

## Dazzling Designers

Each session has an optional activity for your class to take part in. Most activities have a digital and paper version to suit your school's resources. Feel free to use these sessions in any way you wish, you might want to deliver them in short segments or as one whole lesson.

### Video

### Activity

#### Session 1

Dazzling Designers Battle! This video will give your class an overview of the Digital Design industry as you watch professional product designer Ben Skinner and his son Lukas battle to see who can design the best surfboard!

Key Language: Graphic Design, Digital Design, Computer Programme

#### Design a Logo

Design a new logo for your school/favourite brand/made up business. Think about what needs to go in the logo (perhaps the school/brands name). Think about what is important to the brand (e.g. if it is an eco-friendly brand, how can you show that?). Think about what the brand represents (e.g. if it is a sports brand, how will people know?).

You can design your logo on paper or on a computer programme such as Tate Paint  
<https://www.tate.org.uk/kids/games-quizzes/tate-paint>

#### Session 2

Workplace Tour- This video goes into more detail of the specific roles in a Digital Design company. You will see employees and the equipment they use.

Introducing SkinDog- The surfboard design company! In their offices and warehouse down in Newquay, Cornwall, SkinDog design their own surfboards, from the shape of the board to the graphics and logos that decorate them, everything is designed using a computer.

Key Language: Design Specification, Graphic Design, Digital Design, Computer Programme, Graphics

#### Follow a Design Specification

Create a Design Spec for your friend to follow. Imagine you are putting on an event (this could be a sporting event, such as surf, skate, football or dance competition or a concert). You need a graphic designer to make a poster to promote the event. Write a design spec for your friend to follow.

What images do you want on there?

What information (writing) do you want on there?

What style would you like it (bright and colourful, bold, classy)?

Swap design specs with a friend and see if you can design their poster for them following their design spec.

**Or**

Download the Redecor App and follow the design spec to redecorate someone's home. <https://redecor.com/>

#### Session 3

Employee Profile- This video focuses on a specific employee and their job.

Here we meet Ben, the owner of Skindog Surfboards. His passion is surfing. He wanted to work with his passion so learnt digital skills in design and now he makes surfboards!

What is your hobby/passion? How could you follow a career in that hobby using digital design?

Key Language: Design Specification, Graphic Design, Digital Design, Computer Programme, Graphics

#### Design a Product

Design a new piece of sporting equipment- this could be a surfboard or football, some dance shoes or boxing gloves. Think about the shape and material of the product- does it need to be able to glide through water easily or be made of protective material? Label your design. What sort of colours/shapes/symbols will you decorate your product with and why? Do you want your product to represent a fierce athlete or a relaxed beach atmosphere- what colours would you choose?

You can design your product on paper or on a program such as Tate Paint <https://www.tate.org.uk/kids/games-quizzes/tate-paint>

#### Session 4

Challenges: Create an Advert for your product: Design Your Own Animation

Using a storyboard template draw an animation to advertise your product. Who is using it? What do they do? What is the scenery like? What do they need to say?

**Or**

Download the Toontastic App and design an animation to advertise your product. You can choose from the templates or draw your own scene and characters. Add a voice recording to get all the important information about your product across. [Toontastic 3D | Creative Storytelling App](#)