

PROJECT-LEARNING SITUATION. DRAWING DEPARTMENT.



Teacher: Alfonso Pantoja Gutiérrez

LEVEL: 2nd of E.S.O.

Subject: Plastic, Visual and Audiovisual Education 2.

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PROJECT NAME: Logo design and justification.

DESCRIPTION: The project consists of designing and creating a logo for a brand invented by the students, starting with one of the basic shapes (square, triangle, circle). To do this, they must use one of the geometric transformations studied (translation, rotation, symmetry, or homothety) in the design.

They must also use color and typography to communicate the ideas they intend to convey in the brand image.

Finally, they must justify their work with a short text explaining their creative process.

OBJECTIVES: The aim of this project is to develop a wide and varied set of skills through the content of the corresponding unit. First, students will work on their ability to organize materials and work time, as well as the creative process, from initial sketches to the final artwork.

Students will also develop their knowledge of geometry through the use of shapes and transformations, which are used professionally in design work.

Furthermore, students will be encouraged to work creatively and make decisions, allowing them to create their own brand, related to their own interests.

At the same time, they will develop their written expression in English, culminating in a final justification of their work.

COMPETENCIES WORKED ON:

<ul style="list-style-type: none">• CCL linguistic communication competence• CP multilingual competence• STEM Science, Technology, Engineering and Mathematics. competence• CPSAA personal, social and learning to learn competences• CE Entrepreneurial competence• CCEC competence in cultural awareness and expression	<ul style="list-style-type: none">• CCL competencia en comunicación lingüística• CP competencia plurilingüe• STEM competencia en Ciencia, Tecnología, Ingeniería y Matemáticas.• CPSAA competencia personal, social y de aprender a aprender• CE Competencia emprendedora• CCEC competencia en conciencia y expresiones culturales
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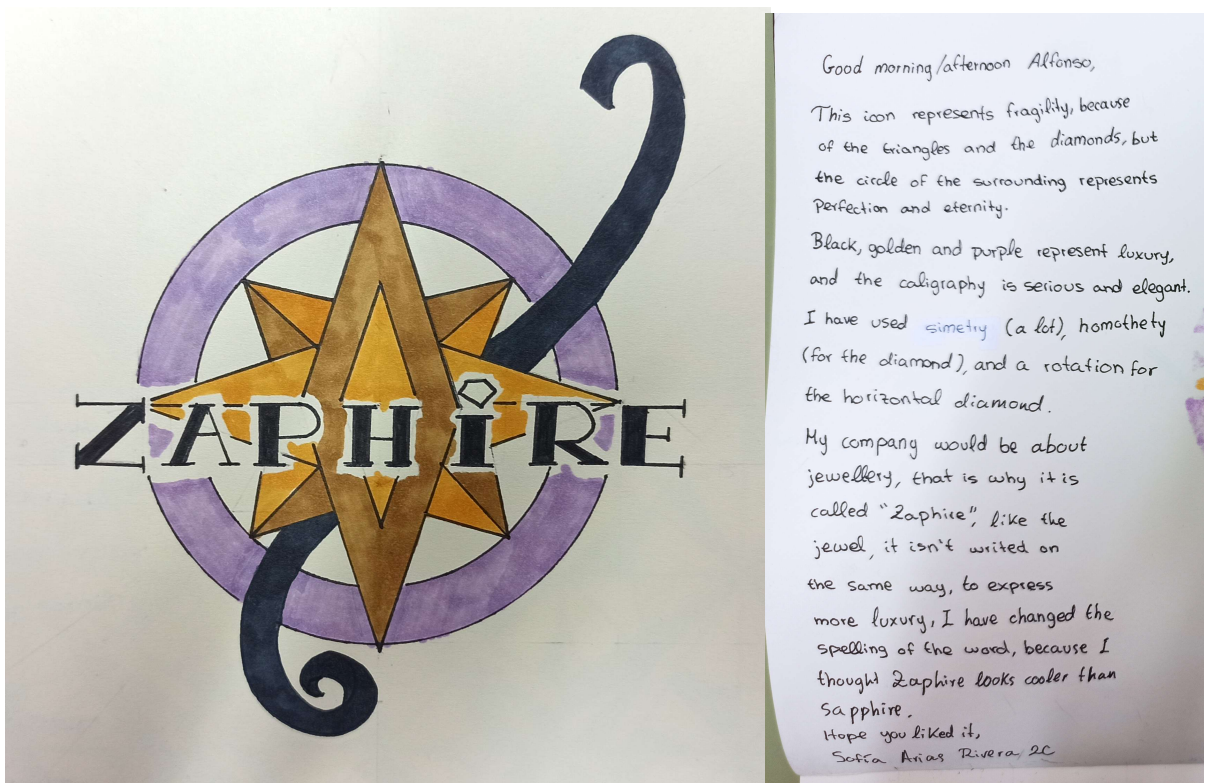
SPECIFIC CONTENTS OF THE SUBJECT: Block C of the curriculum content

EVALUATION CRITERIA APPLIED: 2.2, 2.3, 2.4, 2.5, 5.1, 5.2, 7.1 y 8.2

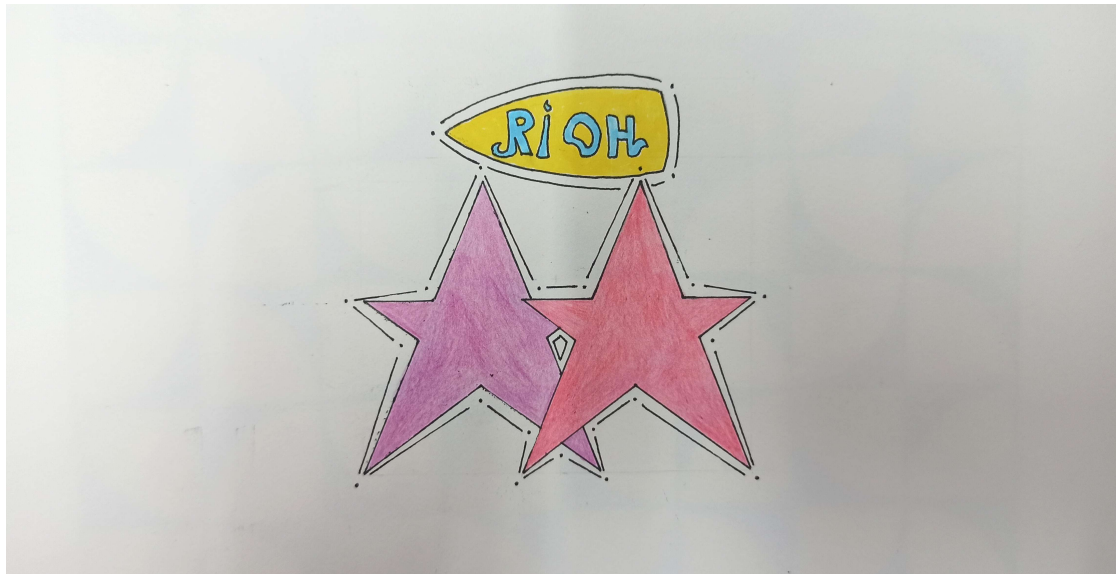
EVALUATION TOOLS: student observation, evaluation rubric. To address the diversity of levels in the use of the English language, students of a lower level will be asked to answer a series of direct questions in English instead of a text to justify the work, thus facilitating a more equitable evaluation.

PROJECT EXAMPLES:

High English Level project



Low English Level Project



- Rich is a brand of sea-themed souvenirs.
- It has a movement (traslación) on the star.
- The stars represent starfish, and the brand name is displayed on a surfboard.

SCORING	0	1	2	3
DELIVERY	Failure to make the presentation on the agreed date	The presentation is made on the agreed date		
USE OF COMMUNICATION ELEMENTS	It does not use, or makes completely incorrect use of, the communicative elements of the logo (shape, color, typography)	It simply makes correct use of one of the communicative elements that can be used to transmit information about the logo brand.	It makes correct use of all the communicative elements of the logo, except for one.	Use all the communicative elements of the logo correctly and creatively to convey information about the brand.
APPLICATION OF GEOMETRIC TRANSFORMATIONS	Does not apply, or does so incorrectly, any of the geometric transformations learned (translation, rotation, symmetry and homothety)	It applies only one geometric transformation, but it does so without the necessary rigor or tools (ruler, compass).	Use a geometric transformation correctly.	It uses one or more geometric transformations repeatedly, significantly enhancing visual communication in design.
WRITTEN JUSTIFICATION	No written justification is provided for the resources used in the project.	The text explains insufficiently or incorrectly many aspects related to the design process and its communicative intention.	The text correctly explains the most relevant aspects of the design process, making sufficiently accurate use of the English language.	The text accurately and thoroughly justifies all aspects of the creative process and its communicative intention, making perfectly correct use of English.

