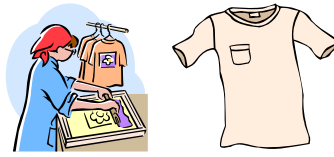


Investigation – Class Research Tasks

Yr 10 Materials – Fashion Statements T-shirt Project



Essential Question:

Did you get the Message?

Problem / Issue to solve / Focus idea:

Create a 'Fashion Statement': Context: Choose a 'good cause' organisation that you could present a positive life message for – a 'fashion statement' that will promote continued awareness of that organisation's cause or fundraising campaign. Your T-shirt will be exhibited at the end of the topic to a public audience – so be sure they will 'get the message'!

Complete the following class starter activities :

1: Colour and Fonts:

1. Complete the Colour worksheet.
2. Fonts are:
3. Fonts are used to:
4. Collect samples of different fonts: Bold, Elegant, Feminine, Hard to read, Interesting...

2: Promotional Material: Magazines / Newspapers:

Find **2-3 different types** of advertising promotional material.
Examine the items and describe the following for each.

1. Where is it from – source?.
2. Who is it aimed at? Age group?
3. How is the advert suitable for it's intended age group audience?
4. What 'tricks' does the advert use to get your attention?
5. What colours have been used? Why?
6. Is it a successful advert? Why?

3: Glassons T-shirt Campaign:

Look at the Glassons brochures and wall displays.

1. What catches your attention in the T-shirt prints? Why?
2. What themes / visual messages can you see in the T-shirt prints?

4: Key Factors: Class brainstorm:

- Identify from the class investigation work – what are the Key factors that should be considered for good visual communication?

5: ON YOUR OWN: Key Factors:

- Choose 5 key factors that you think are the most important. Identify below.

| Visual Communication Key Factor | <ul style="list-style-type: none">• Why it is important.• How you could include this factor when designing your visual message statement. |
|---------------------------------|--|
| 1 | <i>Why important...</i> |
| | <i>I could...</i> |
| 2 | <i>Why important...</i> |
| | <i>I could...</i> |
| 3 | <i>Why important...</i> |
| | <i>I could...</i> |
| 4 | <i>Why important...</i> |
| | <i>I could...</i> |
| 5 | <i>Why important...</i> |
| | <i>I could...</i> |