

PICSEL® BROWSER - DESIGN TECHNOLOGY

Student Activity 1

Having understood the nature of the Ergonomic Café concept and the innovative products that support laptops, read through the information from the UK Intellectual Property Office on applying for a patent.

<http://www.ipo.gov.uk/whatis-patent.htm>

- What are the four major conditions that a new invention must satisfy before it can be considered patentable?
- How well do the Ergonomic Café meet these requirements?
- Are there any specific instances where the Ergonomic Café needs to take caution in this application process?

Teacher's notes Activity 1

It will not be a challenge for students to understand how the product is innovative and new as the images in the case study demonstrate the mechanism. A context that students may find useful is how their core A3 folios fold out into large flat sheets.

Student Activity 2

Design a different logo and image for Picisel® using appropriate colours and shapes that you think reflect what Picisel® ePAGE® does. Use the information from the UK Intellectual Property Office website "What is IP" to help you with this exercise. The logo should:

- Be eye-catching
- Contain no more than four colours
- Contain the word 'Picisel®'
- Contain simple shapes in its design

Teacher's notes Activity 2

Students may have difficulty in understanding that although the Picisel® ePAGE® isn't a product as obvious as a sports shoe or a new design for a wetsuit; it is a product and still solves a technical problem. The 'product' is a software technology rather than something physical and as a result it needs different treatment when considering its application for UK Intellectual Property Office recognition.

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

Lesson objectives

- For students to understand the concepts of patents, designs and trade marks.
- For students to develop, through discussion and investigation, the design registration for the look of a new product and how patents can be considered for new products.
- For students to develop a corporate brand identity for an organisation which can lead to trade mark registration.

Homework

To redesign four popular existing logos to include: one food, one sport, one electronic medium and one other, e.g. Burger King®/McDonalds®, Nike®/adidas®, SONY®/iPOD®, and the Olympics. Under each new logo, students should write a short annotation to describe from where their new inspiration came and why they chose the colours, lines and design.

Starter

<http://www.ipo.gov.uk/whatis-patent.htm>

Obtain the definitions of a DESIGN and a PATENT. Quick discussion of examples of designs and patents.

Main

- Case study of Picstel® and ePAGE® - see case study information sheets notes.
- Activity 2 - this could be in preparation for the homework. Lead a discussion on what makes a successful logo with your students. Use of colour, line, shape and text size, not too complicated and easy to recognise. Examples of logos can be shown.