

SWATCH® - DESIGN TECHNOLOGY

Student Activity 1

Look at the Fun Scuba watch on the Swatch® website: www.swatch.com

- (i) Describe how the design, colours and appearance of the Fun Scuba watch work together to make it a desirable product that differs from watches designed by other watch manufacturers.
- (ii) Design a new Fun Scuba watch face to add to the collection. Use some of the following pointers as inspiration. Show the development of your design from initial sketches through to a final presentation drawing.

Divers Bubbles Fish Sharks Coral

- (iii) Look on the UK Intellectual Property Office website to see how you can apply to register a design:

<http://www.ipo.gov.uk/design.htm>

Teacher's notes - Activity 1 & 2

The Swatch® activities lend themselves ideally to a graphics exercise and the proposals for new designs are likely to be presented in a mix of media from freehand sketches to quality presentations using CAD packages. Differentiating the task could involve pre-drawn Swatch® faces for students of lower abilities to render as they wish. A pre-drawn Swatch® face can also be created in CAD and accessed centrally from a shared network area.

Student Activity 2

Imagine that you are a member of the Swatch® product team and you are presented with this design brief. Design a new product for the Swatch® family. Your design proposal must be completed over two sheets of A3 paper. The new Swatch® product must be related in some way to timekeeping and time presentation but you are not restricted to wristwatches. The new product needs:

- A new name that contains the brand Swatch® in its title.
- A new feature relating to the products name.
- A series of illustrations (well labelled) that show the product concept.

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Lesson plan Design & Technology Suggested lesson structure [one hour/90 minutes]

Lesson objectives

- For students to understand the product history and design ideas behind the Fun Scuba watch.
- For students to develop their own sketches and design ideas for a new product.

Homework

Write a short report on the Swatch® company taking information from their website. Focus on one of the following: the designs, the history, the patents, the records or the famous people used to endorse the product.

Alternatively, write a product analysis for a digital watch and a wristwatch with visible clock hands. Write statements describing the watches and the suitability of:

- The choice of materials used.
- The surface finish.
- The retail price of the object.

Starter

For students to fill in a series of circles and squares (5 to 6 pre-drawn and copied on A4 sheet) with no more than three colours. These designs will form the basis of watch designs later but in disguising it here the students are less likely to think about a watch face and will be more creative.

Main

- Activity 1 - for a more challenging design brief, use descriptors for the watch face instead of obvious idea suggestions. For example, design an angry watch, a happy watch, a watch that looks as if it smells. Blank watch faces can be presented here.
- Activity 2 - although presenting the new product is an individual exercise where students present two sheets of A3 design work there is no reason why the brief cannot be adjusted. For example, give imaginary names of new Swatch® products to groups of students.

Individually, students are working on a new design each but collectively a group of five or six are producing a suite of Swatch® products that can be shown in a series of class presentations. The names of the new products can be of the class's choosing or the teachers. Again, 'angry' products, 'happy' products, 'products' to make people smile are more inspiring briefs and may encourage more interesting designs.