



My Logo

KS2: Digital Art in the Classroom Line, Shape and Space

CCEA Digital Art & Design

KS2: Exploring Line, Shape and Space, Activity 1: My Logo (page 72-73)

We are learning to:

- take pride in ourselves and respect one another as individuals;
- explore positive aspects of our personality;

- explore the importance of space, size and scale in design;
- think about how shapes and symbols convey meaning;
- select colours to create mood and communicate meaning; and
- make decisions, solve problems and be creative (TS&PC).

Shared Vocabulary

- *Graphic Design*
 - *Logo*
 - *Symbol*
 - *Icon*
 - *Font*
 - *Positive*
 - *Personality*
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PLAN AND EXPLORE Look at and discuss some examples of logos with your pupils. Encourage them to think about the colours and shape, symbol, and positive or negative space. Use prompt questions such as:

- What does the logo say about the brand or company?
- What do they think the symbols convey?
- Are some elements of the design bigger than others?
- What does this tell us about how important it is? If there is text, what font has been used?
- Does it suit the logo?
- What are the main colours? How do these make us feel?
- What do you think makes a successful logo?

Explain that your pupils will be designing their own logo to represent aspects of their personality. Give them time to think about and plan their logo. Encourage your pupils to mind map their ideas

(possibly with a suitable app) or create a word cloud with positive words that they would choose to describe themselves.

Once they have thought about the aspects of their personality they would like to represent with their logo, encourage them to think about their design. What symbols might they use? What colours? Will they include any words? If so, what type of font will they choose? Encourage them to sketch out ideas on paper. If your pupils have not used the app or software before, give them time to explore it before planning.

DO Ask your pupils to use an app such as Assembly to create their logo. Depending on their abilities, you may want to suggest that they only use shapes rather than pre-made stickers (to make the activity more challenging and focus on problem-solving skills).

TIP! If using the free version of Assembly, you may need to use another app such as Phonto if the children want to add text to their design. Once the children are happy with their designs, ask them to export them.

REVIEW Encourage your pupils to look at and think about their own and others' designs. Do they think their logo is successful? Why? Would they change anything? What do they like about their design?

Samples of work made using Assembly app

(Courtesy of Elmgrove PS, Belfast and St. Mary's PS, Newcastle)







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