



Wk. 06.07.20 Year 6 Project 4

SHQ: How do we design merchandise for a movie?



When Star Wars appeared back in 1977, merchandise related to films did not really exist. However, this series of films changed the way in which money was made in the industry. Nowadays, it is standard that big blockbuster movies sell everyday objects that are branded with their images and logos.

Your task is to design some merchandise that is created in connection with your film.

Think about:

- Colours (do all of the objects use similar shades?)
- Shapes and textures
- Whether a particular logo is related to your film
- If one of the characters could be pictured on the items
- Slogans or memorable lines from the film

Included below is a template you could use but if you have other ideas about what you could sell then this is perfectly acceptable and allows your creativity to flow.

