

Key Words for Project:

- **Festival** – A celebration of human connections to a theme or event.
- **Brief** – The design task, what you have to do
- **Client/User** – Who it is made for, someone you interact with throughout the project
- **Function** - The product function and purpose refers to what the product does and when it might be used.
- **Merchandise** – Products sold at a festival to generate funds.
- **Ergonomics** – The process of designing for user comfort. Considering size, positioning and weight – enhancing comfort.
- **Anthropometrics** – The study of human body sizes and applying it to designing to fit correctly.
- **Typography** - The art and technique of arranging text (or fonts) to make written language legible, readable and appealing when displayed
- **Branding** - is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company, like a logo or font.

Knowledge Organiser

Merchandise Opportunities



T-Shirts



Keyrings



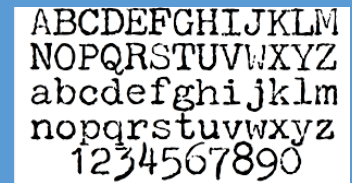
Tickets



Posters



Featuring your logo and typography...



Types of Festivals and their Visitors



Music Festivals – Often teens to adults attend. Commonly across a weekend.



Religious Festivals – Wide ranging across the world, often calendared and celebrated as families.



Food festivals – Sharing ideas for eating and drinking and trying a range of cuisine.



Plus many more! Festivals extend to any interest of outlook on life. Some have specific audiences and others have wide ranging audiences