

IP IN EDUCATION

Logo Making



Logo Making

Synopsis	This activity will allow students of all ages to express their creativity through designing a personalized logo, which can then be used to decorate a badge, T-shirt or other object. Some of the results of a badge making activity are included below.
Level	All levels
Timing	2 x 45 minute lessons
Aims	Students will: <ul style="list-style-type: none">• become familiar with the process of creating a design which is original and distinctive to themselves in analog and digital platforms• see the value in their creativity• learn to respect the work of others and in turn their work will be respected
Learning Objectives	At the end of this activity, students will be able to: <ul style="list-style-type: none">• identify the different forms of intellectual property, (specifically copyright and trade marks) that apply to the works they create;• explain the ways in which intellectual property, (specifically copyright and trade marks) can protect the works they create; and• apply intellectual property principles in practical situations (for example, the need for permission to post their creative works online, the need for permission to use the creative works of others in order to create new creative works)
Preparation	It is important that the students are given an introduction to the world of logo design. Teachers could introduce logos through an activity where students must identify logos for different types of products or services. Logos for charities and social enterprises can also be used, allowing the opportunity to explore the work of these organisations.
Resources	<ul style="list-style-type: none">• Arts and crafts materials• Digital tools for students who want to digitally generate their logo
Activity note	The student may need some instructions from the teachers about how they should go about designing their personal logo. The personal logo in the example activity pictured below was designed to be placed on a badge. Alternatively, it could work well with T-shirts. This activity is very flexible because it is designed to fit into the class timetable at any point during the day. The students learn about seeing the value in the original work they are creating. Courtesy the EUIPO's IP Awareness Day in 2017.



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