

## Bring on the World

### Day 4 Afternoon session: Fair working hours

#### Activity 2: Design a logo

**Time required: 1 hour 15 min**

#### You will need

- A variety of different logos from packets, boxes and magazines
- A copy of the **Fairtrade Mark** (below) and if possible some fairly traded goods, such as tea, coffee or chocolate.
- Plain A3 and A4 paper (1 each per pupil)
- Pencils and felt-tipped pens

#### Aims

- To enable pupils to explore ideas and collect visual information for their work.
- To enable pupils to communicate their ideas and meanings through a simple, eye-catching design.
- To encourage pupils to think about their own role in the global sportswear supply chain as consumers.

#### What to do

Ask pupils if they know what a logo or a brand is. Ask pupils to discuss with a partner why they think branded sportswear (sportswear with a logo) is so popular.

Then explain to the class that one thing that some people have done to help improve the situation of workers like Mara in poorer countries is to have launched the Fairtrade Mark. This logo (show them examples on jars and packets) helps shoppers see quickly and easily whether a product has been fairly traded or not. It also reminds them about the issue whenever they see it. Give pupils time to discuss the logo itself. What message is it trying to give through the image?

Tell the class that they are going to be designing a 'Fair Hours' logo, with a similar purpose. This logo will help shoppers see quickly and easily if the sportswear they are buying has been made in a factory where workers are well treated.

Now consider what will make a good logo. Show the class a variety of other logos and discuss why they think each organisation has chosen that particular logo – what simple, easy-to-grasp message are they trying to give about themselves and their product?

Then brainstorm a few ideas about what might be effective for the 'Fair Hours' logo: some kind of timepiece, a sun and moon, workers looking happy, workers spending time relaxing with their families and friends ...

Encourage pupils to sketch out several design ideas in pencil on one of their A4 sheets, before selecting their favourite one. Point out that a logo needs to be simple and eye-catching from a distance, so they may need to use fewer lines for the final copy. Also discuss the use of colour in the logo – a few colours, even just one or two, will be more eye-catching and effective than many.

Then ask pupils to draw a neat copy of the logo onto the second A4 sheet, and colour it carefully with felt-tipped pens or paint it.

Allow a few minutes at the end of the session for pupils to present their work to the class, explaining the choices they made for their logo.

## **Further work**

Paint the logo on to a poster

Pupils could go on to paint their logo on A2 paper as a poster, and write a message underneath to encourage people to look out for their 'Fair Hours' logo when they're out shopping.



**FAIRTRADE**

Guarantees  
a **better deal**  
for Third World  
Producers