

Ideas for Today's Resources

Our train heritage has been the theme for this week but very much with an eye on the new. Improving transport links around the Tees Valley is a big focus of effort by TVCA. Encouraging public transport for environmental or merely logistical reasons is very much the intention but there needs to be a decent offer to make people leave their cars behind. Today's task is again design led but focusses on the quality of the trains themselves. Any of the tasks on Spark can be done with a crayon and a bit of scrap paper but the guidance provided is aimed at promoting the thought processes behind design thinking at every step of the way. Who is the product aimed at and how can it best serve their needs? That sentence can apply to any situation where there is a client or customer buying into a service; it could be a passenger on a train or an Oil company commissioning a new oil rig.

Using the task

The video provides the stimulus to design a passenger train

Discussion points:

- Which audience are you focussing on?
- Can a design accommodate multiple audiences?
- How can you balance large numbers of people with appropriate space and facilities?
- Which features would generate income?

Community

Creating a sense of community around this work will improve authenticity and motivation for the children. I have provided a google folder at the bottom of the webpage for images of work to be uploaded to. Please don't put full names on, first name is fine and possibly the town where you are. Experience shows that this really develops self confidence and improved outcomes for further work. Equally you can email work to me.

Tasks and outcomes

The focus of the task is on creative design but with the audience at the centre of all ideas.

Task suggestions include:

- Use the design planner to create a train for the future
- Build your design out of scrap materials or LEGO or any other construction kits you might have
- Create your train on Minecraft
- Create a poster 'selling' the new trains to the public. Think carefully about audience and use the design planner to help focus on Value Propositions
- Produce a short documentary with your images as the backdrop either as picture in picture, green screen or voice over.



The only way to travel?