# CREATING A CORPORATE IDENTITY

**S3 GRAPHIC COMMUNICATION UNIT**

St Columba's D&T S3

| PUPIL NAME | CLASS | TEACHER |
|---|---|---|
|  |  |  |

| | Task | | 1 | 2 | 3 | Pupil Feedback |
|---|---|---|---|---|---|---|
| **Preliminary** | 1 & 1a App Sketching | | | | | |
| | 2 Colour Theory & Pencil Rendering | | | | | |
| | 3 What's your ideal Business? | | | | | |
| | 4 What makes a good logo? | | | | | |
| | 5 Serif  Prelim logos | | | | | |
| **Promotional** | 6 CAG Final Logo | | | | | |
| | 7 CAD Promo items | | | | | |
| | 8 CAD Rendering  - environment | | | | | |
| **Production** | 9 CAD Working Drawing | | | | | |
| | 10 File Types | | | | | |
| | 11 BS Standards and Convention | | | | | |
| | Task 12—Manual Rendering | | | | | |

Teacher Feedback

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**S3 GRAPHIC COMMUNICATION UNIT**
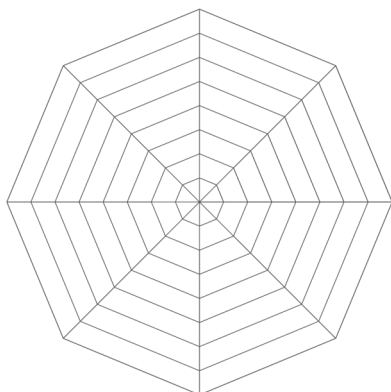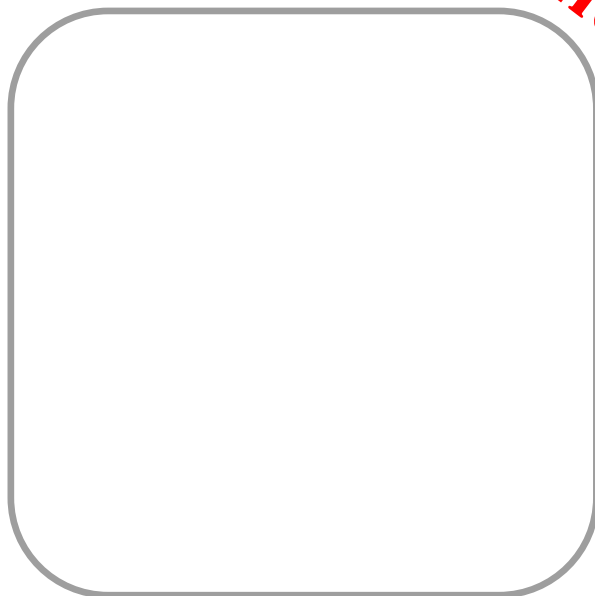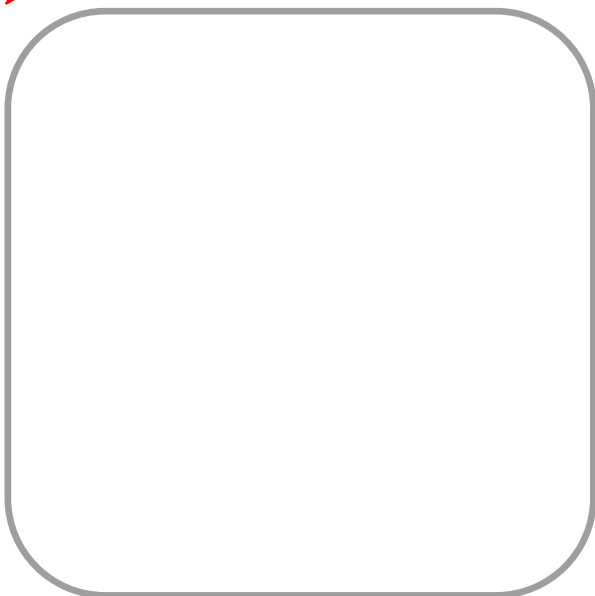
# Task 1 - App Sketching

A) Sketch each app in the space provided. Concentrate on scale and accuracy when copying the app. B) Add colour to your sketch. C) Describe why this logo/icon is good or bad using high quality annotation
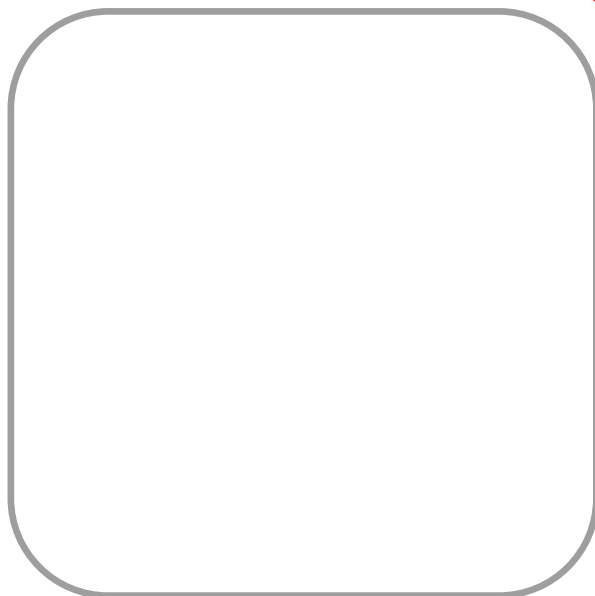
SKETCH

SKETCH

SKETCH

**Word bank**  Sketch, scale, accuracy, describe, logo, icon,  App

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# Task 1a—Scale & proportion

A) Look at the grid lines and try to transfer the ORIGINAL app design into the blank grid below. B) Try to enlarge the original app to fit in the grid at the bottom of the page. C) What is the scale factor of the larger app?
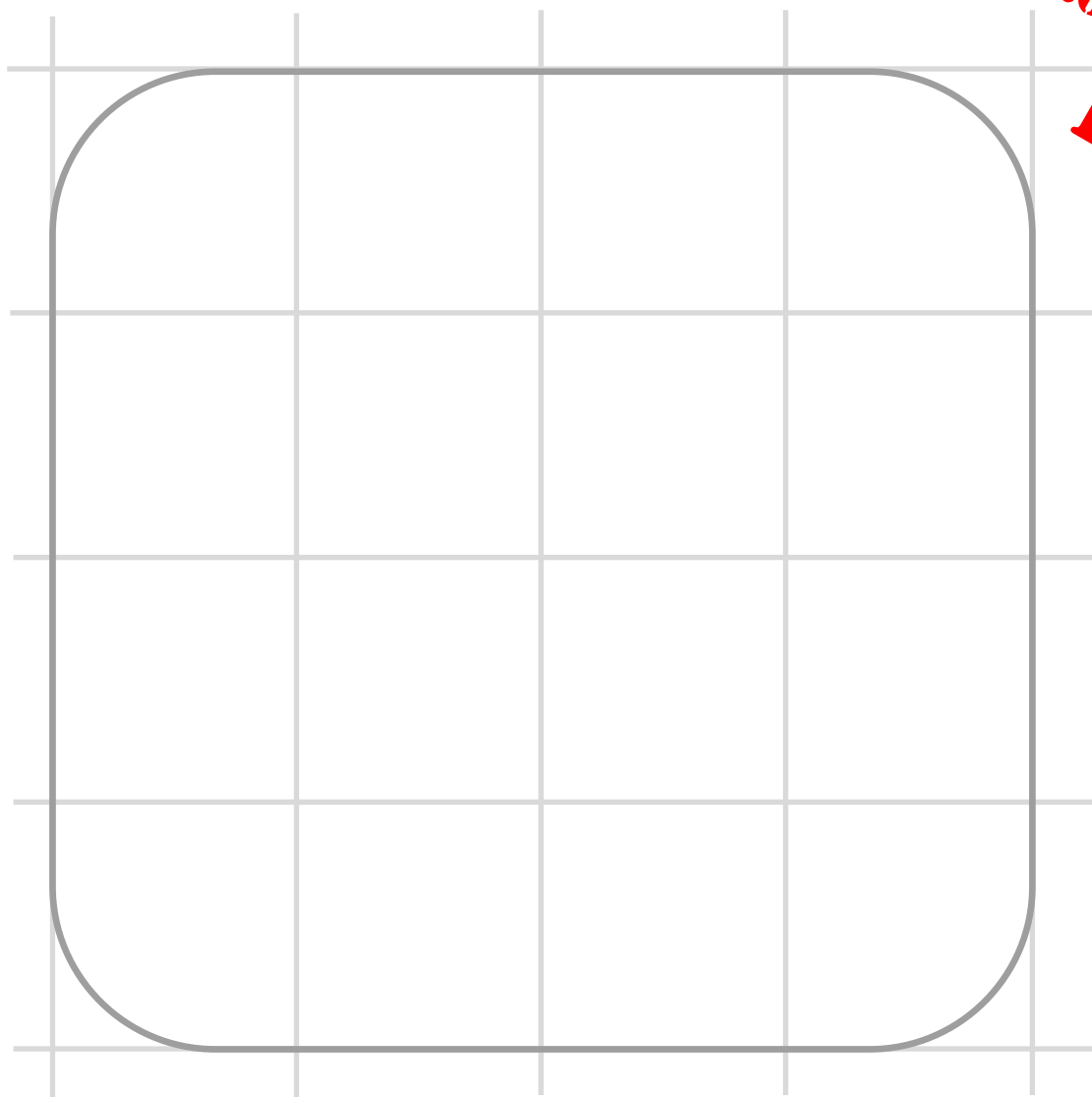
ORIGINAL



SKETCH
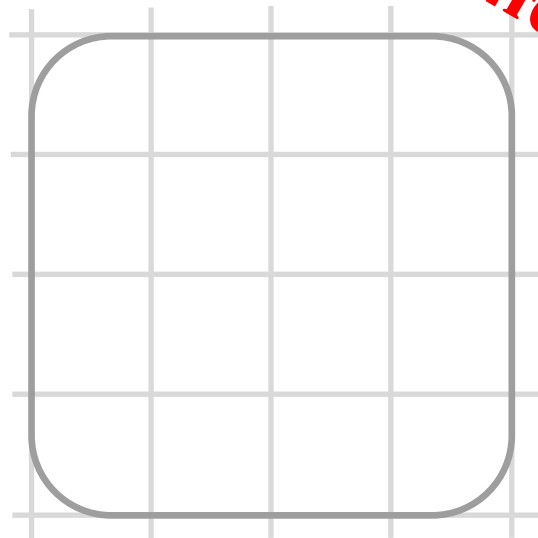
ENLARGE

ENLA

**Word bank** Sketch, scale, accuracy, proportion,

# Task 2 - Colour Theory & Rendering

A) Understand the various elements of colour theory. B) Develop rendering skills. C) Understand and Analyse why certain colour schemes Are used when creating a    log, icon or app.

**RENDER**

**RENDER**

| Flat Tones | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 1 | | | | | | | | | 10 |

| Gradient Tones |
|---|
| |

**ANALYSE**

St Columba's D&T
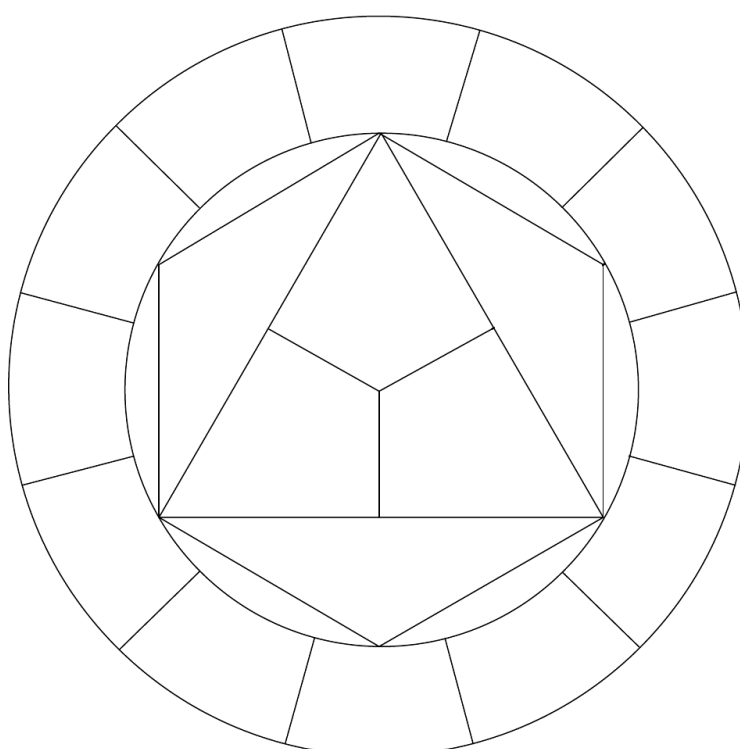
| Red | Blue | Orange | Purple |
|---|---|---|---|

| Yelllow | Green | Black | White |
|---|---|---|---|

**Word bank**  Colour theory, rendering, tones, gradient tone, flat tone, warm colours, cool colours, complementary, harmonious, contrasting., colour association

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| 1949 | 1971 | 1990 | 2002 | 2005 |



# Task 3 - What makes a good logo?

A) Discuss and record using high quality annotation what makes a good logo. B) Research other logos, sketch them onto this page and describe what makes them good. C) What do you want your logo to look like?

SKETCH

SKETCH

SKETCH
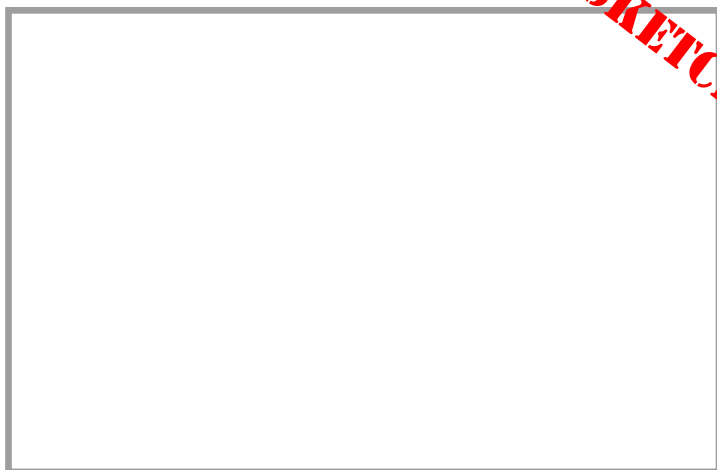
**Word bank** Sketch, scale, accuracy, describe, logo, icon, App

# Task 4 - What's your ideal business?

A) Which business would you like be part of?
Decide what type of business you which to
design a logo for. B) Analyse and investigate

[TAKE NOTES]
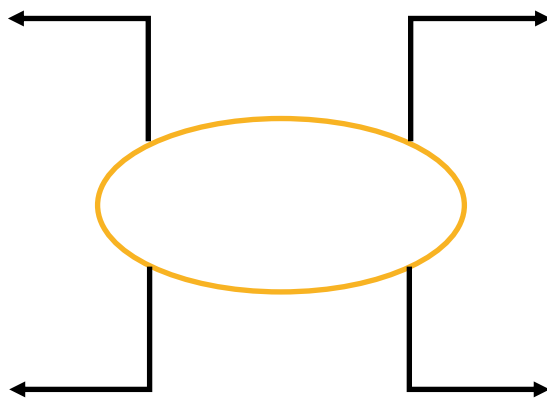
*I am going to design a logo for...*

| The types of shapes  I might use | My chosen colour scheme | Name of the chosen company |
|---|---|---|
|  |  |  |

**Word bank**  Analysis, investigate,

# Task 4a - Preliminary graphics?

1) produce four **different** logos for your chosen company, club or team. 2) Add colours and fine lines to make them stand out. 3) Re-sketch your best idea and fill the boxes below

I am going to design a logo for...

| The types of shapes I might use | My chosen colour scheme | Name of the chosen company |
|---|---|---|
| | | |

PRELIM 1

PRELIM 2

PRELIM 3

PRELIM 4

## SCAN AND RECREATE THIS IN A GRAPHICS CAG PACKAGE

**Word bank** Create, originality, shapes, proportion, colour, line, trademark, icon, wordmark, abstract iconography

# Task 5– CAD Commands
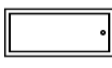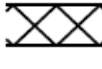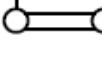
You use a lot of the edits, commands and features of Autodesk Inventor to create CAD Models, but do you know the namesof the tools which you are using. A) Link the symbol to the tool name.

| Icon | 2D Modelling tool | What does it actually do? |
|------|-------------------|---------------------------|
|      | line              |                           |
|      | chamfer           |                           |
|      | circle            |                           |
|      | ellipse           |                           |
|      | move              |                           |
|      | dimension         |                           |
|      | fillet            |                           |
|      | rotate            |                           |
|      | trim              |                           |
|      | rectangle         |                           |
|      | arc               |                           |
|      | zoom              |                           |
|      | mirror            |                           |

**Word bank** tools, commands, edits, feature, modelling plans, CAD Modelling, Icons

# Task 8 - Building drawing symbols

Look at the symbols below . A) Draw each symbol. B) Re-write the names of the symbol five times and commit them to memory. C) Learn their names of these symbols and test yourself on the department website bit.ly/STCHSDT.

**LEARN ME**

| Name | Symbol | Sketch and re-write name | Name | Sketch | Sketch and re-write name |
|---|---|---|---|---|---|
| Lamp | ⊗ | | Fixed window | F | |
| Switch | | | Window—hinged at side | | |
| Socket | | | Window—hinged at top | | |
| Radiator | | | Window –hinged at bottom | | |
| Shower Tray | | | Window—pivoted horizontal axis | | |
| Bath | | | Window  - sliding horizontal | | |
| Wash Basin | | | Drainage | | |
| Sink | | | North Point | | |
| WC | | | Existing tree | | |
| Door | | | Existing tree—to be removed | | |
| Wood  sawn, any type | | | Proposed tree | | |
| Insulation Board | | | Contours | | |
| Block wood | | | Concrete | | |
| Sinktop | | | Brickwork | | |
| Heated towel rail | | | Now remember these symbols. Deliberate practice. Effort and energy | | |

**Word bank**  standardised symbols, convention, building industry, working drawings, plans
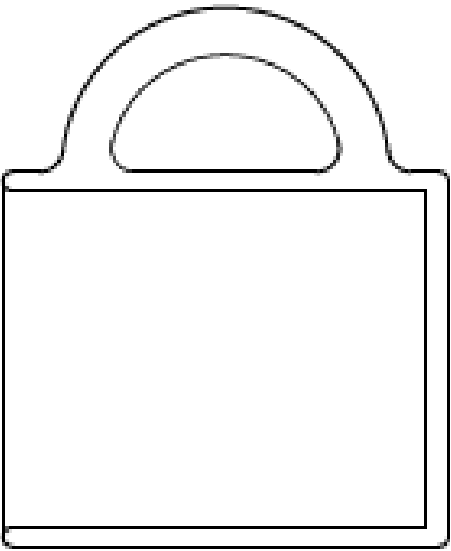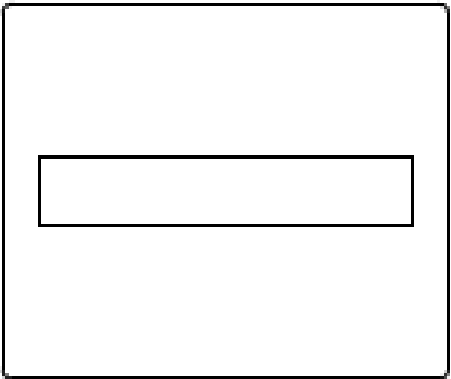
# Task 7 - British Standards & Conventions

A) add all of the missing detail. B) remember to consider different line types. C) look at all of the detail in the example. D) be as accurate as possibly can



Name
Mr O'Neill
Drawing Title
Mug
Scale:
1:1

END ELEVATION

PLAN

B ( 2 : 1 )

SECTIONAL ELEVATION

Name

Drawing Title

Scale

# Task 7 - British Standards & Conventions

A) add all of the missing detail. B) remember to consider different line types. C) look at all of the detail in the example. D) be as accurate as possibly can

**Benchmark:** Identify and use appropriate drawing standards, symbols and conventions, including third angle projection, dimensioning, line types and use of scale.
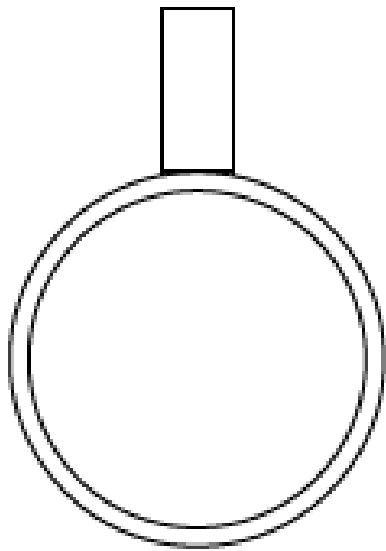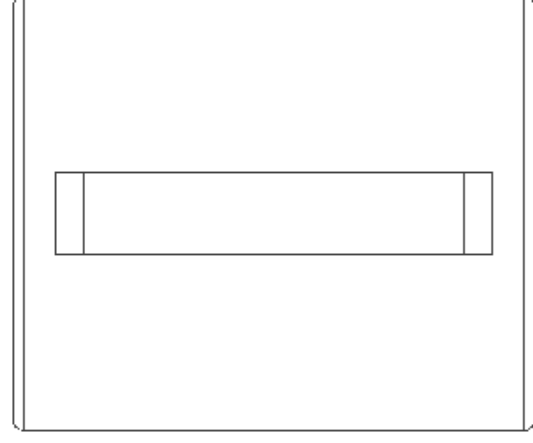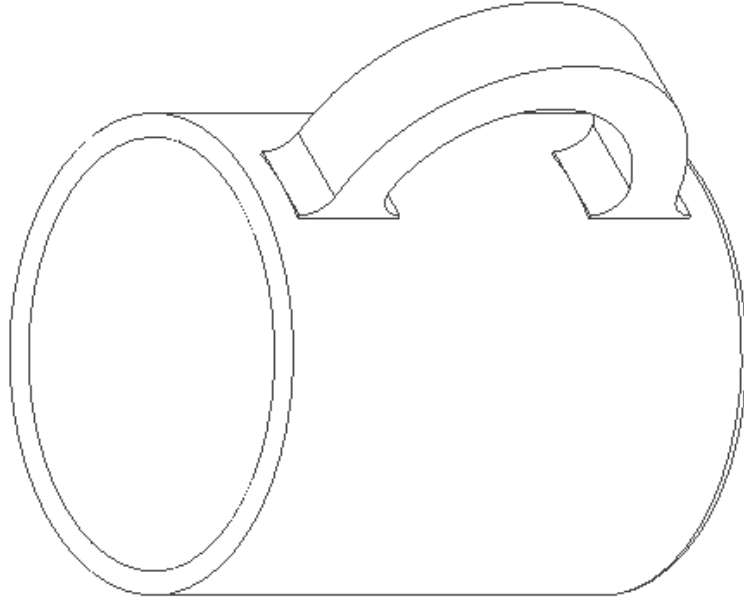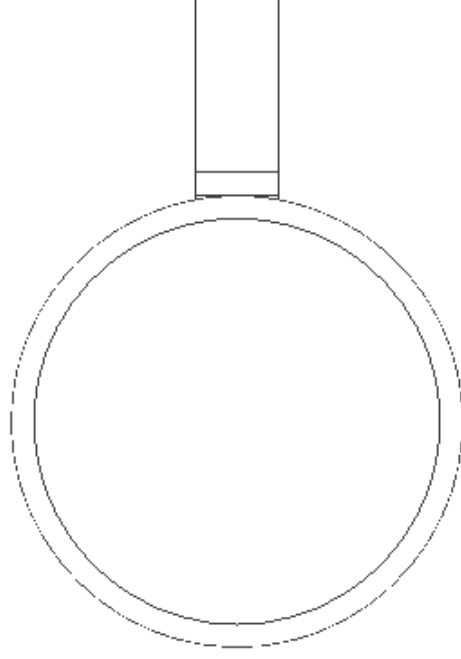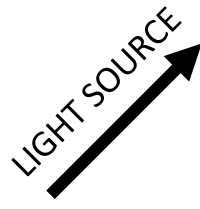
Word bankBritish Standards, accuracy, detail, standards, conventions, line types, hidden detail, section

# Task 12—Manual Rendering

1. Add colour to each of the outlines using marker pens. Try to add an even wash of colour.

2. Once the ink is dry add more colour to the mugs to to show shadow.

3. Add black pencil to the edges and areas which in shadow.

4. Add highlights with the china graph pencil to show where light would hit the mug

LIGHT SOURCE

| PUPIL NAME | CLASS | TEACHER |
|---|---|---|
|  |  |  |