

UNIT

3

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قناة تليجرام #ملفات الصف الخامس منهج وزارة التربية والتعليم

Telegram



ملفات خامس وزاري
ملفات خامس لمنهج وزارة دولة الامارات العربية المتحدة

فتح القناة

9:44 ص ✓✓

2/10/2018

Activity 1

Look at the logos below. Match each one with its name.

	Pepsi	Coca-Cola
	adidas	Batman
	APPLE	Pepsi
	Coca Cola	Nike
	Nike	Adidas
	Batman	Apple

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Activity 2

Look at the logos below. What colours do they use?



~~blue and red~~



~~red~~



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~~blue and black~~



~~green~~



~~red, orange, green~~

and blue



Now work with your team to design your logo. You have learnt about what makes a good logo. Create your logo using either Microsoft Word or Microsoft PowerPoint.



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Star team

What is the meaning behind your logo?

Because it's simple and appropriate

~~name of my team is Star team~~

Activity 4

Use the things you've learned to think of a fun and catchy slogan. The slogan will make it easier to remember your car and team.

star team - Keep driving!

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How

Star
team

will now design our own t-shirt using Microsoft Word or Microsoft PowerPoint. Create your t-shirt design and save as a PDF, so it can be printed.

Activity 5

Use the templates below as a guide when designing your t-shirt.



End of unit quiz

1. What is logo?

A logo is a symbol that is used to represent a company.

2. Why do we pick a colour theme to follow?

So all the designs are consistent /so anything designed by the company can easily be recognised / so the brand is unique / etc.

3. What are the five main things a good logo should be?

1. Simple 2. Memorable 3. Timeless 4. Versatile 5. Appropriate

4. In what year was the Coca-Cola logo designed?

1885

5. Why do companies have a slogan?

Companies use slogans because it is a catchy phrase that is easy to remember so people will know them.

6. What is Nike's slogan?

Just do it

7. Why is it important to have a team uniform?

A team uniform is important for three reasons:

- Identity – it makes you different from other teams; it makes you look unique*
- Unity – it brings the whole team together. It makes you feel like you are part of a team*
- Equality – everyone is equal and no team member is more important than the other*

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End of unit activity

Complete the word search below.

J M I A C Q F M P A A P Y E R T D V Q
 V H E P G D E O B J K E Z T J U G F H
 M X K R E R K J Q Y P V R A Y I O J X
 Z I O K C A P B O A Q V P I X D C L W
 L U E E J N C X P C X C D R A R I F O
 N A D V H L V R C D S L T P O N D M D
 T E X F C N X U B V N H T O G B V T E
 S L K Y F H B Q K E F X R R N H R L V
 S L O G A N K K H H V T J P G G P A R
 V N T Y Z F E J E Z Y I C P O M U N N
 J B V R S C S L G M H M W A I X S Q D
 L Y M E W B V X M L E S L W Q D M
 D Y L N E A M I B E O L X N P V Q K M
 U V V M R E Z U D Y G H A G U N F B P
 P X B O J L Q S J E O S X I H T K N F
 U R M R O F I N U C N S K S N K P D Z
 V E R S A T I L E B M T W E Y N Y J I
 M V M R D F Q S Q D S A I D P A A P R
 T X M E S Q P Z B J I M P T U E X A W
 N Q S T O H Z W Y I K Z Q H Y R W A H

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APPROPRIATE ✓	BRAND	COLOUR	DESIGN
IDENTITY	LOGO ✓	MEMORABLE	MERCEDES
SIMPLE ✓	SLOGAN ✓	TIMELESS	UNIFORM
VERSATILE			

Pop quiz 2

Date

excellent
16/10/2018

What is a logo?

- 1
- A A picture of everyone's favourite game
 - B A picture that describes our team ✓
 - C A picture the teacher likes ✓

Which of the following is important for a good logo?

- 2
- A Confusing
 - B Simple ✓
 - C Complicated

In what year was the Coca-Cola logo designed?

- 3
- A 1975
 - B 1995
 - C 1885 ✓

What is Nike's slogan?

- 4
- A Just Eat It
 - B Just Go For It
 - C Just Do It ✓

Why do we have a team uniform?

- 5
- A To make us all equal ✓
 - B To make us look taller
 - C For our country