

YEAR 8: Logo Design Project



Name:

DT Group:

Project Overview

Product Design students are re-introduced to the workshop and the importance of health and safety. They have the opportunity to gain an understanding of Graphic Design, Typography and Computer Aided Design (CAD) to create their own brand. Students chose a design brief to follow along with a design specification so they can also learn about how their logo design will function to meet the design requirement. Students will be introduced to logo design, typography, colour theory so their designs can be followed into being digitally produced. Students will also develop their CAD/CAM skills.

Students will continue to develop their creative skills in Graphic Design by learning about the design process. This will include using traditional methods along side modern technologies (CAD) to produce a high quality, functional brand for a cafe based on their design brief/design specification.

Subject Vocabulary

Graphic Design

Colour Psychology

Design Brief

CAD/CAM

Specification

Composition

Sans Serif and Serif

Hierarchy

Typography

Evaluate

RAG Rating:

Start

End

Teacher

1.

I can understand the importance of following a design brief and considering a target market.

2.

I can name the moods/emotions that link to colour theory.

3.

I can understand the importance of typography in design by using suitable fonts and understand the difference in font styles.

4.

I can design at least 2 decorative font designs that show my chosen theme (varied and original designs).

5.

I have created a range of ideas for my logo design (4+).

6.

I have created a variety of different designs (my designs do not look the same)

7.

I have used different layouts within my logo designs (letter mark, pictorial etc.).

8.

I have shown my knowledge and skills in typography and colour branding to in-

9.

I have used editing tools to create 3 typography examples using Photopea (CAD).

10.

I have used a variety of tools to create a digital version of my logo using Photopea

11.

I have worked independently when using Photopea (CAD).

12.

CHALLENGE—I have created mock ups of my final design on multiple products.