

Logo Challenge



This is a practical hands-on session in which students will develop design and research skills to create a new logo for Cosford Airlines.

Suitable for All ages

Curriculum links Art and Design: Encourage learners to produce creative work, exploring their ideas whilst becoming proficient in drawing and other art, craft and design skills

Resources

- Paper
- Pens and crayons/felt tips (whatever is available)
- Access to the internet for research

Design brief

- Rebrand the current logo for Cosford Airlines.
- Context/Background: The RAF Museum Cosford run a roleplay workshop called 'Let's Fly' for Reception and Key Stage 1 learners. Currently it takes place in a portacabin, but in the future, this will be relocated to our VC10 aircraft.

Background information: The Let's Fly Workshop

This workshop is aimed at Early Years Foundation Stage and Key Stage 1 (ages three to seven) learners, covering all of the things you might do when you arrive at the airport to go on holiday! After learners have done the "check-in" process, they board an aircraft. Learners then rotate between being passengers and flight crew.

Activities

- Baggage check-in
- Collecting a ticket
- Passport check
- Security gate
- Taking seats on plane

Where will we use the logo?

- Tickets
- Luggage Tags
- Safety cards
- Seat covers
- Flight Crew uniform

Research the VC10

- Why not have a look on the Museum website and do some more research on the VC10?



Design Tips: Your approach

Briefing

Understand the brief and what is expected.

Research

Gather insight – understand the market / target audience.

- Research existing airline logos.
- Practice your design skills by drawing some of them.
- Why designs do you like the most and why?

Concepts

Create a first draft

- Quickly sketch or brainstorm some ideas.

Revise

Pick out the best ideas

- Which are worth exploring?
- Work on your favourite design, try to simplify it, try different colours to evolve and improve them.

Finesse

Refine your creative ideas. Questions for learners to consider:

- Does my design meet the brief?
- Will my design look good in all the formats required? Learners could try drawing uniform, luggage tag, ticket templates which they can then embellish with copies of their logo designs to see which ones work best on all mediums.
- Evaluation: What hasn't worked and how could I change my design to fit the brief? Learners could draw the evolution of their design and explain the changes they have made.

Once you're happy with your final design, share your work with us on social media.



@rafmuseum