

S3 Graphics – Corporate Identification



CREATING A CORPORATE IDENTITY

S3 GRAPHIC COMMUNICATION UNIT



Please complete this cover.

PUPIL NAME		CLASS 3F	TEACHER Mr Starling
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	Task	1	2	3	Pupil Feedback
Preliminary	1 App Sketching				I am confident in 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				* PRINT THIS PLEASE
	10 File Types				
	11 BS Standards and Convention				

	1	2	3	4	5	6	Teacher Feedback
CAD B	✓						Outstanding graphics throughout, well done Ben! Aim to finish all tasks including annotation & written exercises. When producing CAD renderings always aim to print the most life-like / realistic graphic
T	①						
CAG B	✓						
T	①						
MANUAL B	✓						
T	①						



CREATING A CORPORATE IDENTITY

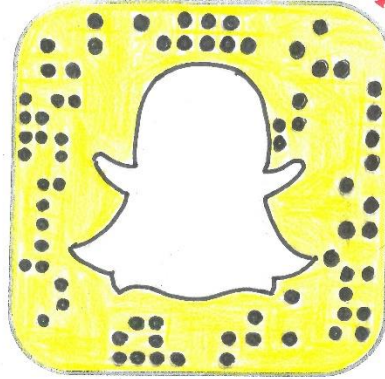
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Task 1 - App Sketching

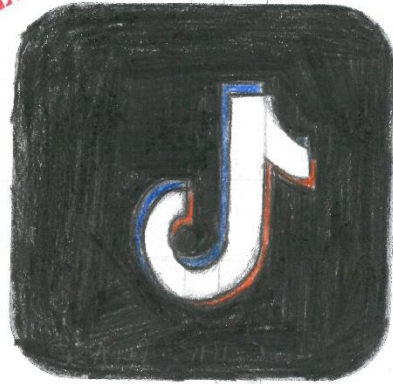
A) Sketch each app in the space provided. Concentrate on scale and accuracy when copying the app. B) Add colour to your sketch. C) Describe why this logo/icon is good or bad using high quality annotation



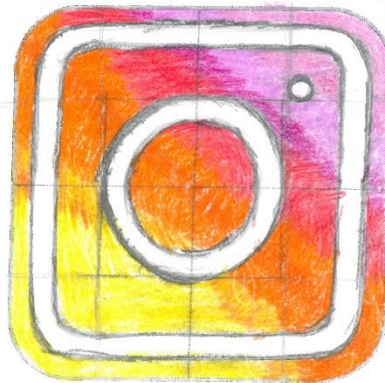
SKETCH



SKETCH



SKETCH



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

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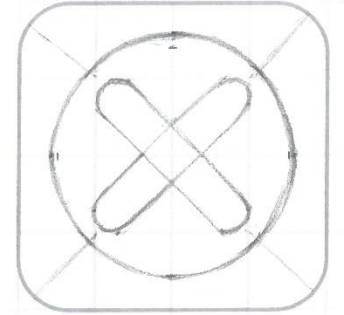
Task 1a—Scale & proportion

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

ENL



1/2

Word bank Sketch, scale, accuracy, proportion,



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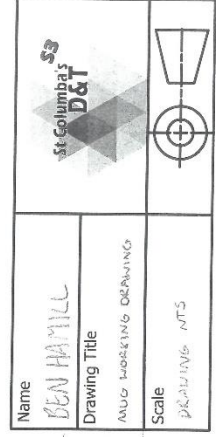
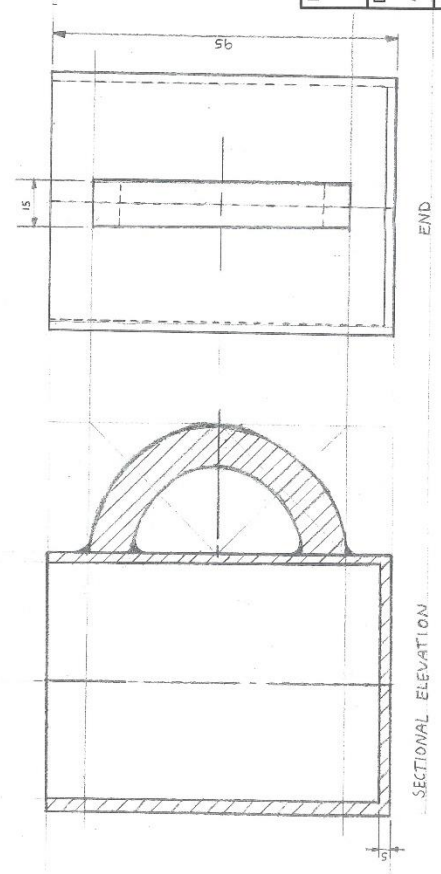
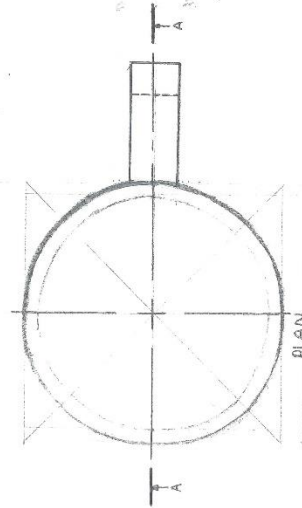
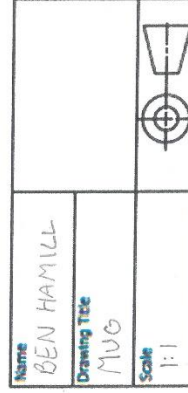
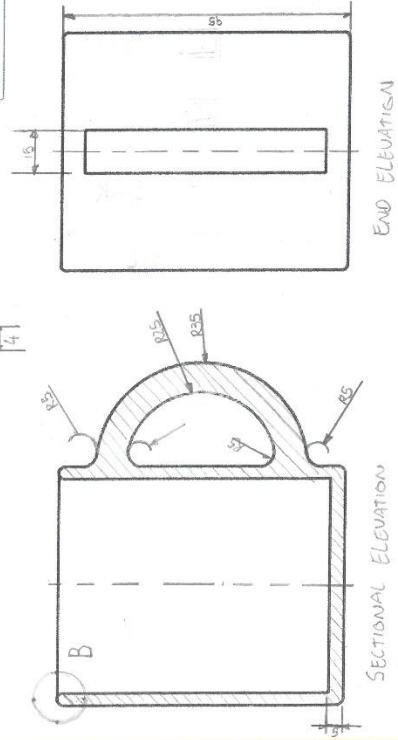
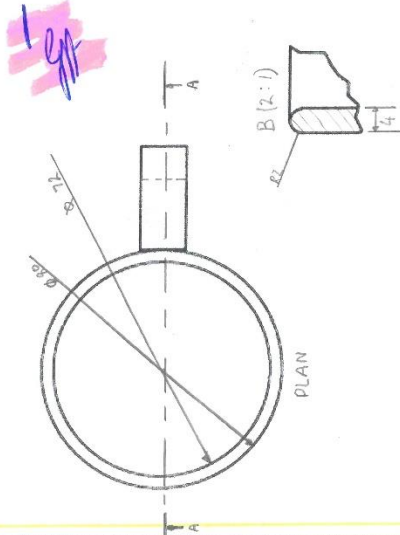
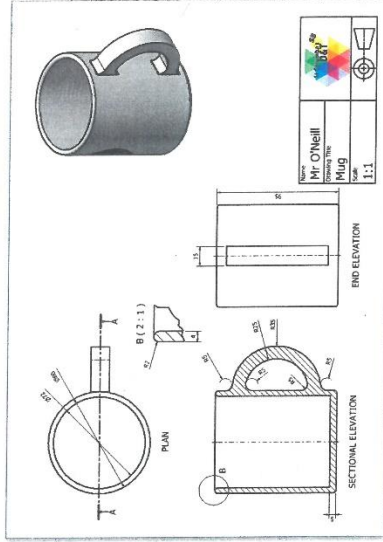
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Task 7 - British Standards & Conventions

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

Word bank British Standards, accuracy, detail, standards, conventions, line types, hidden detail, section

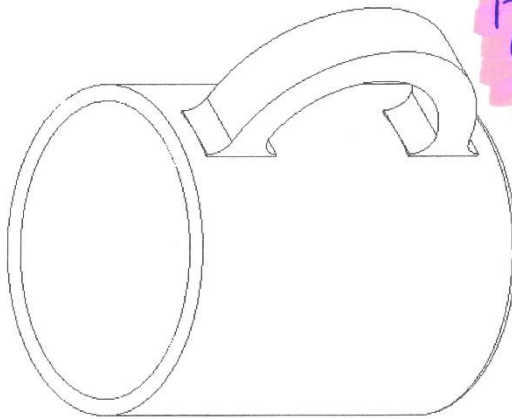
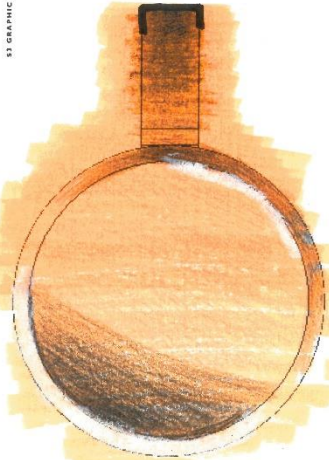




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Task 12—Manual Rendering

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 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
5. Repeat stages 3 & 4 for the inside of the mug



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TEACHER

CLASS

PUPIL NAME

Ben Hamill S3

Mr Starling

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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	⊗	⊗ Lamp	Fixed window	⌂	⌂ Fixed window
Switch	⊕	⊕ Switch	Window—hinged at side	⌂	⌂ window hinged at side
Socket	⊖	⊖ Socket	Window—hinged at top	⌂	⌂
Radiator	—	— radiator	Window—hinged at bottom	⌂	⌂ window—hinged at bottom
Shower Tray	□	□ shower tray	Window—pivoted horizontal axis	⌂	⌂ window—pivoted horizontal axis
Bath	⌂	⌂ Bath	Window - sliding horizontal	⌂	⌂ window—sliding horizontal
Wash Basin	⌂	⌂ wash Basin	Drainage	⌂	⌂ Drainage
Sink	⌂	⌂ sink	North Point	⌂	⌂ north point
WC	⌂	⌂ WC	Existing tree	⌂	⌂ Existing tree
Door	⌂	⌂ Door	Existing tree—to be removed	⌂	⌂ Existing tree—to be removed
Wood sawn, any type	⌂	⌂ wood sawn, any type	Proposed tree	⌂	⌂ proposed tree
Insulation Board	⌂	⌂ Insulation Board	Contours	⌂	⌂ Contours
Block wood	⌂	⌂ Block wood	Concrete	⌂	⌂ concrete
Sinktop	⌂	⌂ Sinktop	Brickwork	⌂	⌂ Brickwork
Heated towel rail	⌂	⌂ Heated towel rail	Now remember these symbols. Deliberate practice. Effort and energy		

Word bank standardised symbols, convention, building industry, working drawings, plans

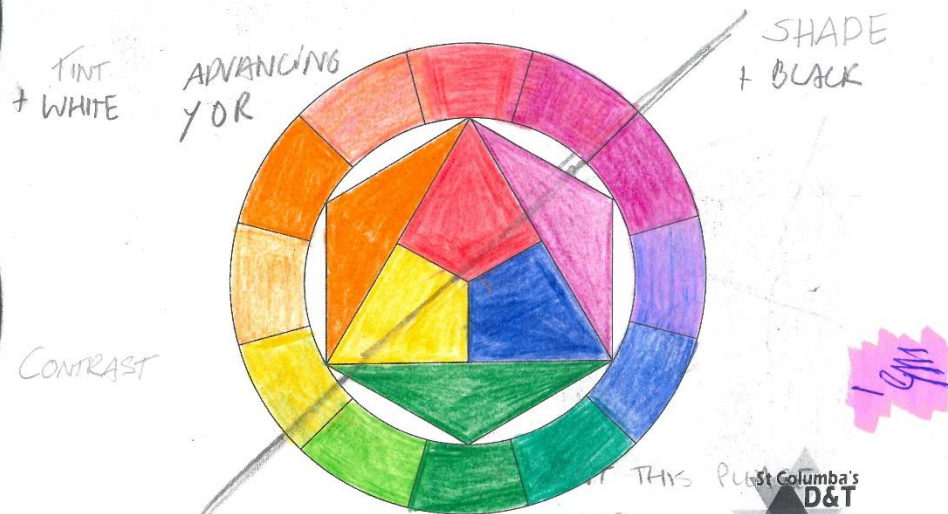
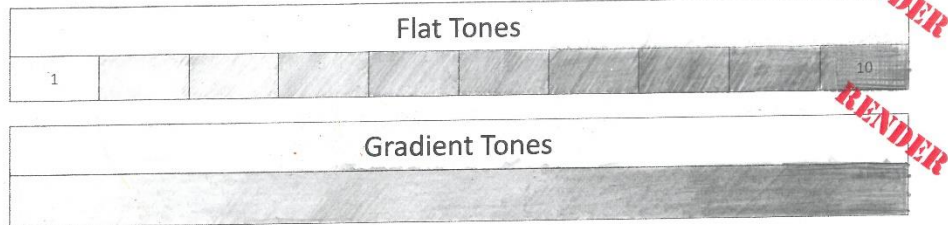


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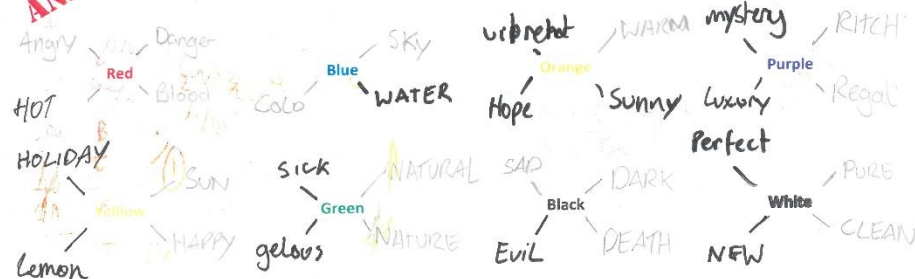
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Task 2 - Colour Theory & Rendering

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.



ANALYSE



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

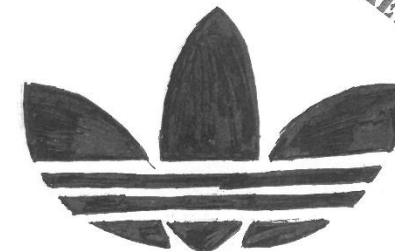
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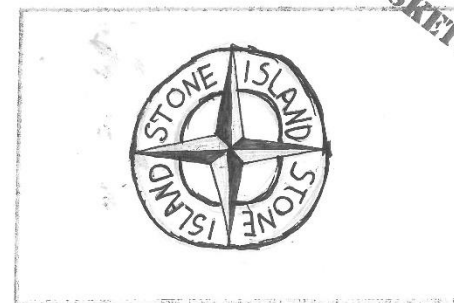
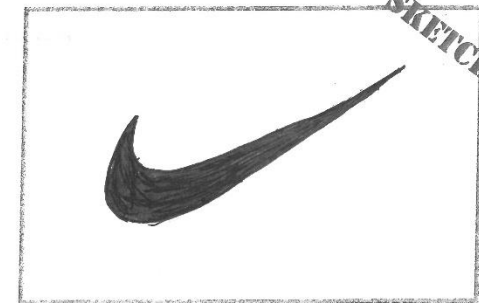


Task 3 - What makes a good logo?

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



Bold, simple, easy to recognise



detailed.

Good sketching, but add to your annotation

21/11

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

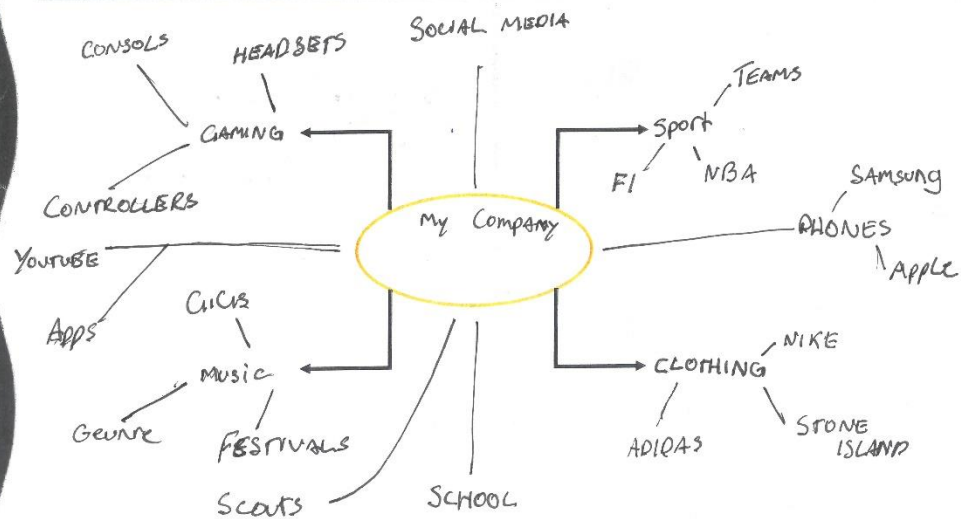


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Task 4 - What's your ideal business?

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



I am going to design a logo for...

Young enterprize

The types of shapes I might use

Squares, rectangles

My chosen colour scheme

black white

Name of the chosen company

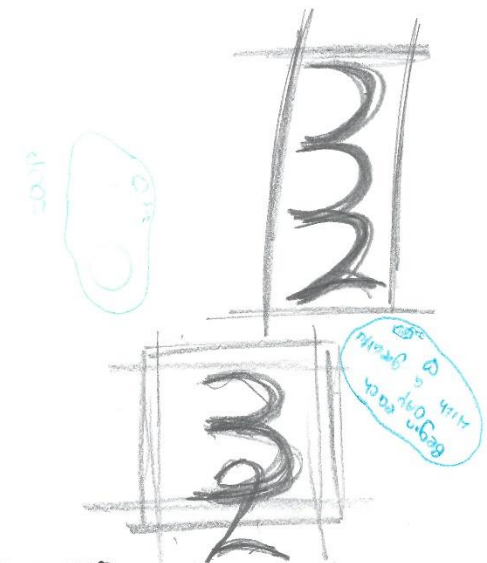
three 3²

Word bank Analysis, investigate,

THREBE

3²

THREBE



THREE

three



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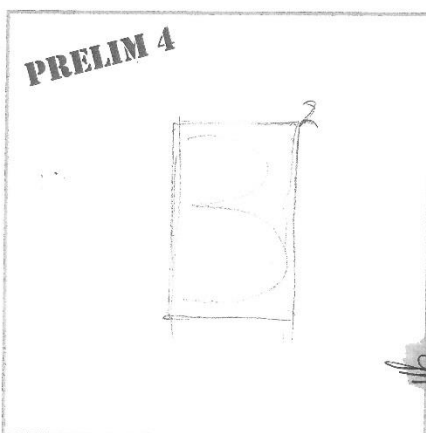
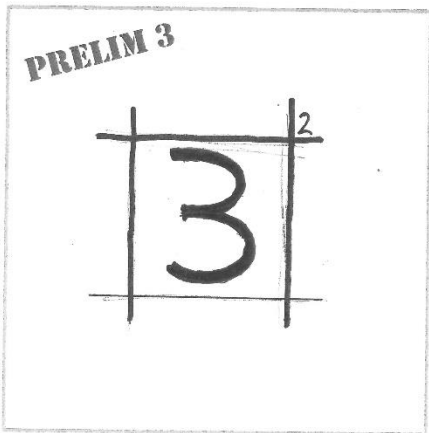
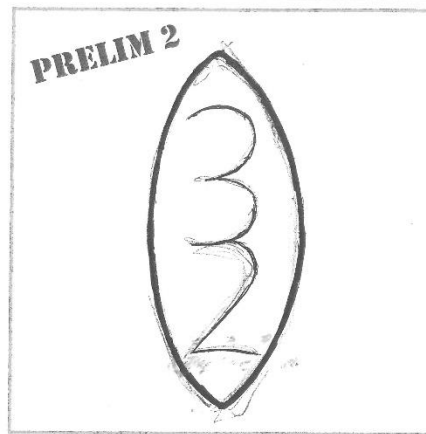
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Task 4a - Preliminary graphics?

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

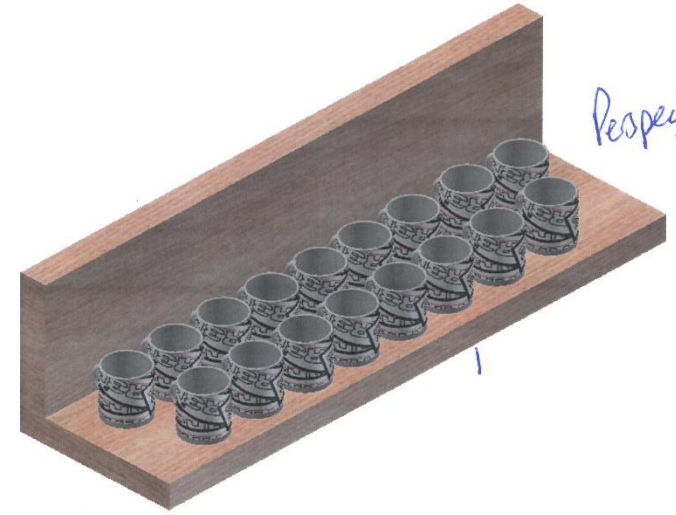
I am going to design a logo for my D&T club (3 ²)		
Design of logo - rough art	My chosen colour scheme	Name of the chosen company
☐	Black + White	Three 3 ²



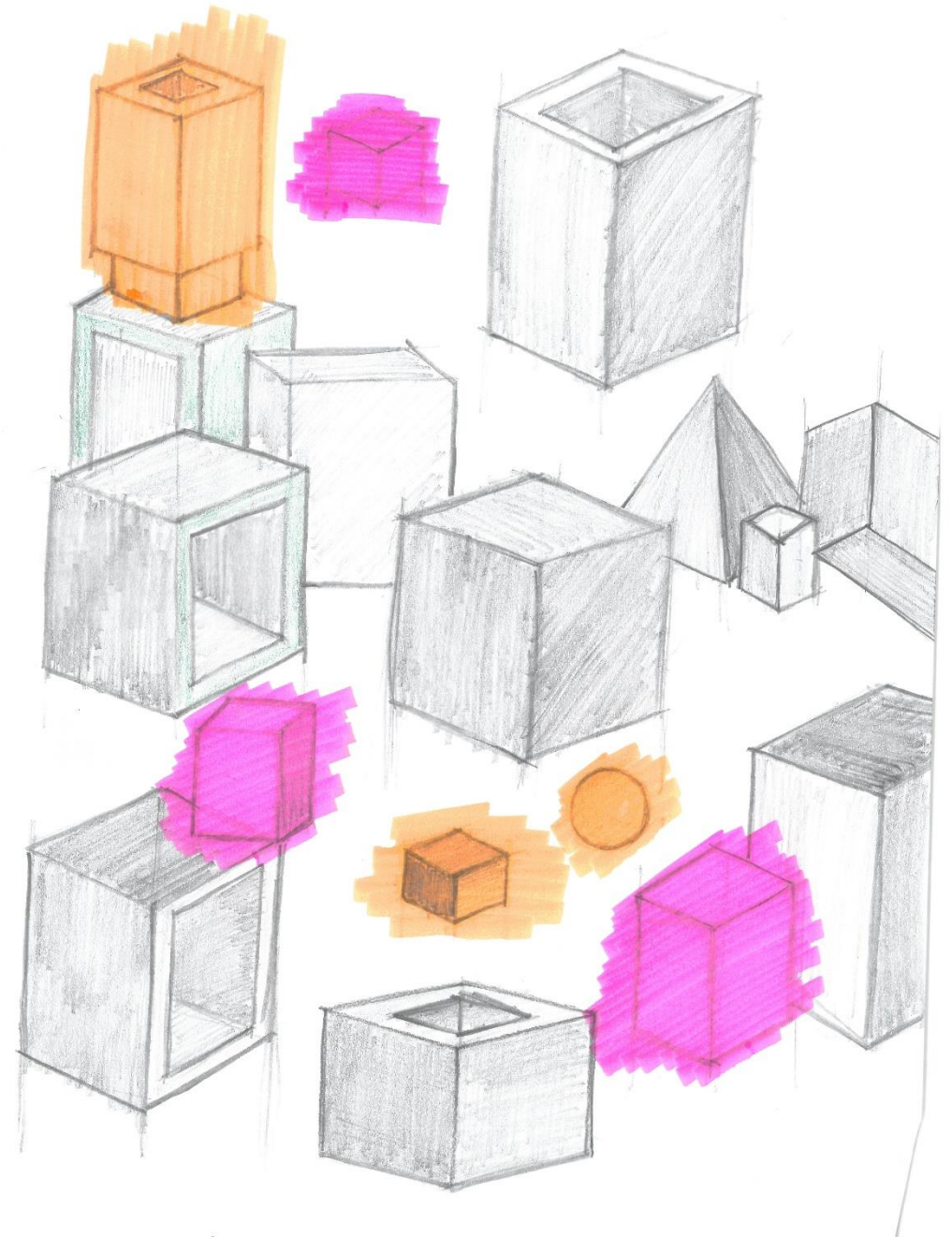
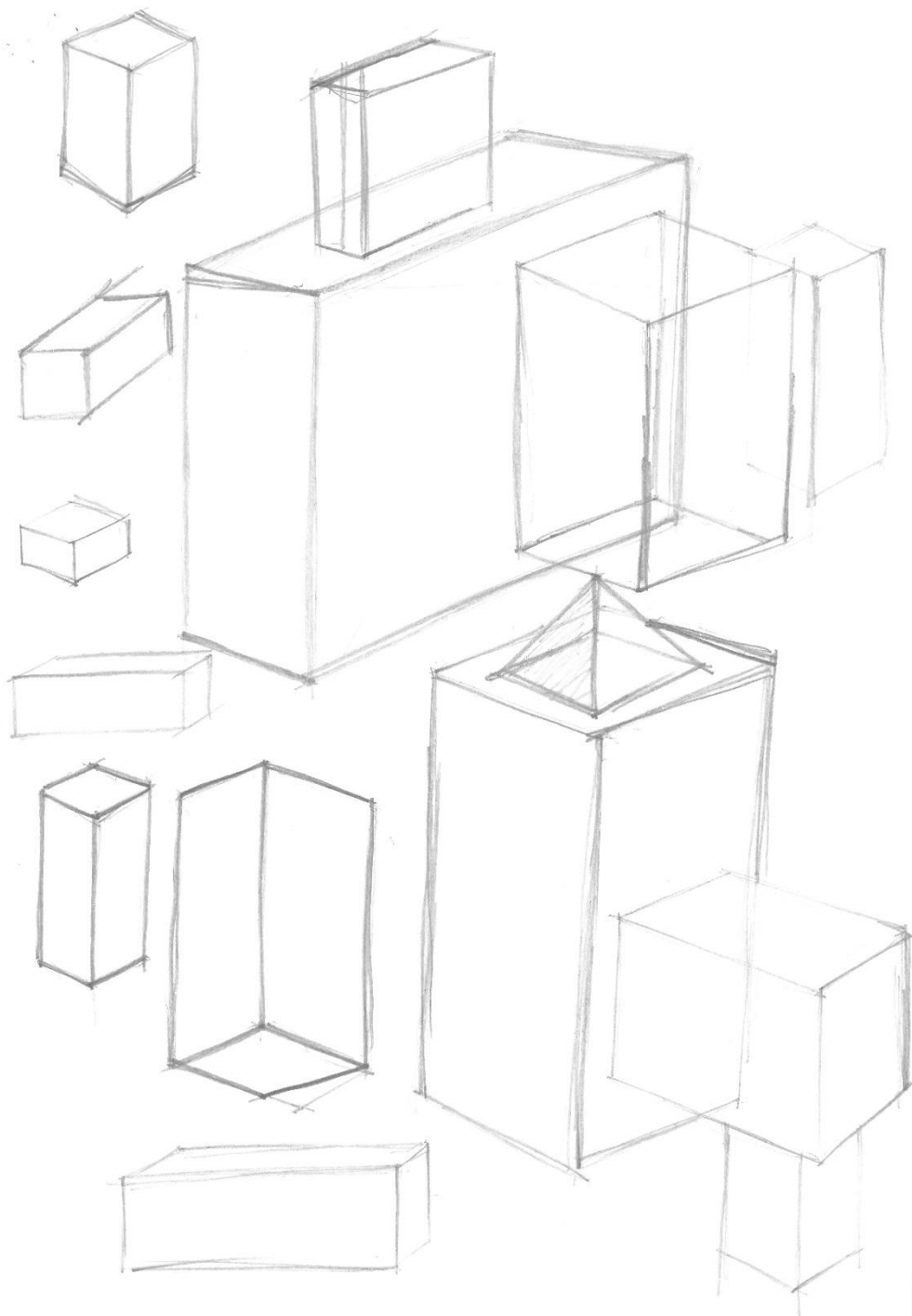
SCAN AND RECREATE THIS IN A GRAPHICS CAG PACKAGE



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



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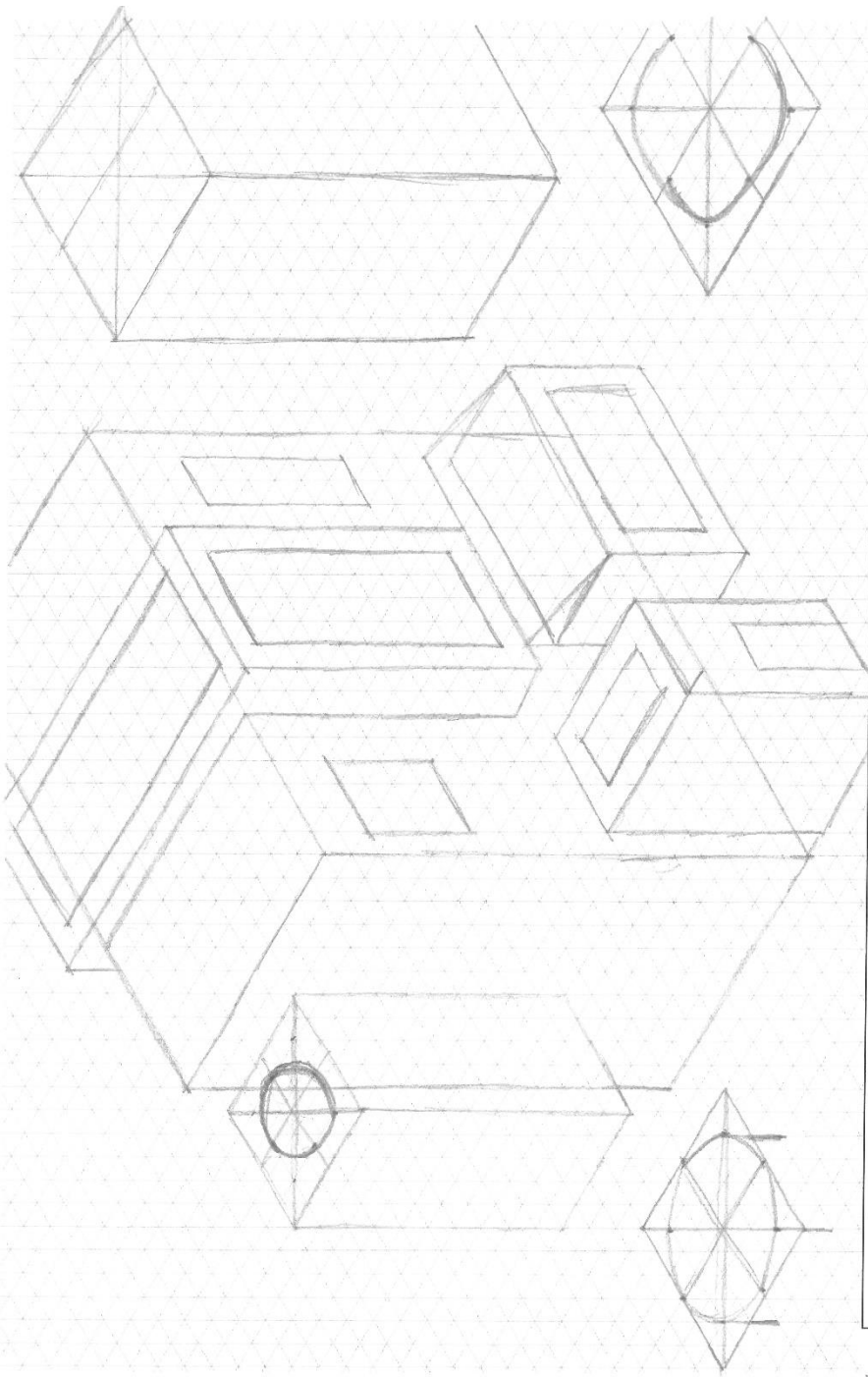


Den Hamill



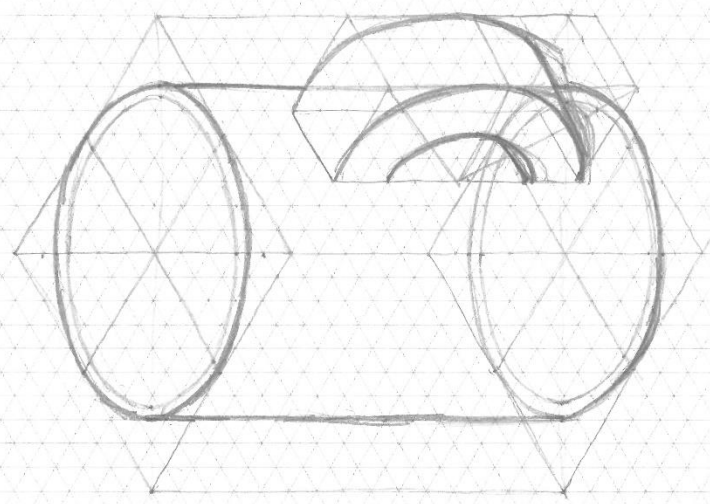
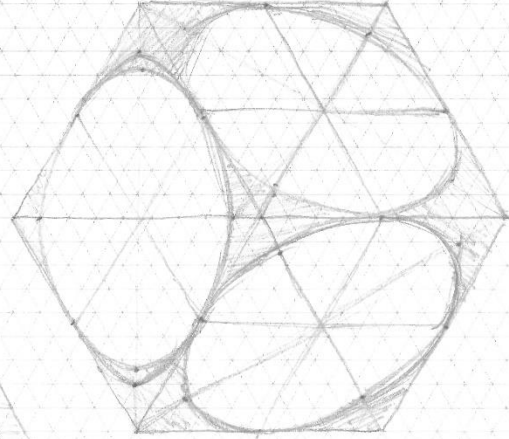
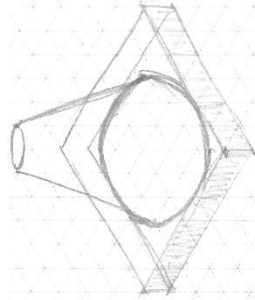


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Name: BEN HAMILL

Drawing Title:



Name:

Drawing Title: