Welcome to Wallace & Gromit’s Activity Pack

WHO THOUGHT OF THAT?

4-7 years

Fun facts, stories and inspiring activity ideas for 4-7s from the world of innovation and Intellectual Property! For parents, teachers and club leaders.

Time to get cracking!

www.crackingideas.com

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Innovative ideas surround us in everyday life – new ideas and developments to make things 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 4-7 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 inventions – what makes things 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?

**Curriculum Links:** See World of Cracking Ideas website for details

**1-hour Innovation:** Free 60-minute introductory lesson plan for 8-11s (PDF) with notes on use for 4-7s. Can be used in conjunction with this resource to explore the nature and process of innovation. See World of Cracking Ideas website

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

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Patents protects inventions – what makes things work? Patents are given to inventions that are new. If people don’t patent their inventions, anyone can use, make or sell it without their permission.

In the made up world of Wallace & Gromit, Wallace invents machines to make life easier for them, in *A Matter of Loaf and Death* they start a bread baking business in their house! Wallace puts 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.

**Patents protects inventions – what makes things work?**

Patents are given to inventions that are new. If people don’t patent their inventions, anyone can use, make or sell it without their permission.

**Let’s talk about:** What is an invention? Which inventions do we use every day that need energy to work? How many use electricity? What is a patent?

**Discover**

**Case study**

Aardman Licensing Manager – Rob Goodchild:

“At Aardman it takes a lot of effort and work to create our special characters and stories, our ‘intellectual property’ (IP). We protect them to make sure that other people use them to make toys, books, clothes and other things only with our permission.”

**Explore**

**Who thought of that? A new favourite toy**

The first DS™ (‘dual screen’) handheld video game console was made by the Nintendo® company in Japan. A patent was granted because it used new technology; this meant that the company could continue to develop new products. Nintendo’s® latest creation DSi™ is smaller and thinner. Aardman licensed a company called D3 Publisher to make video games for the DSi™ with Shaun the Sheep. Baa-rilliant!

**Who thought of that? An old favourite toy**

An art teacher, William Harbutt, invented Plasticine® in 1897. He wanted his students to have modelling clay that didn’t dry out. He also wanted children to enjoy it.

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**Let’s make: A video game console with Plasticine®**

What video or computer games do you like? What happens if you push the buttons? Do you prefer a video game console to hold in your hands or a computer screen and a mouse? What kind of energy do they use?

- Model a new handheld games console for children to use easily. You could plan it by making some drawings first.
- Does it fit in your hands easily and comfortably? Use the size and shape of your hands to guide the shape of the console.
- What colour will your console be? Where will the two screens go? Where will the buttons go? Can your fingers reach the buttons easily?
- Don’t forget to give it a good name!

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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 TV shows like Shaun the Sheep and Timmy Time and it makes adverts. These are the trade marks for Aardman and for Wallace & Gromit.

Discover

Case study

The director of the McVitie’s® Digestives commercials was Alan Short. He turned the McVitie’s® wheat sheaf logo 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.

Explore

Who thought of that?
A new way to sell a biscuit
Aardman Animations have made animated television adverts for lots of things, including one for biscuits. This is the trade mark for McVitie’s®. McVitie’s® Digestives are a kind of sweet biscuit made of wholemeal. They also make a yummy chocolate-covered version. Perfect for dipping in a hot cup of tea! For the advert, Aardman animated wheat, with characters and a little story. At the end of the advert was the packet of McVitie’s® Digestives and the trade mark.

McVitie’s® logo

Who thought of that?
A new biscuit
A young Scot called Alexander Grant created the digestive biscuit in 1892. 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!

® McVitie’s is a registered Trade Mark of United Biscuits (UK) Limited

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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 made up world of Wallace & Gromit, Wallace invents gadgets to make life easier for them and which look good too. In Cracking Contraptions he invents the Autochef robot to make their breakfast. The design is great: It looks like a real chef but it has a blender instead of chef’s hat and it has switches and dials instead of eyes and buttons. It wears smart blue and white checked trousers. Unfortunately it doesn’t work: the tea pours so fast through the kettle spout ‘nose’ that Gromit has to jump out of the way!

Explore

Who thought of that? A special kind of mug
Aardman also make things we can use in the house. They wanted to make a special mug that would be fun to look at. This mug looks like Gromit’s head, with one of his ears for the handle. They asked the designer to use a special silicone rubber which changes colour when it gets hot. If you put hot water in the mug, Gromit’s nose changes colour from brown to red!

Who thought of that? A special kind of bag
People used to only drink tea made from hot water and tea leaves. In America in 1908 a tea merchant called Thomas Sullivan invented little bags of his tea leaves for people to try. They liked the tea, and the bags! Thomas got a patent. Since then other people have changed and improved the tea bag.

Discover

Let’s talk about: What is a design? What do you like about how the Autochef looks? Can you describe the designs of things you use at meal times at home or school – what does your bowl or plate look like? What about your glass or mug? What makes the designs look good and what makes them look different?

Case study

The Thermo Nose Mug was designed for a brand of tea, PG Tips®. The design needed to be fun so that people would buy the tea and get a free mug! It was also to inspire people to enter a competition to invent their own ‘Cuppa Contraptions’. Registering the design of the mug was important for PG Tips® to be sure that no one copied how their mug looked.

Explore

Let’s design and make: New plates for Wallace & Gromit to use in their bakery
In the bakery, Wallace & Gromit need to show off their home made bread and cakes to make them look as yummy as possible. Make a list of all the things they might need to display and serve their food.
• Design a plate for them with your new pattern. Use as many colours as you want!
• You can make the plate using papier mache or clay and then paint it, or use a paper plate and stick on a pattern like a collage.

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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. 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 pencils, talking alarm clocks, t-shirts, mugs, books and more.

Let's talk about:
- What is copyright?
- How does it stop people copying original ideas?
- Can you describe any toys or other things you have at home that have Wallace & Gromit or other TV show characters on them?
- Which is your favourite?
- Can you find the © symbol?

Discover

Explore

Who thought of that? A special tune for Wallace & Gromit
The person who had the idea for the theme tune for Wallace & Gromit was Julian Nott. His idea came from brass band music from the north of England where Wallace & Gromit live. Julian wrote the music for all of the Wallace & Gromit films. He also wrote the music for Peppa Pig! Julian has the copyright for the music.

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.

Case study
Composer – Julian Nott:
"We wanted the Wallace and Gromit theme tune to be the kind of music that Wallace might like so it was written in a brass band style with a traditional ‘oompah’ feel. It was happy because that’s the world Wallace and Gromit live in.

Writing music takes time and can take many days. Copyright means we earn money when our music is played around the world."

Let’s draw and act: A new baker character
In the bakery there are lots of different jobs. Make a list – everything including grinding the wheat, icing the cakes and sweeping up!
- Draw a new baker character to do one of the jobs. Make sure that your character is new and not a character already thought of.
- What does your character look like - is it an animal or a person? What does it wear? What is its name? What does its voice sound like?
- Next to your drawing, put in the copyright symbol ©, the date and your name to show that it’s yours.
- You can act out what the baker does in the bakery. Your play could include the plate you designed! If you write your play down, put in the copyright symbol, date and your name to show that it’s yours, too!