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!

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© Aardman Animations Ltd 2010
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?

Curriculum Links: See World of 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 World of Cracking Ideas website.

Eureka Challenges and Cracking Ideas Competition: This resource can support planning and ideas for these initiatives on the World of Cracking Ideas website.
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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**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 in 2004. A patent was granted because it used new and different technology to other consoles; this meant the company could grow and develop new consoles. The DSi™ is smaller and thinner. Aardman licensed a company called D3Publisher to develop and publish video games for the DSi™ with Shaun the Sheep. Baa-riilant!

**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 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.

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**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.”

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**Explore**
**Let’s draw: A new improved version of a handheld gadget**
Choose a favourite hand-held gadget – a mobile phone, MP3 player or games console. You can re-position buttons, use different materials, make it a different shape or add new things to make it more useful to you.

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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 Shaun the Sheep, Angry Kid, Planet Sketch and much more. These are the trade marks for Aardman, Wallace & Gromit and Planet Sketch.

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 – what are the things that make their films so recognisable? Think about other trade marks 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 sheaf-like 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

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!

® 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 already known designs. Registered design protects how it looks including the materials and also any 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? A new way of reading
As well as making films and TV shows, Aardman also researches and develops innovative ideas that use new digital technology to help people. With the BBC and Adobe computers, Aardman developed the idea for Book Notes. It’s for students at secondary school or in college: instead of writing notes into the margins of text books, they can read it on screen, typing in notes and saving ideas to a ‘scrapbook’. The design mattered – if it wasn’t clear students might go back to pen and paper!

Who thought of that? A new way of listening
In 2009, British inventor Trevor Baylis - who first invented the ‘wind-up radio’ that worked using a clockwork mechanism instead of batteries or electricity - invented a wind-up MP3 player. After one minute of winding with the handle, the ‘Eco Player’ gives 40 minutes of music. It also includes a tiny screen, a radio, a voice recorder and a torch! The invention is important because it’s good for the planet but the design or look of the product is also important because it encourages people to buy 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 re-design 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.

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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. 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.

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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?