

# Branding design challenge

## Teacher's notes

### The big question

What is the significance of the Poppy?

### Level

Second

### Experiences and outcomes

I can develop and communicate my ideas, demonstrating imagination and presenting at least one possible solution to a design problem. **EXA 2-06a**

I can respond to the work of artists and designers by discussing my thoughts and feelings. I can give and accept constructive comment on my own and other's work. **EXA 2-07a**

### Additional resources

<http://learning.poppyscotland.org.uk/resources-category/education/>

### Introduction

The children should be able to explore samples images/products with the Poppyscotland logo and discuss the slogan and the design.

The children should explore other examples of famous logos and how they have become instantly recognisable in everyday life. They should share their opinions of the different logos and emblems. Some questions might be beneficial to support the children in considering the different aspects of design – pictures, graphics, lettering, colour, etc.

Present the challenge, explaining this new logo would be present on the schools part of the Poppyscotland website. In groups, the children should brainstorm all the information they know about Poppyscotland – what they stand for, how they raise funds, what they provide for those affected by conflicts?

### Carousel activity

Large sheets of flipchart paper could be given out with big ideas on them, e.g. what do Poppyscotland do? How do they raise funds? Who do they help? Why is it important to remember? The groups should graffiti what they know on the large sheets of paper in relation to the questions. The groups should then move round to another question reading information others have written and annotating their own ideas.

The class should reflect on all the ideas relating to all aspects. The children (in pairs or individually) should design a new logo with a slogan for the Learning part of the website. Display the rules of the challenge to help remind the children. It must include:

- the four-petal Scottish Poppy
- the year
- the name 'Poppyscotland'.

Other decisions about design are the children's own giving them the opportunity to be creative and ownership of the design.

## Branding design challenge

If the class would like to select a favourite this could be incorporated but all the designs should form part of the class display.

### Your challenge

You will have noticed that Poppyscotland have a very recognisable brand on everything they use from their website to the collecting tins and advertising. This lets everyone know it is Poppyscotland they are donating to or purchasing from.

What do companies and businesses think about when designing a logo to represent them? Do they think about:

- Pictures/graphics?
- Lettering and fonts?
- Colours and layout?
- Who might see their logo and where?

If Poppyscotland were to have a new logo for the schools part of the website which may be used by children and teachers from all over Scotland, what might it look like? Could you be the designer?

Your finished designs will form part of a display at your Remembrance Assembly.

### Rules

- The logo must include the four-petal Scottish poppy and the year. It may also incorporate the name Poppyscotland. Other than this, the content of the graphics, colours and lettering are up to you.
- Remember the logo is there to let people on the site know they are on the school's section.
- A logo can be simple but still effective.

### Timescale

- Up to 15 minutes sharing time with a partner or planning/sketching ideas.
- Up to 1 hour to complete the design.

### Learning intention

I am learning to respond to art work of others and to develop and communicate my ideas through my art work.

### Success criteria

I will work within a given criteria to create a logo relevant to what I have learned about Poppyscotland.

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## Peer marking exercise / self-assessment

Tick all that apply

### Experiences and outcomes

- I developed my own ideas about a company logo and how it might look. **EXA 2-06a**
- I know how important font is when designing a logo. **EXA 2-06a**
- I know how important graphics are when designing a logo. **EXA 2-06a**
- I know how important colour is when designing a logo. **EXA 2-06a**
- I know how important layout is when designing a logo. **EXA 2-06a**
- I was able to respond to art work others had produced and offer constructive feedback on their designs. **EXA 2-07a**
- I accepted constructive feedback about my own designs. **EXA 2-07a**
- I successfully communicated my ideas through my logo design. **EXA 2-07a**

What I did best:

I am still working on: