

SilverCoders

DIGITAL LITERACY IMPROVEMENT THROUGH EFFECTIVE
LEARNING EXPERIENCES FOR ADULTS



LEARNING SHEET #6 VISUAL IDENTITY - LOGOS AND VECTORS

LEARNING SHEETS DESCRIBE ACTIVITIES
THAT HELP INSTRUCTORS INTEGRATE THE
SILVERCODERS CHALLENGES AND TOOLS
INTO THEIR TRAINING PRACTICES.

CODING TRAINING PROGRAMME FOR +55 ADULTS



SILVER CODERS

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STRUCTURE OF THE ACTIVITY

GENERAL DESCRIPTION, CONTEXT AND GOAL

A visual identity isn't just one thing, but a series of components combined: it comprises logo, imagery, typography, colors, and design.

Strong visuals can be very persuasive. Understanding visual identity can help you make more **thoughtful design decisions**, regardless of your role, medium, or skill level.

LEARNING OBJECTIVES

In the end of this activity, the learner will be able to...

1. Understand what is a visual identity
2. Understand what a vector file is
3. Create his/her own visual identity

INSTRUCTIONS

STEP 1 - PREPARATION

The trainer should read the learning sheet beforehand and follow all the instructions to make sure he/she fully understands the required steps. This will also allow the trainer to make sure that all resources are available and to look for additional resources if the original ones are not available. to create a unique image for your brand. Used correctly, this valuable toolset makes your brand more recognizable, differentiates you from your competition, and helps you build an emotional connection with your audience.

DIFFERENCES WITH BRANDING: While branding and visual identity go hand-in-hand, one is an “umbrella” concept, and the other is somewhat more focused.

Branding, or brand identity, refers to the holistic expression of everything your company is. An important part of this concept is your image, the colors you use, your graphics, and so on.

RESOURCES

- <https://www.youtube.com/watch?v=n8KoAHCwnMQ>
- <https://www.youtube.com/watch?v=l-S2Y3SF3mM>
- <https://www.youtube.com/watch?v=2LLXnUdUlc>
- <https://www.youtube.com/watch?v=sByzHoiYFX0>
- <https://www.youtube.com/watch?v=1PX3KrwgLNc>

STEP 2 - PRESENTATION

The trainer presents the problem to the class and shows the required resources. The trainer will introduce the contents and general information on visual identity.



STEP 3 – VECTORISE A BITMAP

Learners should learn what a vector image is and how to create it. Teacher could start with a simple exercise: export a jpg to vector format

RESOURCES

- INKSCAPE
- <https://inkscape-manuals.readthedocs.io/en/latest/tracing-an-image.html>

STEP 4 – DESIGN YOUR TOOLS


The trainer should then ask the learners to create business cards using a visual identity logic. The class can be divided into groups and use the CANVA.

STEP 5 – DISCUSSION

Each group of learners displays the results. The class should discuss as a single team the results.

STEP 6 - ASSESSMENT

THE TRAINER WILL ASSESS THE MATERIALS PRODUCED, SUGGEST IMPROVEMENTS AND GIVE ADVICE.



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