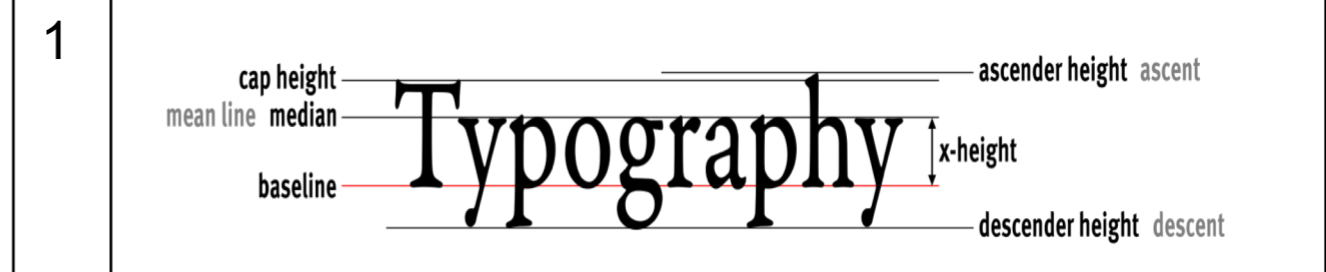


YEAR 7 DESIGN TECHNOLOGY: ENTERPRISE, BRANDING, ROLLER RELAUNCH

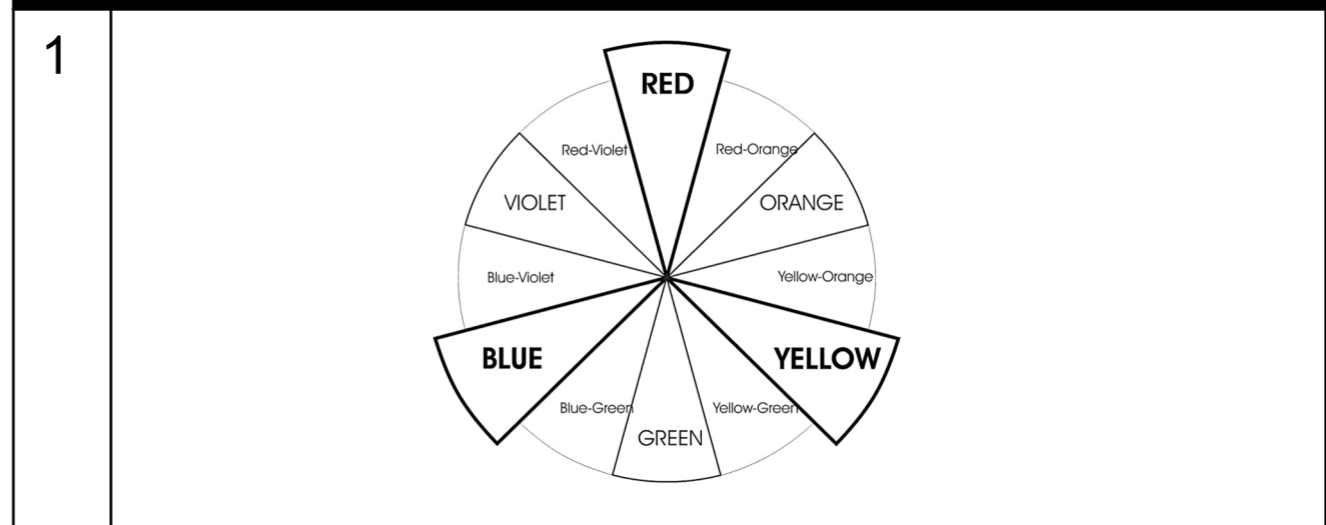
A KEY VOCABULARY

	Key Term	Definition
1	Acceleration	The change in speed or velocity of an object over a certain time
2	Branding	The promotion of a particular product or company by means of advertising and distinctive design
3	Creative	The use of imagination or original ideas to create something; inventiveness.
4	Gravity	The force that attracts a body towards the centre of the earth, or towards any other physical body having mass.
5	Innovative	Introducing new ideas; original and creative in thinking.
6	Kinetic Energy	The energy that an object possesses due to its motion.
7	Logo	A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition
8	Merchandise	Goods to be bought and sold.
9	Pull Factor	Refers to the need/requirement for a new product or a solution to a problem, which comes from the market place. The need is identified by potential customers or market research.
10	Redesign	Design (something) again or in a different way.
11	Relaunch	Launch (something, especially a product) again or in a different form.
12	Unique marketing point	The one thing that makes your business better than the competition.

B TYPOGRAPHY



C COLOUR THEORY



D NUMERACY

	Millimetres	=	Centimetres
1	10mm	=	1cm
2	20mm	=	2cm
3	30mm	=	3cm
4	40mm	=	4cm
5	50mm	=	5cm
6	100mm	=	10cm