

Independent Learning Project (ILP)

Name of subject: Design Technology



Title: Design a Charity Logo Competition

Name of teacher: Ms McCreadie

This ILP gives you the chance to:

- investigate using a range of resources (internet, resource centre, books, magazines etc)
- identify what makes a successful logo
- work through a design project from situation to design concept
- work to deadlines
- be imaginative and creative whilst concentrating on presentation and content of your work
- work towards being an effective project manager through setting targets or yourself and planning when you will complete tasks

Key task/s:

To succeed your project should include the following information:

- List at least 3 qualities that make a good logo memorable to you. Use the sites listed in top tips to get some idea of what professionals think.
- Choose a charity that you will design a logo for. Try to find out as much as you can about the work your chosen charity does. Say why you have chosen to design for this charity.
- Design at least 3 alternative logos for the charity you have chosen. Presentation is important. You must use colour. If drawing your designs by hand I suggest you draw your designs lightly using a sharp pencil before rendering them in pen. You may use computer software of your choice and print your logos out.
- Label the positives and negatives of your 3 alternative logo designs. Think about how your logo might look when it is small, say on a letter head and when it is very big, say on a sign. Link your design to the work that your chosen charity does, justify why the logo is suitable for this particular charity.
- Draw a final design for a logo for the charity you have chosen, try to include as many of the positives from your previous designs as possible and exclude the negatives.

Extension work. Redesign your logo until you are completely happy that it suits the charity you have chosen and has all the qualities that you associate with a successful logo

Guidelines to assessment

M- 5 or more clearly defined criteria for a good logo, a relevant explanation of why you have chosen to design a logo for this particular charity. 5 or more initial logos for the charity which are significantly different from each other and have clear notes which list the positives and negatives of each design. Excellent presentation which makes good use of colour, clear layout and is well drawn. A relevant justification as to why your logo design is particularly suitable for your chosen charity. A final design which includes many of the good points and excludes all of the negatives from previous design ideas.

H-3 or 4 criteria for a good logo, an explanation of why you have chosen this particular charity to design a logo for. 4 initial logos for the charity which are different from each other and have notes listing positives and negatives of the design. Presentation which makes good use of colour and is clear or well drawn. A justification as to why your logo design is suitable for your chosen charity. A final design which includes some of the good points and excludes most of the negatives from previous design ideas.

S- 2 criteria for a good logo, some explanation of why you have chosen this charity. 3 initial logos for the charity with notes listing positives and negatives of the design. Presentation which uses of colour. A final design which includes some of the good points and excludes some of the negatives from previous design ideas.

Presentation	Work to be carried out on blank A4 paper. See example on portal.
Top tips for families supporting learning	Excellent information sites regarding logo design: http://www.davidairey.com/what-makes-a-good-logo/ http://www.bytestart.co.uk/content/24/24_6/designing-a-logo-Top-10-tips.shtml http://www.bowleydesign.com/our-thoughts/a-really-good-logo-should-be-iconic
Deadline/arrangements for submitting	First lesson of Design Technology in the week beginning 22nd of March 2010