

# Parliamentary Blades Logo Design Project

## Teachers resources: Upper Key Stage 2

To introduce students to the concept of logos to create a logo for a wind turbine backed by MP's in parliament to promote off-shore wind energy, students will:

- Recognize what is a logo and the purpose of a logo.
- Develop understanding of wind turbines
- Create a logo for a wind turbine promoting the involvement of parliament and MP's.

Students will investigate what makes a good logo and how the logo must reflect a product to be able to sell the product. They will experiment with wind turbine designs and research offshore wind energy to design a logo as part of a marketing campaign for offshore wind energy and Parliamentary blades. Students can make wind turbine designs to help with the understanding of the efficiency of wind energy.

This will be a 4 part activity project and is aimed to be taught within 3 hours and a homework.

Activity	Lesson focus/ learning objectives	Activity	National Curriculum Reference	Skills Focus Resources	Resources
1	<p>Identify the importance of a logo</p> <p>Identify famous logos and how they make a person feel.</p> <p>Design a logo for something personal to the student.</p>	<p>Students are to identify different logos and what makes them recognisable. Students will then freehand sketch their logo ideas.</p> <p>Students will look at a range of logos and identify and analyse what has been included and potential reasons why it has been included.</p>	<p><b>Design:</b> use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose, aimed at individuals or groups</p>	<p>Analysing Classifying Comparing and contrasting Evaluating Designing</p>	<p>Coloured pens and pencils</p> <p>PowerPoint section 1</p>
2	<p>Identify different types of wind turbines</p>	<p>Students will create 2D sketches or 3D models of initial ideas of types of wind turbines.</p>	<p><b>Make:</b> select from a wider range of materials and components, including construction materials, textiles and ingredients, according to their functional properties and aesthetic qualities.</p>	<p>Imagining Improvising Innovating Problem solving Questioning</p>	<p>Coloured pens and pencils</p> <p>Card, straws, paper fasteners</p> <p>PowerPoint section 2</p>
3	<p>Gain knowledge of product</p> <p>Apply knowledge of wind turbines for designing prototypes.</p>	<p>Students can have a choice of:</p> <ul style="list-style-type: none"> <li>Using ICT to research offshore wind energy, the history of offshore wind and the development and construction of offshore wind farms.</li> <li>Use the Power-point provided and fact sheets given to gather an understanding of offshore wind farm development.</li> </ul>	<p><b>Evaluate:</b> Investigate new and emerging technologies.</p>	<p>Questioning Imagining</p>	<p>Coloured pens and pencils</p> <p>Information sheets from hyperlinks</p> <p>PowerPoint section3</p>
4	<p>Recall factors that are required to produce an affective logo.</p> <p>Application of ideas and research of wind energy to create a final design for the logo.</p>	<p>Students to use their ideas to create one final ideal logo.</p> <p>Students will consider the background research in their design to incorporate the theme of parliament or wind energy.</p> <p>Final designs are to be drawn onto the entry forms</p>	<p><b>Evaluate:</b> Investigate and analyse a range of existing products Understand how key events and individuals in design and technology have helped shape the world</p>	<p>Following conventions Listening actively Decision-making Designing Evaluating</p>	<p>Coloured pens and pencils.</p> <p>Entry form sheet</p> <p>PowerPoint section 4</p>