

Product Design & Marketing

Manufacturing Process

Wedgewood

AB: Video Preview

Ask your partner the following question. Write down the answer and answer your partner's question with a full sentence in English

- a) Japan is famous for handmade ceramics such as 'Bizen-yaki' or 'Mashiko-yaki'. Think of 3 differences between producing things by hand, and in a factory:

- i) _____
- ii) _____
- iii) _____

- b) Think of 2 ways a company can ensure the quality of its manufactured products:

- i) _____
- ii) _____

Vocabulary

The following words are important to understanding the DVD segment you will watch. Match each word (A) with its correct meaning (B):

A

B

a) heritage

boring

b) embodied

refused

c) ware

choice of items

d) ethos	in the lead
e) tedious	most important
f) repetitive	ceramics
g) rejected	inventor
h) innovator	famous
i) renowned	philosophy
j) foresightedness	history
k) paramount	widened or lengthened
l) product range	done many times
m) extended	imagining the future
n) forefront	symbolized

Video Viewing

Watch the DVD and try to answer your partner's questions. Ask your partner your questions and write down the answer. Answer your partner's questions with a full English sentence.

1. When was Wedgewood established? Where is it based?
2. What did Josiah Wedgewood become famous for?
3. In recent years, how has Wedgewood's product range changed?

4. What 4 things are Wedgewood famous for today?
5. Complete the following:
"Because the _____ of the _____, Josiah Wedgewood, was always in the _____ of _____ technology in the 18th _____"
6. What is important to the Wedgewood company?
7. What are still in production?
8. What do the following numbers mean?
 - a) 1,400 – _____
 - b) 2,000 - _____
9. How many objects are manufactured at its factory every week?
10. What is still important in the British ceramics industry?
11. Number these jobs in the correct order:
____ Gilding
____ Hand Throwing
____ Turning
____ Hand Painting
12. In the past, how were Wedgewood's products made?
13. How has Wedgewood's production process changed in recent years? Why?
14. What have been introduced to the factory? What do they do (2 jobs)?
15. How does Wedgewood ensure quality production?
16. Complete the different stages & number them in the correct order:

: word

____ : it's fired

____ : clay

____ : it's glazed

____ : checks

____ : firing

17. What 2 things does Wedgewood still rely on?

18. Complete the following:

"And it's interesting that this ongoing _____ of hand-crafted, beautifully _____ and superbly _____ products are still _____ in this _____ today"