

# 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

2. 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

/5 marks

### Logo Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
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<b>Content</b>  /5	<ul style="list-style-type: none"><li>• I used <i>insightful</i> ideas to construct a symbol of Canada.</li><li>• My logo has a clever, clearly Canadian message.</li><li>• I used <i>precise</i> details</li></ul>	<ul style="list-style-type: none"><li>• I used <i>thoughtful</i> ideas to construct a symbol of Canada.</li><li>• My logo has a meaningful Canadian message.</li><li>• I used <i>logical</i> details.</li></ul>	<ul style="list-style-type: none"><li>• I developed <i>appropriate</i> ideas to construct a symbol of Canada.</li><li>• My logo has an appropriate Canadian message.</li><li>• I used <i>general</i> details.</li></ul>	<ul style="list-style-type: none"><li>• I <i>underdeveloped superficial</i> ideas to construct a symbol of Canada.</li><li>• My logo may not have an identifiable Canadian message.</li><li>• I used <i>vague</i> details.</li></ul>
<b>Presentation</b>  /5	<ul style="list-style-type: none"><li>• I communicated <i>effectively</i> using <i>clever</i> words and graphics with <i>no</i> errors.</li><li>• I used <i>visually appealing</i> text</li></ul>	<ul style="list-style-type: none"><li>• I communicated <i>thoughtfully</i> using <i>reasonable</i> words and graphics with <i>few</i> errors.</li><li>• I used <i>easy to read</i> text.</li></ul>	<ul style="list-style-type: none"><li>• I communicated <i>clearly</i> using <i>appropriate</i> words and graphics with <i>some</i> errors.</li><li>• I used <i>readable</i> text.</li></ul>	<ul style="list-style-type: none"><li>• I communicated <i>ineffectively</i> using <i>vague</i> words and graphics with <i>many</i> errors.</li><li>• I used <i>difficult to read</i> text.</li></ul>
<b>Insufficient</b>	Your attempt to respond is <i>insufficient</i> . <b>Contact your teacher</b> to discuss suggestions for improvement.			
<b>Total:</b> /10				
<b>Assessment</b>	<b>Areas of Strength:</b>			
	<b>Target for Improvement:</b>			

## Logo

3. 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**



### **Save Your File**

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