



The right formula

Taking driving into the classroom

Communications – Theme 10: Driven by design

Activity 10b

Design for a racing team

Each racing team has a distinct visual signature that helps it to be recognised easily and to stand out from the competition. The visual signature is applied on everything that involves the team, from items of clothing, to the race cars, to promotional items and publicity material. However, design on uniforms and race cars has to follow strict rules and regulations.

You are a design group and you have been invited by a well-known racing team to design a new 'look' for them. You will be competing with other design groups. The group with the preferred concept will be awarded the contract. You will be given a set time to present your concepts and sell your ideas.

- Split into 3 groups (the 3 design groups competing for the contract).
- Start by studying carefully the brief and carrying out research into the look of other racing teams.
- Draft your group's ideas and short-list the best.
- Consider how you want to present your designs (as boards, slides, PowerPoint, video, etc).
- Allocate tasks to group members for the preparation and the final presentation.
- Rehearse your presentation to ensure you do not exceed your time allocation.
- Present your designs to the whole class. Be prepared to explain and answer questions.

Class organisation:

Group work

Whole class
presentation

Resources

Worksheet 10b:
The design brief