

Jane Hodgson workshops

LOGO DESIGN

Design a logo and produce an advertisement strapline for a fictitious Fair Trade company

www.janehodgson.co.uk

Ages: KS 3 - 4

Class size: Maximum 25 - 30

Duration: One day

Cost: £200 + travel expenses.

Please note: All workshops can be adapted to suit individual requirements.

Key Processes include:

Art and Design - original images and artefacts, experimenting with materials, ideas and techniques, taking risks, analysing and evaluating ideas, thinking about appropriate media, designing for the real world an imagined but highly possible company.

Geography - uniqueness of place, space, local to global scale, economic and political implications, human connectedness, sustainable development and cultural understanding.

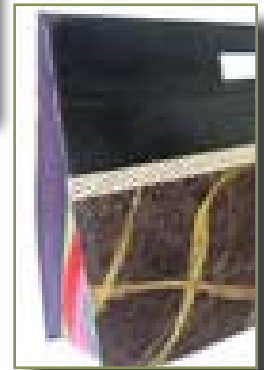
English – producing clear, punchy texts using appropriate language; creativity with text and imagination to convey meaning; risk taking; cultural understanding, comparing texts from around the world; exploring other's ideas.

Details:

Starting with discussion about importance of designing a corporate look, we will look at examples of designs. The workshop will enable students to design a logo for a Fair Trade company. Students will be asked to bring in newspaper cuttings and magazines featuring logos and advertisements. This material will become a learning journal and be a key component to the project.

Students will then produce sketches of ideas and choose one to produce to a higher standard, on paper. Workshop will finish with the students introducing their design to the group, explaining their ideas behind their work.

Jane Hodgson worked as a freelance graphic designer for 20+ years, designing many logos for sporting organisations and industry



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