

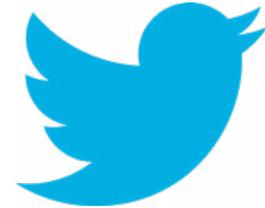
Worksheet 1: Shapes

Think friendlier:

Please only print in colour where necessary.

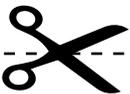
What is a logo?

A logo is a symbol made up of text and images that represent the business or organisation. Some of the best logos have been created using the simplest form of shapes and symbols. For example, Apple, Adidas and Twitter all use very simple designs.

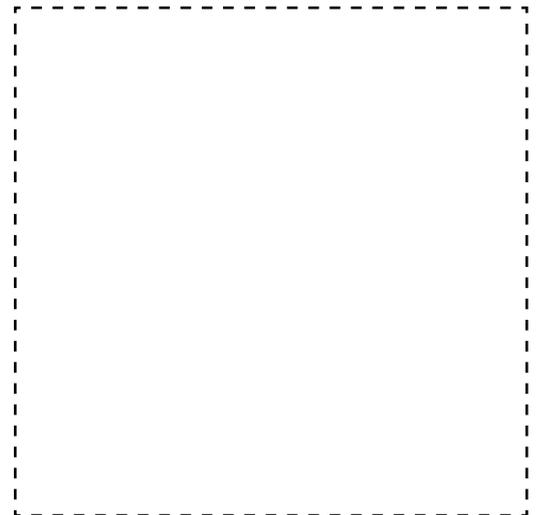
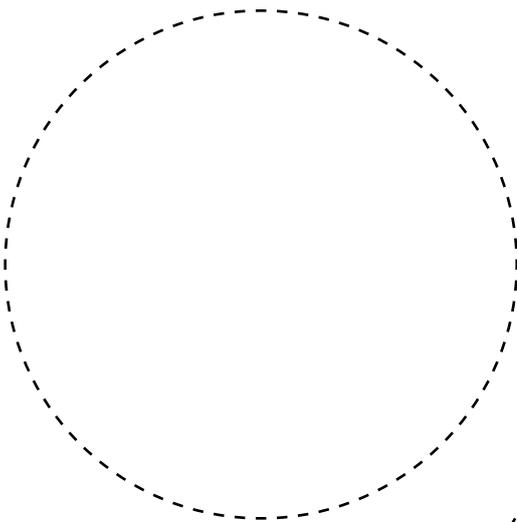


Task 1 - Exploring Shapes

For this task, we would like you to cut out all the different shapes below and then play around with them to create different ways they can be placed and orientated next to one another.

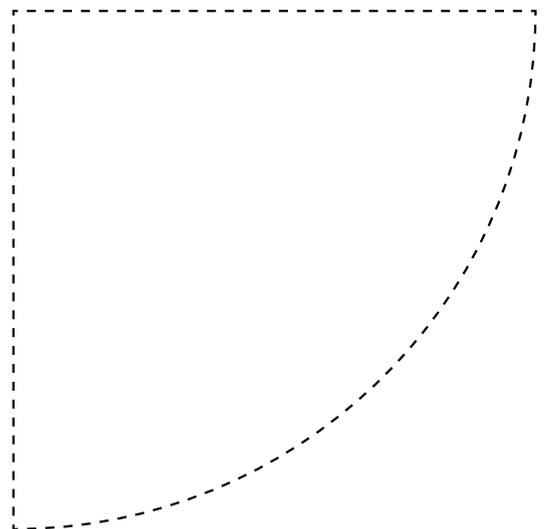
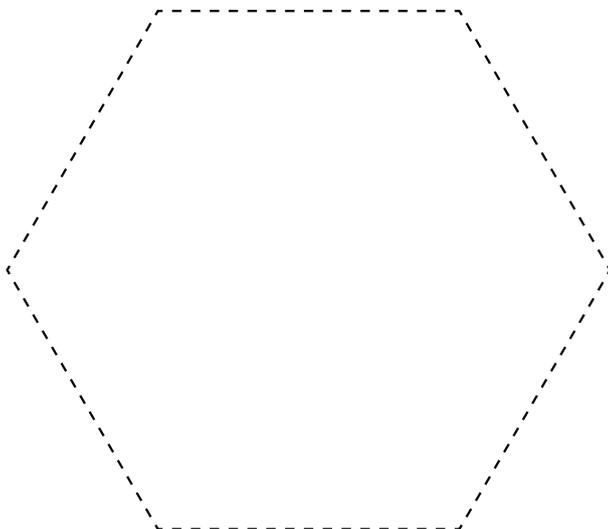
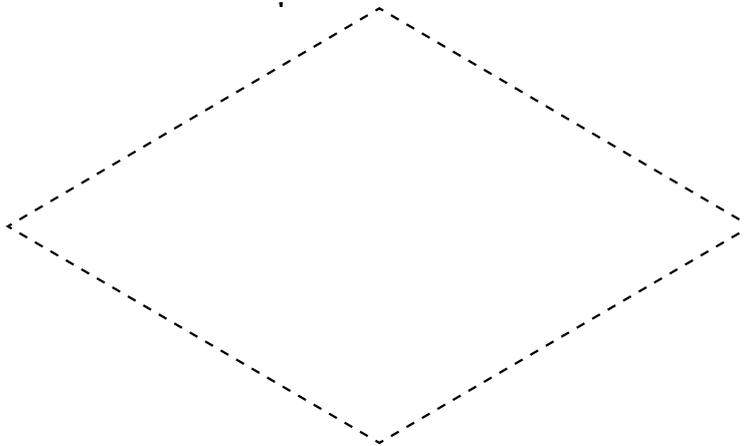
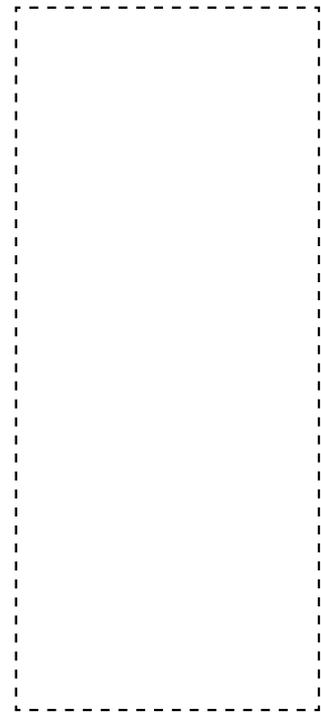
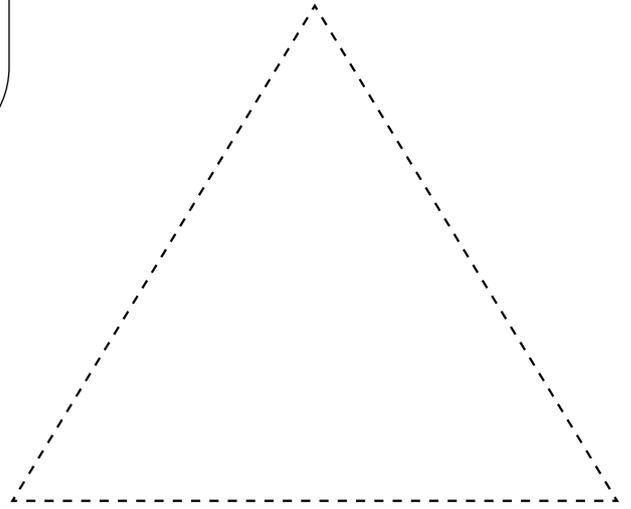
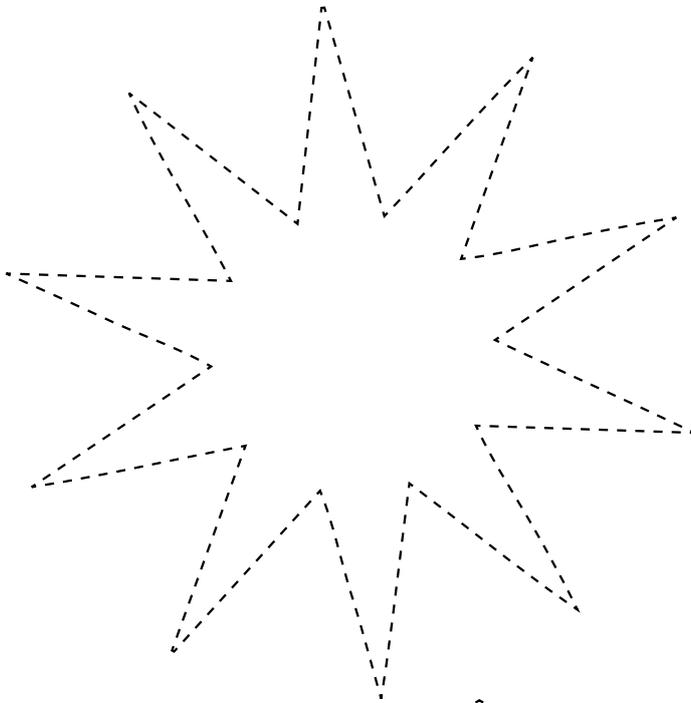


Cut along the dotted lines



Did You Know:

More than 50% of the world's climate change data comes from satellites.



Task 2 - Creating your logo

We'd like you to design your own logo for Kernow Sat-1 using simplistic bold shapes.

Here are some things we'd like you to think about when creating your logo (There are no right or wrong answers to these questions):

- What comes to mind when you think of Cornwall?
- What would a Cornish pasty look like in it's simplest form?
- What would a Cornish chough look like in it's simplest form?
- What would Truro Cathedral look like in it's simplest form?
- Look out the window, what do you see that you could make into it's simplest form?

If you are struggling with ideas, look back at the work you created from task 1 and also use the example below to help.

Example

This example shows how a Cornish engine house can be broken down into simple bold shapes. This could then be used within a logo design.

1. Outline the image



2. Create a simple drawing



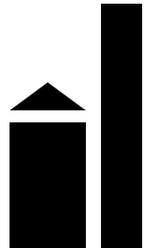
3. Simplify it further



4. Remove detail, leaving you with an irregular shape



5. Separate into regular shapes



Logo example

This example shows how you can turn an image of a cow into a very simple logo design.



BEYOND MEAT®

Start designing!

Think friendlier:

We encourage you all to be more sustainable when creating your designs:

Try and use less paper!

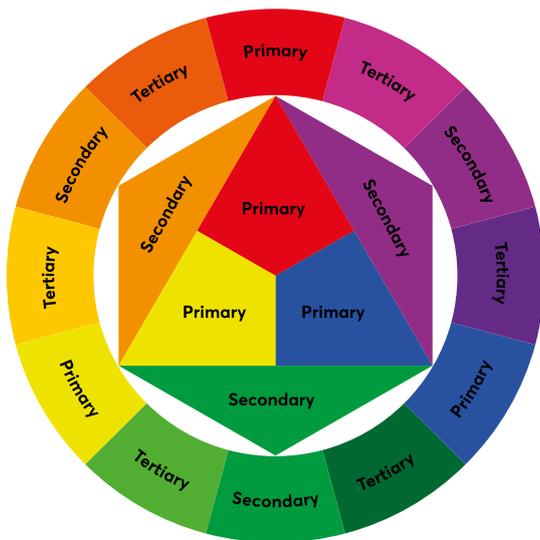
- Can you use both sides of the sheet of paper
- Can you use the same piece twice or could one of your class mates use it?

Worksheet 2: Colour

Think friendlier:

Can you minimise the amount of black you use in your design as it is more harmful to the environment when printed.

Colour theory and colour associations



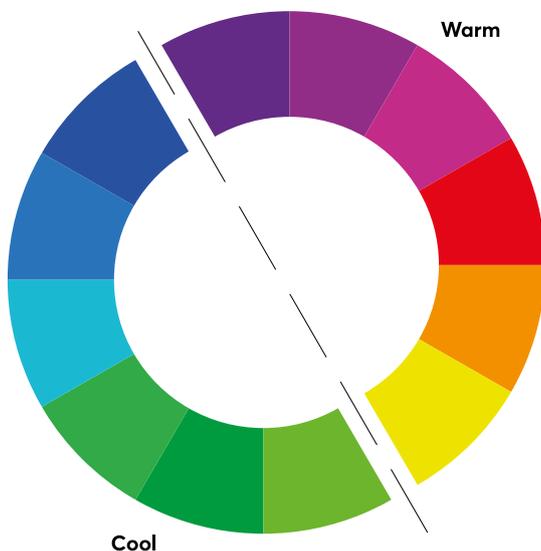
Colour Wheel

There are 12 main colours on the colour wheel, these can be divided into primary, secondary and tertiary colours.

Primary colours: The primary colours are colours that can't be mixed from other colours. There are three primary colours: red, yellow, and blue.

Secondary colours: The secondary colours are purple (red mixed with blue), orange (red mixed with yellow), and green (yellow mixed with blue).

Tertiary colours: The tertiary colours are red-orange, yellow-orange, yellow-green, blue-green, blue-violet, and red-violet.



Warm and cool colours

The colour wheel can also be divided into warm and cool colours. The warmth or coolness of a colour is also known as its colour temperature. The colour combinations found on a colour wheel often have a balance of warm and cool colours.

Different colour temperatures can evoke different feelings, for example, warm colours are said to bring to mind cosiness and energy, while cool colours are associated with serenity and isolation.

Task 1 - Colour association

For this task we have giving you a list of different colours. We would like you to come up with 1-3 different emotions that you feel when you think of that colour.

For example:

Blue - calming, relaxing, peaceful

Red

Yellow

Blue

Navy Blue

Green

Purple

Pink

Orange

Brown

Black

White

Grey

Task 2 - Creating your own colour palette

We'd like you to come up with six colours to create your own colour palette for Kernow Sat-1. This colour palette should reflect both Cornwall and Space.

Here are some things we'd like you to think about when creating your colour palette. (There are no right or wrong answers to these questions):

- **What colours do you associate with Cornwall?**
- **What colours do you associate with Space?**

For each of your chosen six colours, we'd like you to write a short line explaining why you have included it within your colour palette.

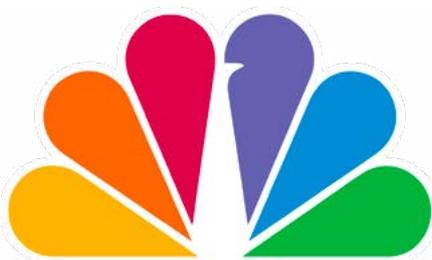
If you are struggling with ideas, look back at the work you created from task 1 and look at some of these famous designer's logos to help.

Examples

Arron Draplin - Graphic designer



Sagi Haviv - Graphic designer

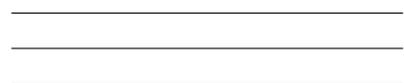
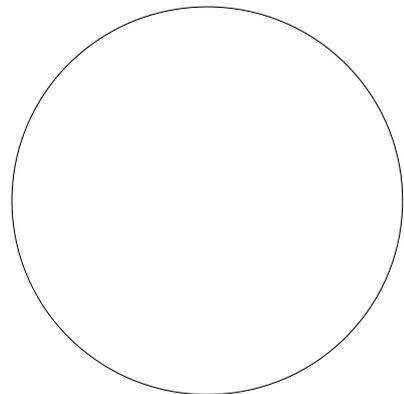
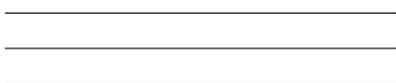
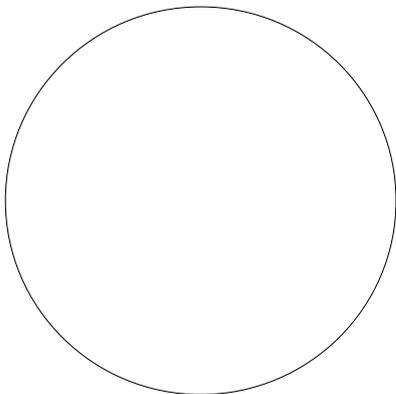
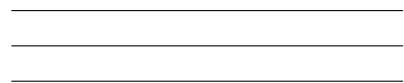
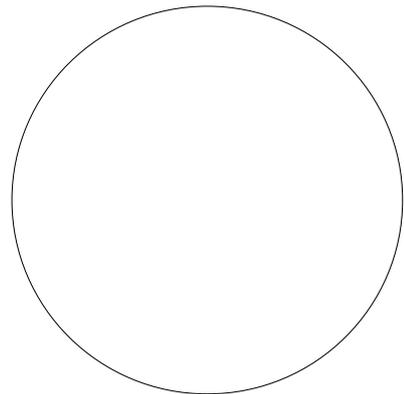
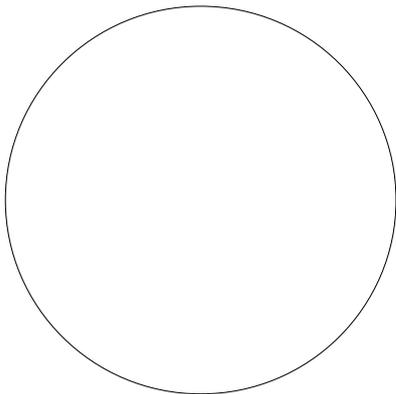
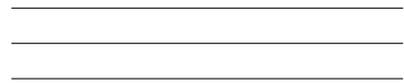
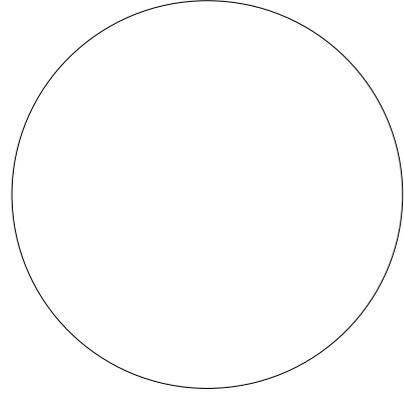
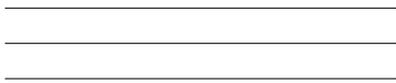
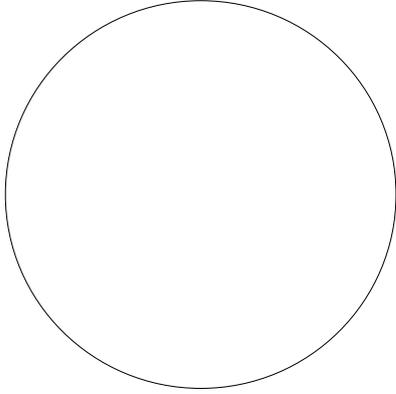


Did You Know:

Spaceport Cornwall has increased biodiversity by 10% on-site and is introducing a site-wide decarbonisation plan.

Get creative!

Colour in the six circles using paint, don't be afraid to mix colours to create your colour palette. If you are unsure how to mix colours, look back at the colour wheel to help.



Worksheet 3: Collaboration

Task 1 - Combining your work

Now that you have created your logo and colour palette, we'd like you to bring the two together. Using the space below draw out your logo design again and colour it in using your colour palette.

Task 2 - Class pattern

As a class we'd like you to bring all your ideas together to create one large pattern for Kernow Sat-1. Work together to figure out how best to position your designs together and see what colours work well together and which ones don't.

Look at the example below of one of Spaceport's current pattern designs to help create your class pattern.

Example



Did You Know:

Spaceport Cornwall is launching an environmental satellite on their first launch called Kernow Sat 1. This will monitor the oceans around Cornwall to identify areas for sea grass restoration, monitor kelp forests, and monitor pollution levels.