



Investigating effective slogans and/or logos

Investigating effective and ineffective slogans and logos

Step 1 Do a web search to find images of slogans or logos on bags or clothing (they do not have to be sun-safe messages). Use for example 'Slogan on t-shirt' or 'Sun safe slogan on teenage t-shirt', 'Images on teenage T-shirts', 'Sun safety messages on beach bags' 'Messages on hats', 'Slogan on beach bag', etc. Choose the option 'Images' to see the various items found by your searches.

Step 2 Alternatively use pictures in magazines or store catalogues.

Effective messages

Step 3 Choose three or four images of messages that you think are effective—they do not have to be about sun safety, but just images that look good.

Step 4 Paste, copy, draw or describe the images into Table 1 and complete the table.

Ineffective messages

Step 5 Choose either three or four images of messages that you think are ineffective.

Step 6 Paste, copy, draw or describe the images into Table 2 and complete the table.

Summarising

Step 7 Use your findings to compile a list of all the design points that make an effective message, image or logo on a textile item and all the design points to avoid. Enter your points in the table below.

Design points for effective images of messages	Design points to avoid



Investigating effective slogans and/or logos

STUDENT RESPONSE 11

7

8

Table 1. Effective images (choose three or four)

Paste, copy, draw or describe image	Why is it effective?	Comment on the number and size of the words	Comment on the way colour is used	Comment on where the slogan/logo is placed
a)				
b)				
c)				
d)				



Investigating effective slogans and/or logos

STUDENT RESPONSE 11

7

8

Table 2: Ineffective messages (choose three or four)

Paste, copy, draw or describe image	Why is it NOT effective?	Comment on the number and size of the words	Comment on the way colour is used	Comment on where the slogan/logo is placed
a)				
b)				
c)				
d)				