

Knowledge planner : *building a rich web of powerful knowledge* Year 6 What does success look like for entrepreneurs?

Prior learning- establishing what was key/relevant prior learning (sticking new knowledge to old knowledge) , assessing any gaps so we can plug these in current work.

Careers Week exposed children to entrepreneurs in different fields.

Big ideas/concepts	Key question/s:	Vocabulary (including etymology?)
<p>That businesses are run to make a profit/provide a benefit. That products/designs need to be fit for purpose and appeal to a target audience.</p> <p>Design, build, test. That designing is an iterative process, involving repeating and testing out and evaluating strategies, techniques and processes to achieve the best possible outcome. That this process is not linear.</p> <p>That research and product development are important features of developing products.</p> <p>That design constraints, including budgets and time constraints may need to be considered.</p> <p>That customers may be influenced by principles that affect their choices.</p> <p>Manipulation: That companies use techniques to make us aware of them and to persuade us</p>	<p>What does success look like for designers and entrepreneurs?</p> <p>What makes a product successful?</p> <p>How do companies find out people's views?</p> <p>How does advertising work?</p> <p>How do businesses persuade people to buy their product in a potentially crowded market?</p> <p>How do companies influence what we think?</p> <p>How do people's concerns (e.g. ethical, healthy lifestyle, animal testing, ecological/environmental, packaging,) change products and companies?</p> <p>What are your ethics as a small business?</p>	<p>Product Cost Profit Quality assurance Demand Prototype Design engineer Design specification</p>

to buy their products. That claims must be verified/verifiable	Why do people run their own businesses?	
<p>Plans - content, how will we teach this?</p> <p>Explore basics of businesses - labour, costs, time, profit, demand.</p> <p>Link back to careers week talks; e.g. product designer.</p> <p>Introduce concept of mini-enterprise teams with variety of roles to create products for market-place.</p> <p>Create groups, explain roles. Groups to decide who carries out roles, conduct skills audit, explore hidden talents.</p> <p>Product research.</p> <p>Create prototypes, conduct market research, develop production schedule, create products.</p> <p>Groups to create business plans, pitch these and receive feedback.</p> <p>Profit/loss calculations to help price products.</p> <p>Advertise and then sell products.</p> <p>(Homework- survey family/friends re what influences their purchasing choices.)</p> <p>Raise awareness/explore issues around inclusive design - https://www.designcouncil.org.uk/news-opinion</p>	<p>Other curriculum areas with rich links to concepts or content?</p> <p>English - persuasive writing, advertising.</p> <p>Maths - statistics, data handling, money</p> <p>ICT - spreadsheets</p> <p>Debating skills</p>	<p>Important figures/quotes- the best that has been thought/said/done</p> <p>Famous inventors/designers/engineers/manufacturers including those with ground-breaking products (explore greater diversity in representation)</p> <p>James Dyson- 500 ideas before successful one for vacuum cleaner</p> <p>Thomas Edison “I haven’t failed, I have just found 10,000 ways that didn’t work”</p> <p>Netflix - Abstract, The Art of Design season 1 Paula Scher (graphic designer); Kristopher Niemann (Illustrator); Tinker Hatfield (Nike shoe designer); Ralph Gilles (Automotive designer); Bjarke Ingels (architect); Es Devlin (stage designer); Ilse Crawford (interior designer)</p> <p>Frank Whittle (jet engine)?</p> <p>New designers https://www.designcouncil.org.uk/news-opinion/new-designers-2019-top-picks</p>

<p>n/designing-diversity</p> <p>(Homework- survey family/friends re what influences their purchasing choices.)</p> <p>Consider requesting loan of box of materials https://www.jamesdysonfoundation.co.uk/contact-us/request-classroom-materials.html</p> <p>Consider sustainability in designs; circular economy.</p>		<p>- Atticus Durnell (makes furniture from material derived from coffee grounds) Studio Matt Canham https://www.michaelomotosho.co.uk/about plugpull Need more females... Margaret Calvert (modern roadsign designs) https://www.livingetc.com/whats-news/10-best-female-designers-time-189364 includes e.g. Lucienne Day, Ray eames, Zaha Hadid</p> <p>Inflatable bike helmet Hodvig (plus ad) Air bags in cars https://www.jamesdysonfoundation.co.uk/resources/design-icons.html</p> <p>Anita Roddick - early adopter recycling</p>
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