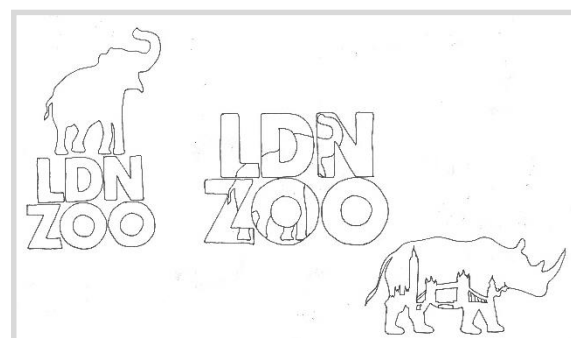
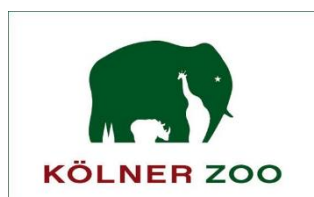


| Key Stage 3: Knowledge Organiser | | Topic: London Zoo Logo Project | Year: 9 |
|-------------------------------------|-------------------------------------|--|---------|
| LEARNING JOURNEY | Inspiration & Influences | You will learn the importance of research for design. You will collect and consider 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. |