# Lesson 9 – Bit:Bot Race Car Project Branding

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| The Big Picture – Why Is This Relevant? | Learning Objectives |
| * To understand the impact branding has on the successful development of new products | * Apply your understanding computational thinking and programming skills to achieve a goal * Understand why branding is important * Develop a logo and brand idea for you racing team |
| Engagement – How Can I Engage Learners? | Assessment for Learning |
| * Giving the Learners a scenario to work within * Make it a challenge with an outsider deciding on the best brand/logo etc * Works best with a team where they can discuss and decide on what best represents the image they are trying to portray | **Expected Progress:**   * Learners present a logo   **Good Progress:**   * Learners can describe how the logo represents their team image/ethos   **Exceptional Progress:**   * Learners are able to re-create their logo using graphics software |
| Key Concepts | Key Words |
| * Think about all those sports and clothing logos you wear, the best most memorable logos and brands are simple, they stick in your mind and become instantly recognisable | * Brand * Ethos * Vector * Bitmap * Scalable |
| Differentiation | Resources |
| * Some will focus on what they like rather than what best promotes the brand. * Remind Learners of copyright and how they need to develop their own idea | * Lesson 10 ppt * Lesson 10 Activity Sheet * PC * Internet for research * Paper and planning sheets * Coloured Crayons and Pencils * Graphic software |
| Lesson Flow | |
| * Remind Learners of the purpose of the project * Explain how branding is important giving common examples of well-known brands * Give an opportunity to Learners to work in a team and develop their brand – let them come up with the ethos of their team * Encourge them swap and use critique and revision techniques * Ensure they answer the questions from the Test Time section about their work * Get Learners on to the stretch task, encourage the use of graphic design software * Discuss the difference between bitmap and vector images * Allow Learners to present their brand and be able to explain how it represents their team | |
| Making | |
| Logo (paper plan) & Graphic creation. | |