

THE METHODOLOGICAL MEETING OF THE TEACHERS OF ENGLISH

the 23rd of November, 2018

“Ion Băncilă” Secondary School, Brăila

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the Erasmus+ project “i-City”

DISSEMINATION of the Short-Term Exchange of Groups of Pupils “PAST-PRESENT-FUTURE URBAN DESIGN”

(12th – 16th November, 2018, Rome, Italy)

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PROJECT DETAILS

- ◉ **Key Action 2:** School Exchange Strategic Partnerships
- ◉ **project duration:** 24 months (01.09.2018 – 31.08.2020)
- ◉ **project reference number:** 2018-1-UK01-KA229-048124_5
- ◉ **approved budget:** 33090 euros
- ◉ **Beneficiary:** Școala Gimnazială „Ion Băncilă”, Brăila

PROJECT COORDINATOR: Stroud High School Academy Ltd, the UK

PARTNER SCHOOLS:

- ◉ Liceo Scientifico Statale Democrito, ITALY
- ◉ Colegio Santo Angel de la Guarda, SPAIN
- ◉ Izmir Anadolu Lisesi, TURKEY
- ◉ Școala Gimnazială „Ion Băncilă”, ROMANIA
- ◉ Agrupamento de Escolas de Gondifelos, PORTUGAL

PROJECT DETAILS

The project is split into 6 phases during which the students learn new information on various aspects of city life:

Phase 1: past - present - future urban design

Phase 2: provision of food and shelter to a growing, aging, changing population

Phase 3: sources and resources for powering the urban environment

Phase 4: provision of appropriate health and social care facilities

Phase 5: developing education and employment opportunities in a changing world

Phase 6: culture, religion and leisure in a mixed population

PROJECT DETAILS

The project's main product will be a new, computer-designed city, "built" by using the 3D modelling software SketchUp.

The knowledge gained during the 6 phases of the project will be used with the purpose of creating this new city, which will offer its inhabitants better facilities and opportunities than those provided by the cities they currently live in.

During the short-term exchange of groups of students in Rome (12-16 November, 2018), the participating students

- analysed the past and the present urban design based on comparing and contrasting ancient Rome and present Rome
- lay the basis of the new city about to be created
- learnt the basics of using SketchUp
- created a project logo on computers

THE FIRST STEP IN EACH PROJECT: TEACHING OUR STUDENTS HOW TO CREATE A PROJECT LOGO

DISCUSS WITH THE STUDENTS WHAT A CORPORATE IDENTITY IS

- A corporate identity is the identity of a corporation.
- Corporations are businesses.
- An identity of a business is often a logo.
- We can call a corporate identity a *logo* or a *brand*.

DISCUSS WITH THE STUDENTS WHAT LOGOS DO

- Increase awareness of a business or products
- Advertise a business or products
- Link to the nature of the company or products
- Give value to a business or products

Even without the words, we can still recognise a corporation.





- We know they sell sports related products.
- We expect a certain quality.
- We expect a high price.



- We know they sell fast food.
- We expect it to be at a low price.



- We know they sell technology.
- We expect a certain quality.
- We expect a high price.

POINT OUT THE FOUR THINGS THAT MAKE A GOOD LOGO:

- well-considered **typography**
- well-considered **colours**
- well-considered **simplistic shapes**
- well-considered **layout/composition**

Typography

Typography is the *art of letterings*.

You could say a *choice of fonts*.

Different lettering styles give people different feelings, or appeal to certain people.

Comic sans is clear and easy to read but a little boring.

Bauhaus is contemporary and designer.

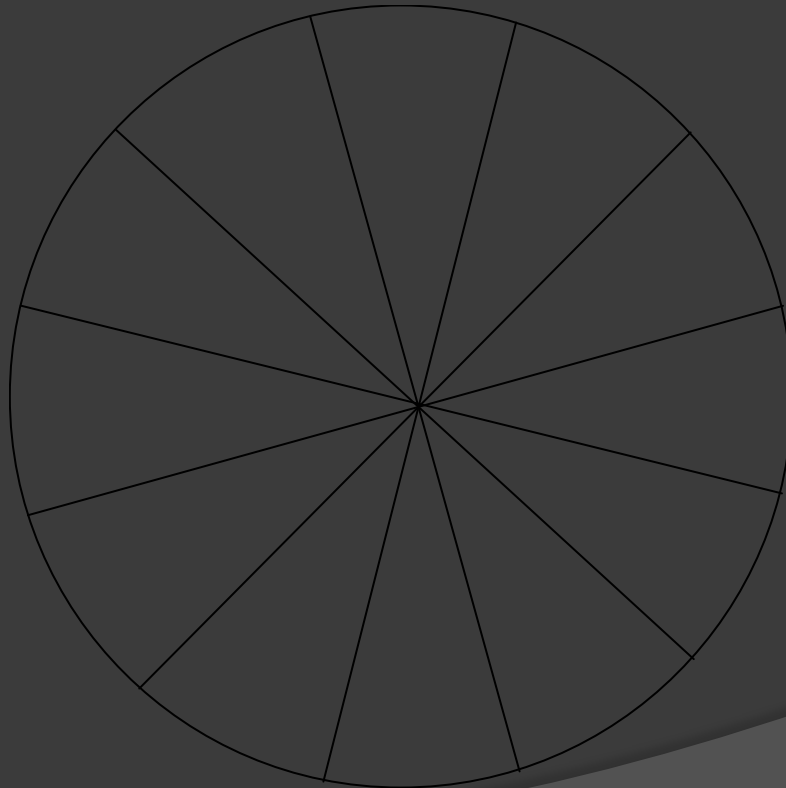
Jokerman is fun and appeals to children.

Brush script is sophisticated and appeals to adults.

Colour

There is a theory that some colours work better together than others.

A circle split into 12 pieces is called a colour wheel.

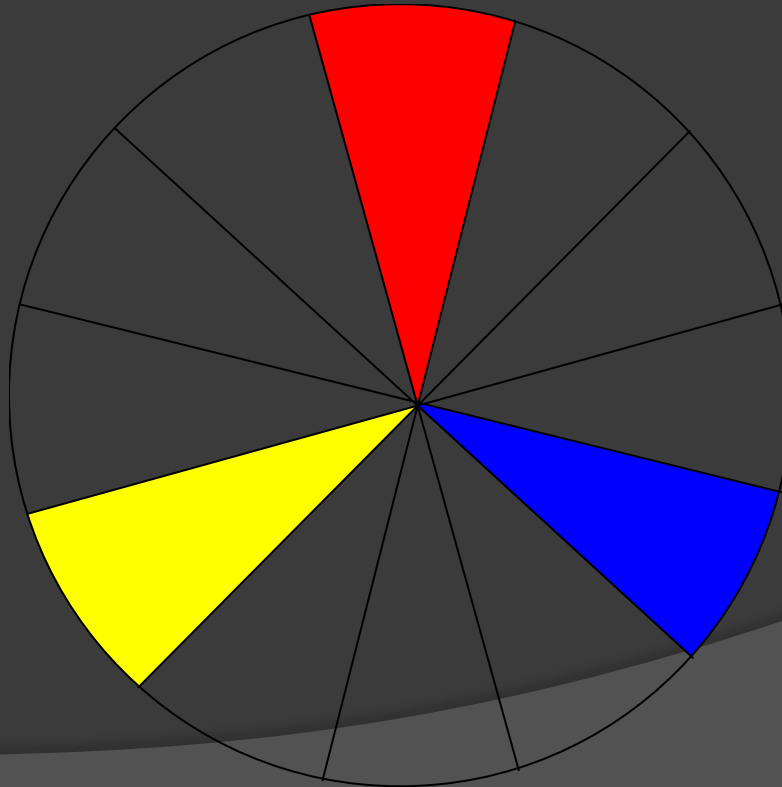


Primary colours

The primary colours are **red**, **blue** and **yellow**.

All the colours in the world are made up of use these colours.

Black and white can be added to give tone.



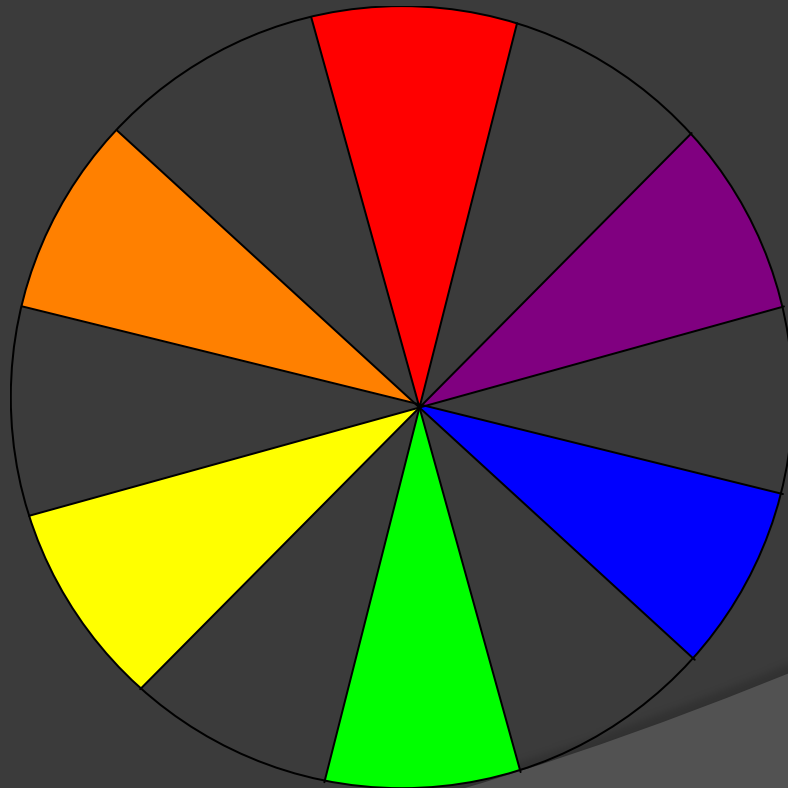
Secondary colours

A direct mix of two primary colours makes a secondary colour

Red and blue making purple

Red and yellow making orange

Blue and yellow making green



Tertiary Colours

All the colours in-between are tertiary colours

They are mixtures of primary and secondary colours

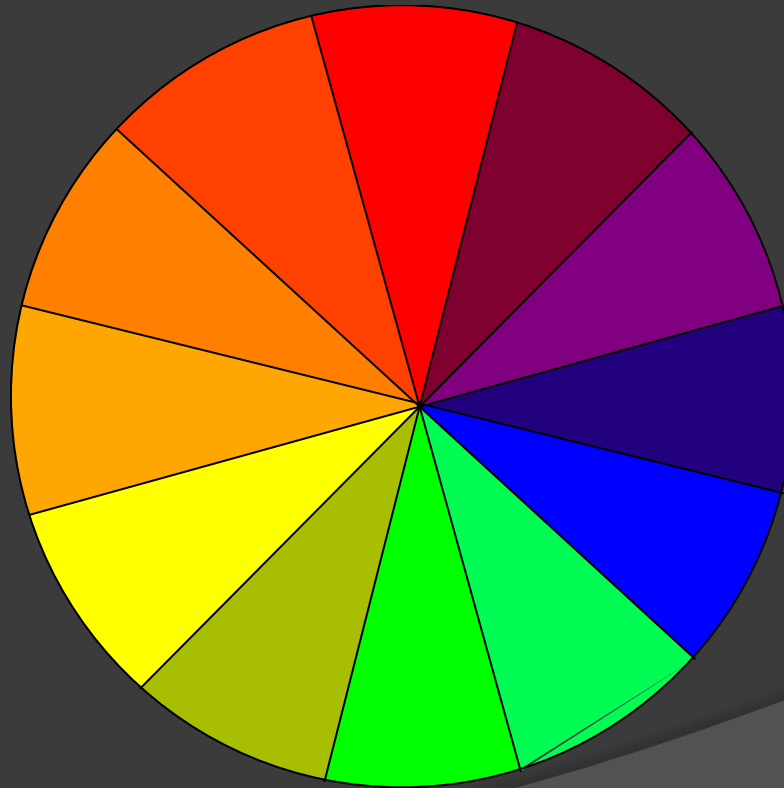
Redish oranges

Orangy reds

Yellowish oranges

Bluey purples

Purply blues



Complementary and harmonious



Complimentary colours “compliment” each other.

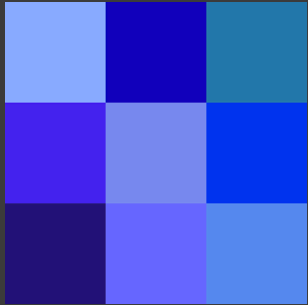
These are opposite on the colour wheel.

Harmonious colours work in “harmony” with each other.

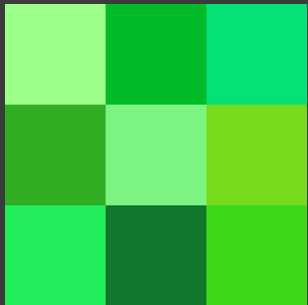
These sit next to each other on the colour wheel.

Colours and their associations

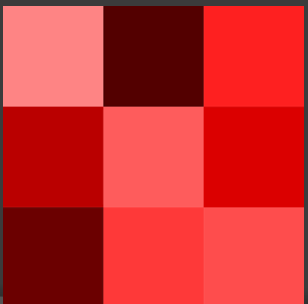
Colours often provoke feelings or connections.



- Cold
- Masculine
- Water
- Technology



- Calming
- Environmental
- Genderless
- Go, start, begin
- Correct

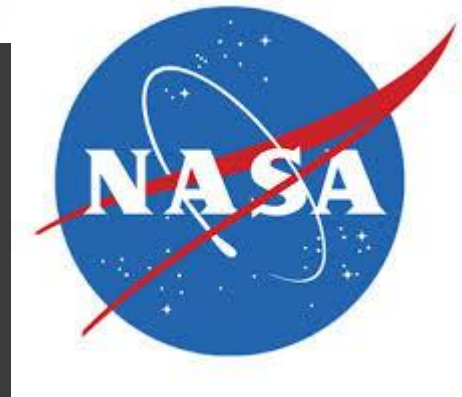


- Hot
- Anger
- Stop, End, prohibit
- Wrong

Wally Olins

Wally Olins was a British practitioner for corporate identity and branding.

Here is some of his work.



Extension task: come up with a strapline

Logos often come with “strap lines”. These are sometimes known as *Slogans*. These are short catchy sentences that relate to the business.



THANK YOU FOR YOUR ATTENTION!