Unit 6 Name:

Date:

6-2: Canadian Logo

1. Construct a logo to represent Canada.

**Refer to pages 36 to 39 in *Literacy in Action 5B*.**

* Your logo should include an animal, plant, or item to represent Canada.
* It should catch the viewer's eye and be something he or she will remember.
* It should be unique.
* It should be simple, but have a meaning related to Canada.
* It should have a clear message.

Brainstorming a Canadian logo

1. Complete the chart below by filling in five items, animals, or plants that you think represent Canada. Identify what each shows.

|  |  |
| --- | --- |
| Object/animal/plant | What the main object/animal plant shows |
|  |  |
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|  |  |
|  |  |
|  |  |

/5 marks

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| --- |
| Logo Rubric |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criteria | Excellent  5 | | Proficient  4 | Satisfactory  3 | Limited  2 |
| **Content**  **/5** | * I used *insightful* ideas to construct a symbol of Canada. * My logo has a clever, clearly Canadian message. * I used *precise* details | | * I used *thoughtful* ideas to construct a symbol of Canada. * My logo has a meaningful Canadian message. * I used *logical* details. | * I developed *appropriate* ideas to construct a symbol of Canada. * My logo has an appropriate Canadian message. * I used *general* details. | * I *underdeveloped superficial* ideas to construct a symbol of Canada. * My logo may not have an identifiable Canadian message. * I used *vague* details. |
| **Presentation /5** | * I communicated *effectively* using *clever* words and graphics with *no* errors. * I used *visually appealing* text | | * I communicated *thoughtfully* using *reasonable* words and graphics with *few* errors. * I used *easy to read* text. | * I communicated *clearly* using *appropriate* words and graphics with *some* errors. * I used *readable* text. | * I communicated *ineffectively* using *vague* words and graphics with *many* errors. * I used *difficult to read* text. |
| **Insufficient** | Your attempt to respond is *insufficient*. **Contact your teacher** to discuss suggestions for improvement. | | | | |
| **Total: /10** | | | | | |
| **Assessment** | | **Areas of Strength:** | | | |
| **Target for Improvement:** | | | |

Logo

|  |
| --- |
|  |

1. What impression or idea do you want to send with the logo?

* What colours did you use and why?
* What lines and shapes did you use and why?
* What does your logo say about Canada? Explain your answer. ( /5 marks)

|  |
| --- |
|  |

**Overall Total: / 20 marks**

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**Save Your File**

Name your file in this format: jsmithla5\_6-2-logo and save your file to your Notebook Folder