

Key Stage 3: Knowledge Organiser		Topic: London Zoo Logo Project	Year: 9
LEARNING JOURNEY	Inspiration & Influences	You will learn the importance of research for design. You will collect and consider different zoo logos and how animal, building and text can be combined to create different graphic effects.	
	Explore & Create	You will develop your initial observational drawings by introducing colour using digital Photoshop techniques. You will develop your ideas exploring line, colour and layout ideas. You will also experiment with a range of text techniques inspired by the different zoo logos that you collect.	
	Observational Studies	You will create a series of line drawings from your research images that combine animal/ building shapes. You will need to look at your zoo logo research for ideas at this stage.	
	Final Design	You will select your most successful London Zoo logo for final presentation.	



Logo Project Key Words Glossary		Photoshop Glossary	
Logo	A trademark or symbol for a company, designed so that it can be easily recognised.	Photoshop	Digital software that you will use to design your poster.
Simplify	To make a drawing less complicated, clearer or easier- you will be drawing using line only.	Edit	To change the appearance of an image or text.
Tracing	a copy of an image made by drawing over it through a piece of thin, transparent paper..	Free Transform	To change the size of an image or text.
Contrast	The arrangement of opposite elements i.e. light vs dark, rough vs smooth.	Magic Wand	Used for selecting shapes
Contemporary	Contemporary things are modern and relate to the present time.	Navigator	Allows you to zoom in and out of the image
Silhouette	A dark shape and outline of someone or something visible against a brighter background.	Layers	For keeping images and text separate from each other
Shape	A two dimensional area that is defined in some way. A shape is created when a line is enclosed.	Type tool	Used for creating text/ lettering
Flat Colour	Solid coverage of colour with no blending or shading.	Stroke	Creates outlines around text and images
Overlapping	To place images or text on top of one another	Paint Bucket tool	Used to apply colour inside shapes
Composition	The way in which various elements are arranged to form a whole.	Gradient Tool	For blending 2 colours together.