



Intellectual
Property
Office



Welcome to Wallace & Gromit's Activity Pack

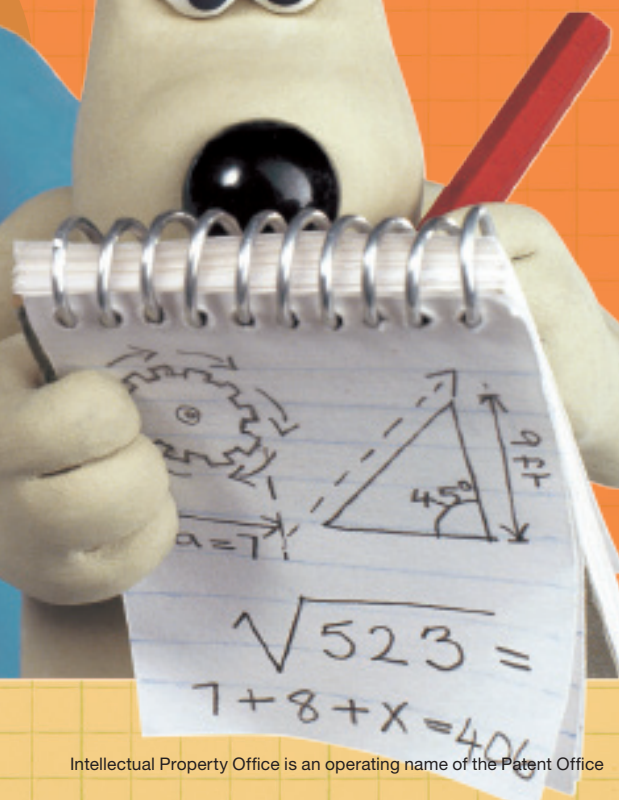
WHO THOUGHT OF THAT?

8-11 years

Fun facts, stories and inspiring activity ideas for 8-11s from the world of innovation and Intellectual Property! Aimed at parents, teachers and club leaders.

8-11s might quite like it, too...

Time to get cracking!



CRACKING IDEAS

www.crackingideas.com

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Intellectual Property Office is an operating name of the Patent Office



INNOVATION

Innovative ideas surround us in everyday life. Innovation means a new idea or development that makes something possible. Every idea has its origin in the creativity of one person. Their creativity – a product for the home, a piece of music, an animated character – is protected by their Intellectual Property (IP) rights. These rights identify the creator as the owner of the idea and enable them to earn money from the idea so they can continue to innovate.

This resource introduces children age 8-11 to the world of innovation and the four types of Intellectual Property (IP). It is inspired by Wallace & Gromit and Aardman Animations but is also filled with other fun facts and activities to encourage curiosity about how things work, and ideas to make things work better

PATENT: Protects the technical side of an invention – what makes it work?

TRADE MARKS: A badge of origin – what sets it apart?

DESIGN: Protects the way a product looks – what makes it look great?

COPYRIGHT: Protects things like books, art, music and films – what makes it original?

This resource is aimed at 8-11s

Curriculum Links: See the Cracking Ideas website for details.

1-hour Innovation: Free 60-minute introductory lesson plan for 8-11s. Can be used in conjunction with this resource to explore the nature and process of innovation. See the Cracking Ideas website.

Eureka Challenges and Cracking Ideas Competition: This resource can support planning and ideas for these initiatives on the Cracking Ideas website.





PATENTS

Patents protect the technical side of an invention – what makes it work? Patents are given to inventions that are novel and include a technical step forward. In real life you have to keep your invention secret until you file a patent application. If people don't protect their inventions using a patent, other people may use, make or sell it without their permission.

Wallace invents machines that he hopes will make life easier for him and Gromit. In *A Matter of Loaf and Death* they start a bread baking business in their house; Wallace has the idea to put a windmill on the roof to provide the energy for the machine to grind the wheat into flour. Wallace wants to protect his idea with a patent. He says his invention is 'patent pending' – he has to wait to see if his idea is new.



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Explore

Who Thought of That? A New Favourite Game

Since its invention in 1973, the purpose of the mobile phone has changed from a tool for talking, to a multimedia tool and is quickly replacing our other gadgets, like cameras, games consoles and video cameras!

Examples of the earliest mobile games are 'Snake' and 'Solitaire', but since Apple opened the first ever 'App Store' in 2008, 75 billion 'apps' have been downloaded worldwide and in 2010, the term 'App' was named 'Word of The Year'.

The most popular mobile games to date include 'Angry Birds' and 'Candy Crush', both taking the App world by storm. From the popularity of these games, 'gaming apps' were named the most popular type of apps in September 2012.

Aardman have made a range of different interactive apps for IOS and Android that can be downloaded including 'Shear Speed', which they describe as "an action packed endless-runner game".

They've now even teamed up with the Intellectual Property Office to make 'Music Inc', a simulation game which highlights the battles that artists and managers face against piracy in the music industry.

Discover

Let's talk about: Inventors have found ways of using wind, sun and water to provide energy for hundreds of years. Find two examples for each, one from long ago and another from the last 20 years. How do they work? Patents are important to protect an inventor's idea.

Case study

Aardman Licensing Manager – Rob Goodchild:

"At Aardman there are two things that make us special: we make brilliant animated TV shows, adverts and films, and we create the characters and stories which we call our intellectual property (IP). It costs a lot of money and takes a lot of effort to create them, so we protect them to make sure that other people can't use them without our permission. Often, we give a license to other businesses who want to make products (such as toys, books, clothes) using our IP and then we earn money from 'royalties', part of the price that these products are sold for."



Rob Goodchild

Explore

Let's draw: a new improved version of a handheld gadget

Choose a favourite hand-held gadget – a smart phone, tablet or E-Reader.

- Rate your chosen gadget using these 4 questions: Function – What is its purpose? Is it useful? Shape/decoration – What does it look like? Materials – What is it made of? Does it have different components? Comfort factor – Does it fit comfortably in your hand?
- Have you found any problems in how your gadget works? Re-design it to improve it!
- You can re-position buttons, use different shape or add new things to make it more useful to you. Can you power it naturally? Label each change to the original.



TRADE MARKS

Trade marks protect a badge of origin/ brand name – what sets it apart? Trade marks can be words, a logo, or both. When a trade mark is registered the owner can use the ® symbol next to it. If people register their trade mark, they can stop other people using it without their permission.



Aardman Animations is the company that makes the Wallace & Gromit films. It also makes Shaun the Sheep, Angry Kid, Planet Sketch and much more. These are the trade marks for Aardman, Wallace & Gromit and Planet Sketch.



Explore

Who thought of that?

A new way to sell a biscuit

Aardman Animations also makes animated television adverts. It's made them for lots of things, including one for biscuits. This is the trade mark for McVitie's®, a kind of sweet biscuit made of wholemeal. What does the trade mark tell you about the product? They also make a chocolate-covered version. Perfect for dipping in a hot cup of tea!

For the advert, Aardman created blades of wheat with CGI (Computer Generated Imagery). Each blade had a character and it was in a little story. At the end of the advert was the packet of McVitie's® Digestives and the trade mark.



Who thought of that?

A new biscuit

A young Scot called Alexander Grant invented the digestive biscuit in 1839. He worked for McVitie's® bakery. They were called 'Digestives' because they were thought to help digestion. We like them, whatever they're good for – in the UK we now eat an average 52 chocolate-covered Digestives every second!

Discover

Let's talk about: What do these logos and words tell us about Aardman, the characters and the TV show? Focus on Wallace & Gromit as well as Shaun the Sheep – What are the things that make their films so recognisable? Think about other trademarks you've seen – what are the things that make the product recognisable? How does the trade help with this?

Case study

The director of the McVitie's® commercials was Alan Short. Inspired by the McVitie's® wheat sheaflike logo, he turned it into three characters: a brave wheat sheaf telling his parents about his dream to be wholemeal, a romantic wheat sheaf singing about running away with a strawberry to become a Yog Fruit digestive and an excited wheat sheaf with the new job of becoming a chocolate digestive. In this way, the trade mark is used all the way through the commercial.

Explore

Let's draw: A logo for our new video game console

From the list of trade marks you talked about, which is your favourite and why? Do you like the colours, the words, the picture? How does it help you think about what the trade mark is for?

- Draw a logo for your new video game console. You could use the name you gave it and a picture, too. What colours, words or pictures will always make people think of your console?
- When you've finished, if you're working in a large group or a class you could see if people can match up each console with its logo.



DESIGN

Protects the way a product looks – what makes it look great? Designs must be new and look different to designs we already know. Registered design protects how it looks including the materials and the pattern.

In the Cracking Contraptions series, Wallace invents the Autochef to make breakfast and serve it to him and Gromit. The design is great: It looks like a real chef but has a blender instead of chef's hat and switches and dials instead of eyes and buttons. Smart blue and white checked trousers complete the outfit. Unfortunately the robot doesn't work as well as it looks: the tea pours so fast through the kettle spout 'nose' that Gromit has to jump out of the way and when the fried eggs land on Wallace's eyes he asks "Who turned out the lights?"

Explore

Who Thought of That? The Evolution of the Tablet

Although we were introduced to the Linus Write-Top and Apple's 'Newton MessagePad' in the late 80s/ early 90s, the first successful tablet was the 'PalmPilot' in 1997, which was the first affordable PDA (personal digital assistant). It was a cross between mobile phone and laptop and was targeted mainly at business folk.

By the mid-2000s, there were lots of fairly popular tablets to choose from, but we were about to witness a phenomenon. In 2010, we saw the release of the first Apple iPad and as of October 2012, Apple had sold at least 100 million total proving its appeal to absolutely everyone, rather than a specific target audience.

The iPad's success soon attracted competitors like Samsung and Amazon who released their Kindle Fire, which cut all of the prices, making tablets affordable for all. This is why over the last 5 years; the tablet has become a part of our everyday lives supporting apps for everything from games, to television, to photography.

This is Evolution & Nostalgia of Music

Thomas Edison first made the record player back in 1877, which was the first ever invention to record and play back sound. The patent for this was granted to him a year later.

Next was the 8-track tape, which was brought to us in 1963 holding about 40 minutes of music, but this was quickly replaced by the cassette tape in the 70s due to the better sound quality. The 80s then introduced the beginning of the CD era, which would last for around 20 years.

The first iPod release in 2001 contributed highly to the demise of the CD and the rise of music downloads and streaming sites. Streaming music services like Spotify and Apple Music are now becoming the front runners in the way music is listened. They've made music more accessible and easier to use than a CD or tape.

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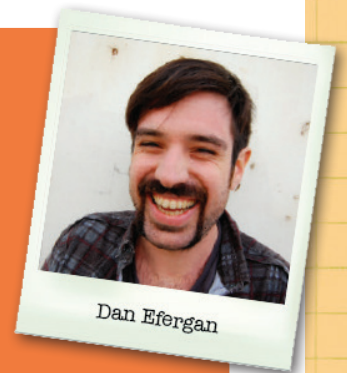
Discover

Let's talk about: Why are there so many different shapes and colours of the same kitchen products - like kettles - if they all do the same thing? Find pictures of different designs of the same kitchen products. How do the designs make you prefer some more than others?

Case study

Creative Director, Aardman Digital – Dan Efergan:

"Thinking is at the heart of all Aardman creations. We always start with processes such as creating and gathering ideas in brainstorm, exploring user journeys, pencilling out screens for wire frames and prototyping simple working versions of the application. The time taken researching is vital to ensure that the things we make are unique, successful and the best possible solution for the people who need them. No design can be truly innovative without it."



Explore

Let's design:

A new kitchen gadget for children

Design and draw an everyday kitchen gadget to look great to people of your age and to encourage them to cook or help out more in the kitchen.

- How do you already help out in the kitchen? What would be a great looking redesign for the gadgets you use?
- What would make life easier for you to help out in the kitchen? Think of a funny idea like Wallace's if you prefer, as long as it looks fantastic and fits well into the kitchen.



COPYRIGHT

Copyright protects things like books, art, music and films – what makes it original? Copyright protects these things as soon as they are written down or recorded. From this moment on, the copyright owner must give permission for their work to be used or copied. They can mark their work with the copyright symbol ©, the date and their name. The copyright owner has the rights for every way their work could be used – e.g. to turn their book into an audio book or a film or to use part of it on a website.

The person who had the original idea for Wallace & Gromit in 1985 is Nick Park. If anyone wants to use the pictures or character of Wallace & Gromit to make and sell something they have to ask Nick and Aardman. Then they pay for a license to use it, for a toy or a cake recipe or a video game or... anything else! Aardman also make their own Wallace & Gromit goodies ('merchandise').



Discover

Let's talk about: What Wallace & Gromit merchandise have you seen? Do you own anything you could show as an example? Can you find the © symbol? Why do TV shows work with other companies to produce this merchandise? How does copyright protect their original idea?

Explore

Who thought of that? A special tune for Wallace & Gromit sheet music/recording session

The theme tune for Wallace & Gromit was composed by Julian Nott. He has the copyright for the music (the 'score'). The IPO had to ask him before they used it for the Cracking Ideas website, DVD and as part of the exhibition.

Julian was inspired by brass bands from the north of England where Wallace & Gromit are from. He has written the scores for all of their adventures: for A Grand Day Out he waited until the animation was finished before he started work and then recorded the music with a few musicians. For Curse of the Were Rabbit he composed a temporary score for the animators to use while they filmed the action, and then recorded a final version with a big orchestra.

Who thought of that? A special tune for a special day

Two teachers, Mildred and Patty Hill, wrote an original version in their book 'Song Stories for the Kindergarten' in America in 1893: the words were 'Good-Morning to All'. The copyright for the tune and the 'Happy Birthday' words have been owned by many different people since then. To use it in a film, TV show or any performance a licence is required along with a royalty fee being paid to the owner of the copyright.



Case study

Composer – Julian Nott: "We wanted the Wallace and Gromit theme tune to be the kind of music that Wallace might like, something that the local town brass band around West Wallaby Street might play. It also needed to be upbeat and happy because that's the kind of world Wallace & Gromit live in. Writing music takes time and can fill a whole working day. Copyright makes sure we can get some income when our music is played around the world."

Explore

Let's draw and act: A storyboard for an advert
Draw a 6-shot storyboard to advertise the Wallace & Gromit biscuits or your new kitchen gadget for children. For each shot, write the words to be spoken or jingle to be sung next to it.

- Include the biscuit box with the logo or the drawing of the gadget.
- Include exciting words to appeal to your target audience. Who will buy your product?
- Act out your storyboard with your zippy words or catchy jingle. Or why not film it?





Curriculum links for **ACTIVITY PACKS** 8-11 years

England and Wales (KS2)

Design and Technology	<ul style="list-style-type: none">● Knowledge, skills and understanding (1b, d / 4a, b and 5c)● Evaluating processes and products (3a)
Crosscurricular links	<ul style="list-style-type: none">● English

Scotland (PS3-P7)

Design and Technology	<ul style="list-style-type: none">● Discovery, Critical Thinking, Exploring and Examining and Investigation
Crosscurricular links	<ul style="list-style-type: none">● Languages (Literacy, English)

N Ireland (P4-P7)

Design and Technology	<ul style="list-style-type: none">● Investigate and respond to direct sensory experience, memory, imagination, reference materials and resources● Look at and talk about the work of designers● Develop understanding and use of the visual elements, colour, tone, line and shape, form and space and texture and pattern to communicate ideas● Evaluate own and others' work and how it was made, explaining and● Sharing ideas, discussing difficulties and reviewing and modifying work to find solutions● Use a range of materials, tools and processes to realise their ideas and intentions
Crosscurricular links	<ul style="list-style-type: none">● Language and Literacy

