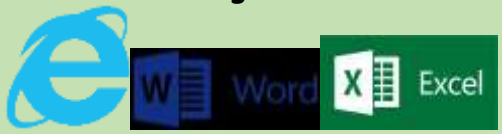
Computing		Year 6 Autumn Term Communicating text and images		
Logo and Poster Design		Knowledge		Vocabulary
Simple	Simple logos are the ones people can recognize as soon as they see them. • **Few words** • **Bold Text** • **Strong colours**	**Brand** 		Design: purposefully considering what something looks like. Raster graphic: a pattern of closely spaced rows of dots that form an image Vector: a computer image that is stored in memory as lines rather than a series of dots, allowing it to be rotated or proportionally scaled. Format: a defined structure for the processing, storage, or display of data.
Scalable	A great logo should be simple enough to be able to be scaled down or up and still look good. • **Vector graphics**	**Programs** 		
Memorable/Impactful	If people cannot remember it, the logo has not done its job!	**Brand** 		- JPEG files are images that can be easily copied and pasted - PNG image files can have transparent backgrounds, which lets you load them onto programs such as Scratch and use them as characters (without borders around the edge) - GIF files can be moving pictures, which can make short videos (very popular on social media) - MP3 files are compressed sound files, that take up less memory - WAV files are very large and high quality sound files
Versatile	It can be used on poster, packaging or digitally and still work well. • **Clear contrast between text and background**	**Programs** 		
Relevant	Make people think of the product that they are linked to. • **Clear pictures** • **Repeating pictures** • **Clear tag line**	**Recall: Can you remember what these words mean?** Website Internet Browser	URL Blog Wiki Copyright Hyperlink Digital footprint World Wide Web	