LITHERLAND HIGH SCHOOL

LIVO CATCH-UP 10

Year 7 Graphics

Air Freshener Project

1 WHAT IS A LOGO AND BRAND?

A **logo** is a visual symbol or design that represents a brand.

A **brand** is the overall look, feel and identity of a product or company.

- A good logo is simple, memorable and relevant to the product.
- Logos help us recognise a brand quickly.
- Design choices (colour, shape, font, images) must suit the target audience and product.

A logo should be simple, memorable and relevant!

2 HOW CAN TYPOGRAPHY CREATE A LOGO?

Typography means the style, size and appearance of text.

- Different fonts create different moods and messages.
- The right typography can make your logo more effective.
- You can use hand drawn letters or existing fonts as inspiration.
- Lettering can be bold, thin, curved, blocky or decorative.

Typography can change the mood of your logo!

FRESH Fresh FRESH Fresh

3 WHAT IS A DESIGN BRIEF AND SPECIFICATION?

A design brief explains what you are designing and who it is for.

A specification lists the important points your product must meet.

Design Brief

Design a creative air freshener for a chosen target market.

Design Specification

- [ ] Looks attractive
- [ ] Suitable for target market
- [ ] Includes a logo and brand
- [ ] Uses colour and graphics
- [ ] Fits the theme
- [ ] Is safe and practical
- [ ] Can be produced from card and printed accurately

4 WHAT DESIGN IDEAS CAN WE CREATE?

We can explore lots of different ideas using sketches and research.

- Look at existing air fresheners for inspiration.
- Develop a range of initial ideas.
- Use annotations to explain your ideas.
- Choose your best idea and develop it further.

Explore lots of ideas before choosing your final design!



5 WHAT COLOURS AND GRAPHICS CAN WE USE?

Colour and graphics make your air freshener look attractive and help it stand out.

- Different colours create different moods (e.g. bright = fun, pastel = calm).
- Graphics can include patterns, images and illustrations.
- Make sure your colours and graphics suit your target market and brand.



6 WHAT SHAPE AND LAYOUT WILL WE USE?

The shape and layout of your air freshener should match your theme and target market.

- You can use a range of shapes such as fruit, animals, icons or custom shapes.
- Consider how the logo, graphics and text will be arranged.
- Make sure your design is clear, bold and easy to read.
- Think about where the hole and string will be placed.



7 HOW WILL WE PRODUCE OUR AIR FRESHENER?

Your final design will be produced using drawing, colour and printing techniques.

- Create your design digitally or by hand using fine liners and colouring pencils.
- Print your design onto card.
- Cut out your shape carefully.
- Add a hole and string.
- Make sure your final product is neat, accurate and fits your specification.



8 HOW CAN WE EVALUATE OUR FINAL PRODUCT?

We can check our air freshener against the design brief and specification.

- Does it meet the purpose?
- Is it attractive and eye-catching?
- Does the logo suit the brand?
- Is it aimed at the right target market?
- Is it well made and finished neatly?
- What could be improved?

✓ What went well?

✗ What could be improved?

9 WHO IS THE TARGET MARKET?

A target market is the group of people your product is aimed at.

- Design choices should suit their age, interests and lifestyle.
- Consider what colours, shapes, fonts and graphics they might like.
- Examples of target markets:

Children	Teenagers	Adults	Pet owners
(bright colours, fun shapes)	(trendy designs, gaming, sport)	(natural, calm designs)	(animals, fresh scents)

10 YOUR CATCH-UP 10

1. What is a logo?
2. What is a design brief?
3. What is a design specification?
4. Give three examples of famous brands and their logos.
5. How can typography be used in a logo?
6. Name three design ideas for an air freshener shape.
7. How can colour and graphics make your design effective?
8. What tools and equipment would you use to produce your final design?
9. What is a target market? Give one example.
10. How can you evaluate your final air freshener?

FINAL CHECK

- [ ] I understand what a logo is and why it is important.
- [ ] I can explain what a design brief and specification are.
- [ ] I can describe how typography can be used in a logo.
- [ ] I can generate and annotate a range of design ideas.
- [ ] I can use colour and graphics effectively.
- [ ] I can choose a suitable shape and layout for my design.
- [ ] I know how to produce my final air freshener safely and accurately.
- [ ] I can evaluate my product and suggest improvements.
- [ ] I understand what a target market is.
- [ ] I know the key vocabulary for this topic.

NOW I'M READY TO REVISE THE LESSON!