

**LONDON
FILM
MUSEUM**
Covent Garden



LONDON FILM MUSEUM

BOND IN MOTION

THE LARGEST OFFICIAL COLLECTION OF ORIGINAL JAMES BOND VEHICLES

007

FEATURING
THE CARS OF
S P E C T R E
007

EDUCATIONAL RESOURCE MATERIAL

KS3

**VEHICLE WORKSHEET
DESIGN & ADVERTISING**

www.londonfilmmuseum.com/education

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DESIGN A NEW VEHICLE CAMPAIGN

Bond needs a new vehicle! Can you help?

Think about the design firstly. is it a car? Can it travel on water? Maybe it's a bike? Or perhaps you can come up with a new type of vehicle that nobody has ever seen before?

Remember that Bond will be going on a mission so you may want to include some gadgets on your vehicle that could help him!

Lots of people are going to try and help Bond so you need to make your design stand out. Persuade Bond to pick your vehicle by making it unique and really appealing!

You are surrounded by vehicles that Bond has used previously so why not get some inspiration from what you have seen?



DESIGN A VEHICLE *(think about shape, materials, what environment it would be used in, gadgets and colour)*

Is your vehicle bigger than this box? If you need more space draw your design on the back of this page.

NAME OF VEHICLE:

LOGO:

Vehicles are often identified by their logo. There are lots of examples of logos in the exhibition. Do you remember what make of car these logos are for? Some are easier than others!



Now design a logo for you vehicle. Think about what size it should be, what colours and what shape it should be.

SLOGAN:

Think about adverts you have seen recently. They often have a catchy phrase that is easy for you to remember. This is called a slogan.

One example of a slogan you will all know is for Nike. This is: 'Just do it!' Can you think of any others?



In pairs see if you can come up with another three slogans you have heard before:

1.

2.

3.

Some slogans to advertise vehicles that have been used recently include:

Jaguar: 'Born to perform.'

BMW: 'Sheer driving pleasure.'

Ford: 'Built for the road ahead.'

To help Bond remember your vehicle you now need to think of a slogan for it. You will need to think carefully about the impact the language you use will have on people. Make sure it is catchy and easy to remember.

When you present your vehicle to Bond he may ask some questions about your design. To help you prepare for this explain below the reasons for the design of your vehicle and logo. It may help to explain what environment the vehicle is designed for and why it would perform well in those conditions.

Do you feel ready to wow Bond with your vehicle now? We hope so!

Further work your teacher may ask you to do:
(Check with your teacher when they would like you to do this! It may be a classroom activity!)

- Design a poster for your vehicle. Make sure you include your logo and slogan and think carefully about the layout and colours to make sure it has a big impact.
- In groups create an advert for your vehicle. You will need to think carefully about the message you want to put across, plan a script and then finally act it out.

*****WIN A BOND IN MOTION GOODIE BAG COMPETITION*****

Have you completed the whole project? Send copies of all your work to us to be in with a chance of winning a Bond in Motion Goodie Bag! Each month we will pick one winner to receive this great prize.

Post entries to:

Education Groups Competition,
London Film Museum, 45 Wellington Street, London, WC2E 7BN

Or email:

info@londonfilmmuseum.com

Make sure you include a name on each project and an address to post the goodie bag to in case you are our lucky winner!