



Designing and communicating effective sun-smart slogans and/or logos

Use the following steps to guide you in designing an effective sun-smart slogan or logo.

Preliminary work

Step 1 Decide what your sun-smart message is about—it should be about one or more of the following:

- Shirts
- Hats
- Sunglasses

Step 2 Refer to the criteria for success that you developed [see Student response 9: [Developing criteria for success](#)] and record the criteria that you developed for the design of the slogan or logo and what is important to the client—see questions 1 and 2:

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Step 3 Refer to your investigation into techniques for producing a slogan or logo on a textile.

Which technique will you be using? _____

Circle the design features it is suited to:

- Fine lines
- One colour
- Other
- Thick lines
- Solid blocks of colour
- Several colours

Step 4 Refer to your investigation on effective slogans or logos [Student response 11] and record the main points to remember when designing an effective slogan or logo:



Experimenting and generating design ideas

Step 5 Experiment with different ways to represent your message—words, image, logo etc. Use digital tools to help you. Be brave, be bold and play around with different ideas. Take your time. Maybe incorporate a representation of something that the target market is interested in.

Step 6 Choose 2–3 designs and refine them further:

- Pay attention to design elements such as colour, balance, focal point and placement.
- If using words, check the number of words—how does this compare with your research into effective messages? Does it need to be shorter or longer?

Step 7 Annotate your design ideas with evaluative comments. Make positive comments as well as comments about features that are not so good—maybe use one colour for positive comments and another for negative comments. Comment on, for example

- how it does/does not meet the criteria for success
- how it is/is not suitable for the chosen technique
- how it conforms to ideas for effective slogans and logos

The following word list might help with your evaluative comments:

Colours: strong, soft, bright, pastel, dull, warm, cool, contrasting, harmonious, complementary, vibrant

Impact: modern, feminine, masculine, insignificant, regular, irregular, abstract, geometric, floral, large, small

Design: balanced, dominant, focal point, detailed, even, uneven, delicate, strong.

Refining one of your designs

Step 8 Choose one of your design ideas and refine it by addressing as many of the negative points as possible.

Submit:

- The final design for the slogan or logo drawn full size or to scale.
- An illustration of the placement of the slogan or logo on the textile item.
- Annotations on the illustrations with comments that show:
 - how it promotes sun safety to the target market
 - the features that make the design clear and catchy
 - the features that will appeal to the client
 - the features that make it suitable to the technique chosen to put the design on a textiles item.