

Topic: 7.6 Logos & Advertising			Duration: 5 weeks		Composite: Project		
Key vocabulary:	Core knowledge questions			Powerful knowledge crucial to commit to long term memory	Links to previous and future topics		
Abstract Advertising Audience Brand Business House Style Identity Illustrator Logo Scalable Vector Versatile	<ol style="list-style-type: none"> 1. What is a logo? A logo is a symbol or design that helps establish a businesses' identity 2. Why do businesses use logos? Businesses use logos so that they are easily recognised by their corporate image. 3. What are the 5 principles of logo design? Simple, Memorable, Timeless, Versatile, Appropriate 4. Why would a logo typically be created as a vector file? Logos are used in a variety of locations and a range of purposes – need to be scalable and versatile 5. When could a logo be described as abstract? When it does not display the company name or products – may just be a simple geometric shape or a pattern 6. How can we create a vector file? Using software such as Adobe Illustrator. 7. What are common tools used to create logos? Shape builder, Pen tool 8. Why do businesses advertise their products or services? To boost sales and increase profits 9. Where do we find advertising? Print (posters, leaflets, magazines, newspapers) Audio Visual (TV, radio, cinema), Online (web sites, before YouTube clips and other streaming services) 10. What is a 'target audience'? A group of people who your advertising is specifically aimed at 11. What is a House Style? A combination of colours and typefaces that a business uses to identify it's brand 			<ul style="list-style-type: none"> • A logo is a graphic artefact used to identify a business to it's prospective customer base. • Logos are vector based. • Often very simple and instantly recognisable • Purpose of advertising is to make their brand more recognisable and to sell more products. 		<ul style="list-style-type: none"> • Students will need to create a logo in a range of future projects e.g. newsletters in yr 8 and website (R085) and Interactive Media Product (R087) in Creative iMedia 	
We will develop these skills:							
Impressive reading	Impressive speaking	Impressive writing	Resilience	Numeracy via:	Digital Literacy via:	Employability via:	
Reading from a client brief and interpreting the task	Discuss how a client brief could be met.	Be able to compare and contrast a range of logos, describing how effective each is	Being able to draft several versions to present to your client – knowing that some of your work is not going to be selected	Hexadecimal colour e.g #A274B6 Understanding relationship between values and colours	Further developing skills in Adobe Illustrator	Identifying a customer's needs. Understanding how businesses advertise goods and services.	