Pupil work from teaching unit 7.3

Display board of pupil work

Handout 3.8

Good design in leaflets

Supporting work

1st design

CASTLE VIEW SCHOOL

ICT

We are proud that we have some well equipped ICT rooms. You will have a lesson for one hour a week in these rooms and will be able to use (amongst other things) computers, lap tops, digital cameras, web cams and sound recording to create your own exciting presentations and publications. You will also find out how ICT can be used in every subject you are taught.

Subject logo

Vector based graphic in multicolours
Simplified by changing orange to match the existing blue
Bold word art in toning colours
All groups
Prints in black and white
Globe conveys communication around the world via the computer

Subject leaflets

A4 leaflet

Production of A4 leaflet

The leaflet had to include pictures of children's work and also photographs of working in the classrooms.

I chose ICT as my subject so I asked my brother if he had work he had done in ICT or using computers in any of his subjects. I chose two pieces of work which I then scanned. The files were large so I chose a black and white image for one piece to reduce memory required for printing without sacrificing quality. For Legoland I wanted to keep the red on the logo as this is the image people remember.

Next I visited a class using ICT and took photographs with the digital camera. I cropped these to focus on people in the images, but kept colour.

I used the existing title and logo from previous lessons and placed my graphics on the A4 page. Using Publisher I was able to resize and move around to get a balance. I added my new ICT logo. I created this using a vector graphic; changed the colour to simply into only three colour tones; added Word Art in the same colours and then grouped the imaged so I could resize. I chose vector graphics as I would be able to change the size in my leaflets without loosing quality.

I used simple descriptions so that people would read without too much text. I took off the hyphenation as in my first attempt this made it difficult to read the bottom section. I used Arial 18 pt which is a clear script.

CASTLE VIEW SCHOOL

Here are two examples of children's work using computers. They have both been created using Desk Top Publishing programs.

Here are some examples of the digital pictures we have taken around our schools ICT suites showing children working on the computers.

They are a system helps them with their Maths and English work.

working on learning which

Final 3-fold leaflet

Research on logos

7.3P2d

Homework

Either sketch your chosen logos in the first column, or stick in a copy from a magazine or paper. In the right hand column explain why you chose the logo. You should answer the following questions:
Why are you familiar with it?
Is it instantly recognisable? Why?
Is it a good logo in your opinion? Why?

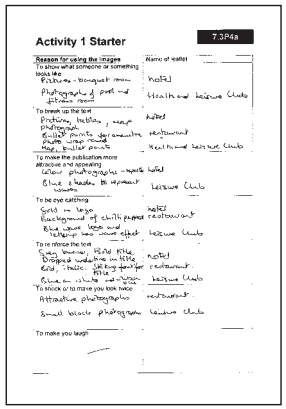
adidas

TESCO Every little helps

YAHOO! UK&IRELAND

YELLoCOM.

Looking at leaflets


Activity 1 Starter

7.3P4a

Reason for using the images | Name of leaflet

To show what someone or something looks like
Pictures - banquet room | hotel
Photographs of pool and kitchen room | Health and leisure Club

To break up the text
Pictures, inclusion, menu photograph
Bullet points description photo, wine menu
Map, bullet points | hotel | restaurant | Health and leisure Club

To make the publication more attractive and appealing
Colour photographs - warm | hotel
Blue shades to represent water | leisure Club

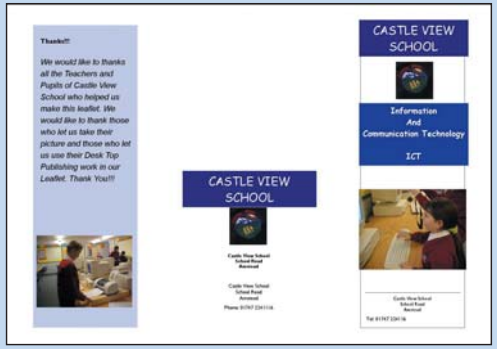
To be eye catching
Sold - large | hotel
Background of chilli pepper | restaurant
Blue colour lake and telegraph two colour effect | leisure Club

To re-inforce the text
Cozy, homely, child friendly. Dropped radiation in kitchen, kid, hotel, getting together | hotel | restaurant | leisure Club

To stock or to make you look twice
Attractive photographs | restaurant
Small black photographs | leisure Club

To make you laugh

3-fold leaflet for parents


Thanks!!!

We would like to thanks all the Teachers and Pupils of Castle View School who helped us make this leaflet. We would like to thank those who let us take their picture and those who let us use their Desk Top Publishing work in our Leaflet. Thank You!!!

CASTLE VIEW SCHOOL

Information And Communication Technology

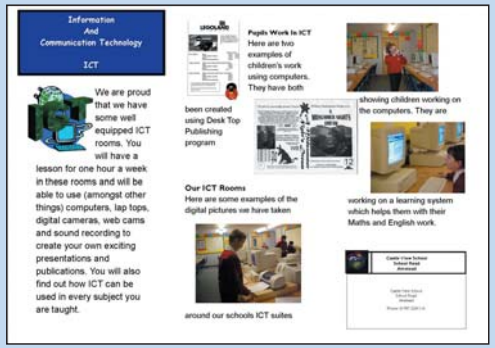
ICT

Good features

- Good white space
- Consistent colour scheme
- Shows subject well
- 3-fold good for parents

Areas to improve

- Text hard to follow between boxes
- Some errors


Information And Communication Technology

ICT

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Pupils Work In ICT

Here are two examples of children's work using computers. They have both been created using Desk Top Publishing program

showing children working on the computers. They are working on a learning system which helps them with their Maths and English work.

Our ICT Rooms

Here are some examples of the digital pictures we have taken around our schools ICT suites

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