

# Lesson: DESIGNS ON THE COMPANY

## 5

**TIME REQUIRED:** 2 x 55 minute lessons

### BRIEF DESCRIPTION:

Students will model being a secretary at a transport and logistics company with a design brief which allows them to give the company a new

- Name
- Logo
- Company brief
- And to design an advertisement for a new employee.

They have a budget to follow for the advertisement.

### OBJECTIVES:

#### Students' prior knowledge, previous skills and concepts:

Students may need to access the Yellow Pages and Careers section of the weekend Newspapers to see a range of logos and advertisements to assist their knowledge and skill development.

#### Students' Values and Perspectives:

(e.g.: Cultural, Environmental, Social, Economic)

Student's perception of secretary may be gender biased and this could be problematic for this activity. Title could be changed to Personal Assistant.

### PROCEDURE:

#### PART 1: COMPANY DESIGN

#### **SACSA Frameworks: ARTS**

**4.2** Selects from, adapts, combines and refines appropriate conventions and technologies to create/re-create arts works that purposefully convey meaning and address intended function. **T C KC1 KC3**

Go through the handout with the students. This will determine their understanding of the tasks involved.

They are to design the company name, logo and brief. This should have around an hour allocated to it.

Students may feel more comfortable using their own name or initials in the design process.

### RESOURCES AND MATERIALS:

#### Teacher Resources/ Materials:

Refer to student handout for lesson direction.

A list of sample occupations could be made up to assist students with PART 2: the advertisement design

#### Student Resources:

Student handout describing task and with an accompanying marking rubric

#### Student Product:

Students are to design, within budget, a advertisement for a newspaper which shows a company name, logo and brief and describes the qualities needed for a vacancy they want filled.

### TEACHER NOTES:

Computers can be used for this activity. They would be especially useful for the final mock up of the job advertisement.

Yellow Pages and Careers section of the weekend Newspapers to have available a range of logos and advertisements as examples.

The task calls for the logo and company name to be designed so that they can be used in the advertisement. These may be best scanned into the advertisement.

## PART 2: ADVERTISEMENT

### **SACSA Frameworks: ENGLISH**

**4.8** Controls and adjusts most aspects of language when planning and composing an extensive range of written and multimedia texts on different themes and issues. **T C KC3 KC7**

Students need to work out an occupation at their company (or the teacher could supply some examples).

Students need to brainstorm answers to the question: "What characteristics, skills and qualities does the applicant need to have?". These are best to be one or two word descriptions.

These words and descriptions need to be arranged in a way which flows to make up the advertisement.

A computer can be used to do the final layout of this advertisement.

Students need to remember that a 7cm x 7cm advertisement will hypothetically cost approximately \$730.

Rubric can be used to guide the student's product as well as for marking.

## **Related Standard:**

**SACSA Framework:**

**ARTS 4.2 and**

**ENGLISH 4.8**

See references in procedure

**From the Australian Blueprint for Career Development:**

• **Learning and Work Exploration-competency 5** 5.2 *Locate, understand and use career information*

## **Numeracy and Literacy Strategies:**

The nature of this activity allows students to use descriptive words and phrases to describe a company and a job.

Redrafting is an important aspect of this as word count is an important issue in both the company brief and the advertisement.

## **ICT Inclusion:**

Students will need to be familiar with

- Basic computer operations
- ability to use a scanner to input their design logo in place in the advertisement.
- MS Publisher, or MS Word programming for advertisement mock up.

## **Modifications for Improved Learning:**

Some students will find the beginning of this activity easy as it requires drawing skills to be used.

Students may feel more comfortable using their own name or initials in the design process.

# MEMO: to the Company Secretary, (that's you \_\_\_\_\_)

student name written here

- Could you please design
  - a new logo and
  - a company name for our business
  - a purpose statement or slogan for what we do  
(you know what we do within the Transport and Logistics Industry)

Please remember to include the following in our new advertisement.

- Our new company name
- Our new logo
- Our purpose statement/slogan
- What the job position is
- What the role statement would include
- When applications close

An advertisement which measures approximately 7 cm x 7 cm (around the size of a post-it note) costs about \$730. This means that for each centimetre<sup>2</sup> it will cost \$15.

How can you save this company money?

signed the BOSS

## RUBRIC FOR THE T&L JOB ADVERTISEMENT

	POSSIBLE MARKS			
	<b>5 Excellent</b>	<b>3 Good</b>	<b>1 Fair</b>	<b>0 Poor</b>
<b>Company, Purpose/ Slogan and Logo Developed</b>	A believable fake company is developed, which has a clear purpose/ slogan, name and logo.	A fake company and logo are developed and an understanding of what they do has been written.	An attempt was made to develop a fake company with logo and purpose/slogan.	The fake company, purpose/slogan and logo were not completed or were missing.
<b>Attention Grabbing Headline</b>	The headline is both succinct and attention grabbing	The headline grabbed the reader's attention	The headline was satisfactory.	The headline did not grab attention, was wrong, or missing.
<b>Sell the Company, Job, and Benefits</b>	The reader wants to apply for this job because it sounds like a fantastic company to work for with great benefits in the perfect job.	The ad made the company stand out as unique and gave more than one reason why the company was a good place to work.	Reasons mentioned and realistic but did not sell the features of the company.	Did not give the reader a reason to work for the company.
<b>Listing of Job Duties</b>	Duties listed in a clear, straight forward and concise manner using minimum of words.	Duties listed in a clear, straight forward and concise manner.	Job duties were listed but either too detailed or missing important parts of the job.	Job duties listed but vague.
<b>Cost of the Advertisement per Centimetre<sup>2</sup></b>	Less than \$500 spent on the advertisement. You get a pay rise!	Between \$500 and \$600 spent on the advertisement.	Between \$600 and \$700 spent on the advertisement.	Budget blown. (It may have to come out of your wages)
<b>Student's Name:</b> _____ <b>Care Group:</b> _____				<b>TOTAL MARK:</b> <span style="font-size: 1.5em; font-weight: bold;">/25</span>