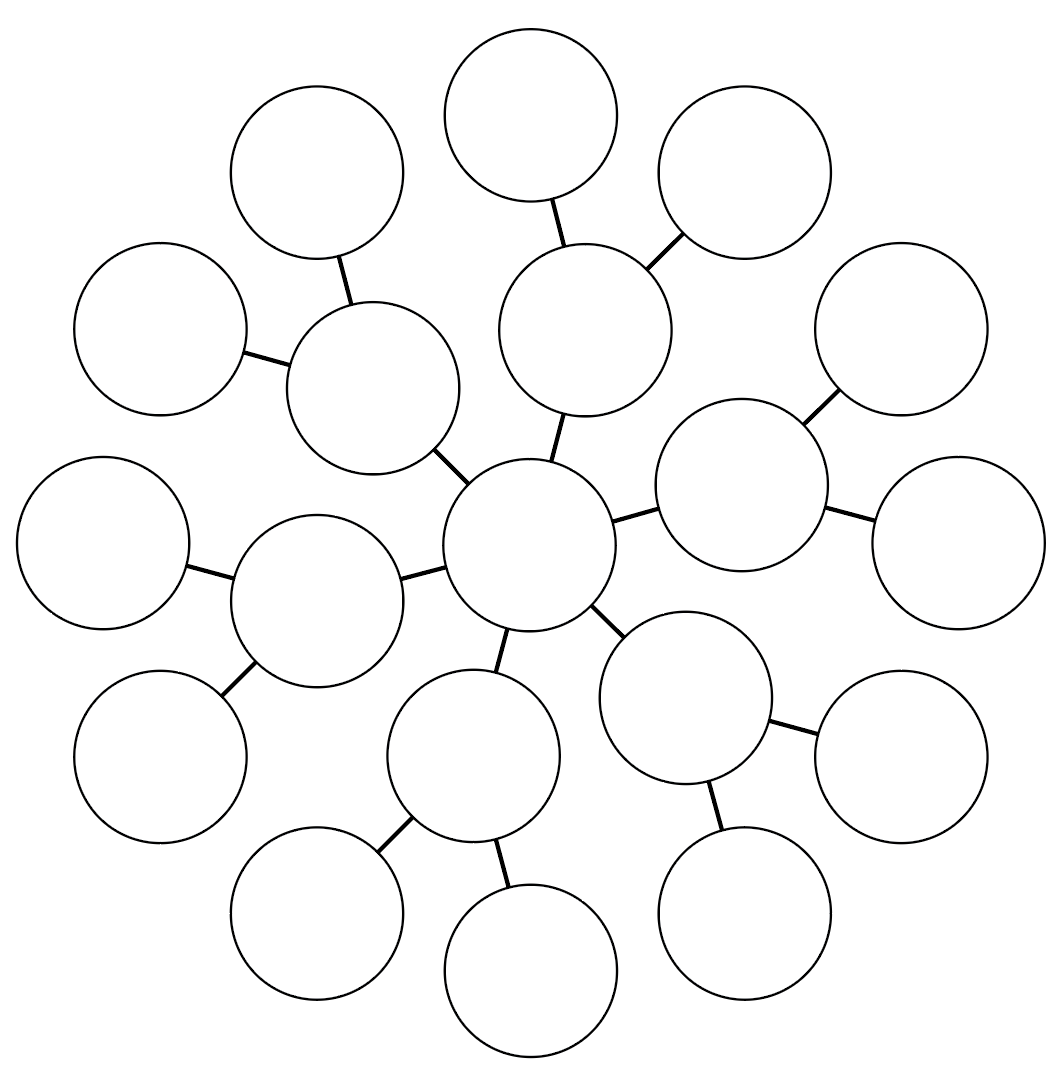
|  |  |
| --- | --- |
| Area to consider | Changes that might occur in the future that would influence marketing |
| Society |  |
| Technology |  |
| Environment |  |
| Economy |  |
| Politics |  |

**In the space below, write at least four ‘what if?’ questions about your vision of marketing in the future:**

|  |
| --- |

### Preferred futures with marketing

Discuss your view on the future of marketing with a partner. Use the wheel below to expand on the points from your previous brainstorm. Think about what would need to change and what would need to be invented for your vision of marketing in the future to occur.



### Evaluation techniques

Watch the video [The Marketing Plan](https://www.youtube.com/watch?v=kmawakthUsw&list=PLqmcJVdRMoi2oklIWBIWP_9CZHCvx1dLQ%20) (duration 2:33) and answer the questions in the space below.

**What are the phases of a marketing plan?**

|  |
| --- |

**What tool could a business use to analyse their business during the first phase of marketing?**

|  |
| --- |

**According to the video, what lead to the success of the business?**

|  |
| --- |

**Folio work – evaluation**

Design a feedback form for your client to give to customers at the Fete.

Review sales and customer feedback from the event.

Reflection on the design process

Reflection on marketing products and strategy

## Summary of folio work

### Folio work – identification of needs and opportunities

Identification of design considerations, including the needs and opportunities for the design project.

Outline the product/service the client is offering for the fete. Determine if the product needs packaging or a particular stand/set up for the market stall. Consider how to manufacture these items.

Establish and document criteria for success of the design project.

#### Folio work - management

Create a timeline for the design and manufacture process.

Liaise with your client to confirm timelines and cost management. Document your communications.

#### Folio work - research

Design and undertake investigations into the target audience for your assessment. Document your process and findings (make use of tools such as Survey Monkey or Google Forms).

Analyse your target audience research and give an overview of the target audience for your product/service.

#### Folio work – generate design ideas

Communicate with your client regarding the needs of their business and stall.

Generate design ideas related to:

* stall layout
* logo and branding
* signage for the stall (banner)
* flyers
* business cards
* uniform
* packaging/presentation stand

Ensure you seek feedback from your client. Document all communication.

#### Folio work – experimentation

Experiment with design and construction methods for the packaging or product presentation stand.

#### Folio work – realisation of design ideas

Use Photoshop/Illustrator or similar software to design logo and incorporate it into:

* signage for the stall (Photoshop it into a mock-up or produce to real sign)
* flyer (digital layout or hard copy)
* business cards (digital layout or hard copy)
* produce uniform/iron on transfer for a T-shirt for stall employees to wear on the day.

#### Folio work – research

Which forms of promotion strategy would be best for your client? Create a SWOT analysis for TWO promotion strategies for your client's stall. From these, provide information to your client recommending the most appropriate promotional strategy.

#### Folio work – evaluation

Design a feedback form for your client to give to customers at the fete.

Review sales and customer feedback from the event.

Reflection on the design process.

Reflection on marketing products and strategy.