

Activity 14

Activity/topic: Create your own corporate design.

Key Stage: Three

Subject: Art & Design

Year: 7 & 8

Aims & Objectives: To develop and improve creative imaginative and critical skills. To provide an opportunity to engage with design in both the contemporary world and the past. To explore ideas and assess visual and other information, analysing codes and conventions used in different genres, styles and traditions. To select, organise and present information in visual and other ways, taking account of purpose and audience.

Links to the National Curriculum for Art and Design: Pupils should be taught to 1b. discuss and question critically, and select from a range of visual and other information. 3b. adapt and refine their work and plan and develop this further, in the light of their own and others' evaluations. 4b. codes and conventions and how these are used to represent ideas, beliefs, and values in works of art, craft and design 5d. investigate art, craft and design in the locality, in a variety of genres, styles and traditions, and from a range of historical, social and cultural contexts

Possible cross curricular links: **Speaking and listening** Pupils should be taught to 2f. ask questions and give relevant and helpful comments 3 b. take different views into account and modify their own views in the light of what others say **Reading** 4a. select, compare and synthesise information from different texts 4b. evaluate how information is presented. **History** 4 a. identify, select and use a range of appropriate sources of information including oral accounts, documents, printed sources and ICT based sources as a basis for independent historical enquiries

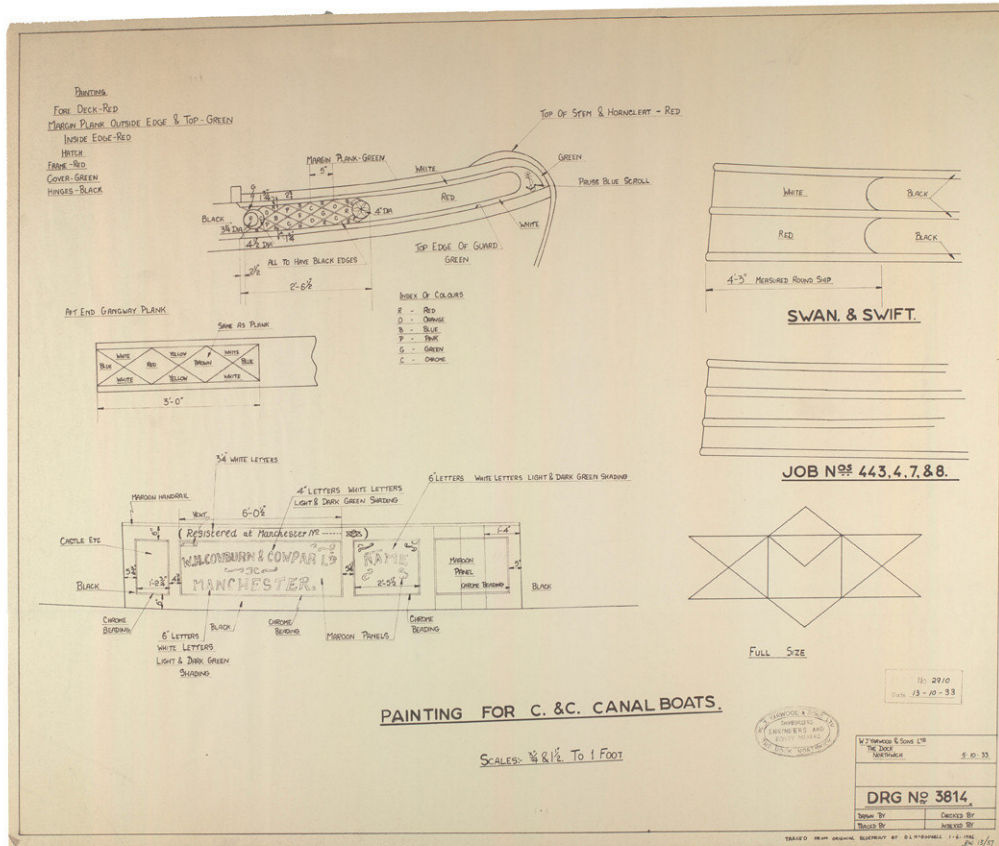
Activity: Note: The original copy of the plan is held at the British Waterways Archive. The plan shows how a fleet of canal boats should be painted. The document was originally created in 1933, though the digital image is of a tracing (in 1986) of the original. The plan would benefit being viewed in conjunction with a picture of a canal boat, so that the design can be seen in context. Only part of the original document is given.

Think about why the colours were chosen. How would you describe the design? Why do you think that design was chosen? What information does the design include? What other information might have been included?

A canal company (you can choose the name) have asked you to create a design for their new fleet of canal boats. Research canal companies and their cargo using appropriate reference material and design and create your own design for their boats in the 21st century.

Extension activity: research into the various logos/designs of goods carrying companies.

Resources required:



“[Drawing showing] Painting for C[owburn] & C[owpor] Canal Boats”, 1 June 1986 (5 October 1933), catalogue ref. BW153/45/1

Materials to produce posters, including ICT.

Differentiation: See activity 05 for less able children – need to adapt.

Assessment: By outcome.