



## Resource Pack

# advertising





## Advertising

Do you recognise any of these company logos?



Some of them do not need any words to indicate the company name.

Think about other shop and company logos, and the shapes, colours and images used.



- Advertising has always played a major part in selling goods.
- Thread makers used advertising on their, boxes, labels and spool tops.
- Even if customers could not read the information, they would be able to recognise the familiar symbols, colours and 'style' of a brand.





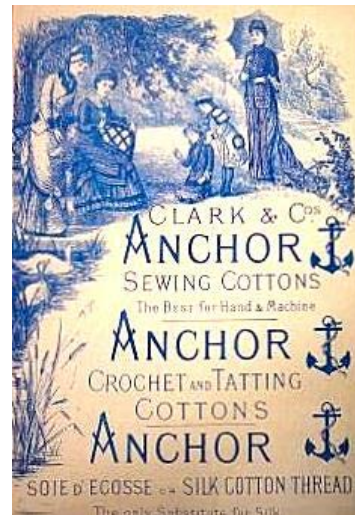
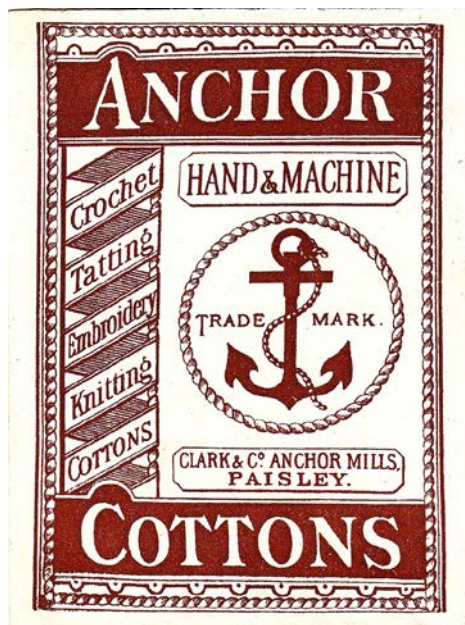
**J & P Coats**, of Ferguslie Mills in Paisley, used a 'chain' logo on their goods to make sure customers would recognise them.







**Clark & Company**, of Anchor Mills in Paisley, used an 'anchor' logo on their goods to make sure customers would recognise them.





## Activity

### **Design and make your own 'spool top' label.**

- design a round label to advertise your thread (or other goods)
- make it unique and easily recognisable
- make it colourful
- make it informative
- add pictures or 'logos'

### **This activity involves:**

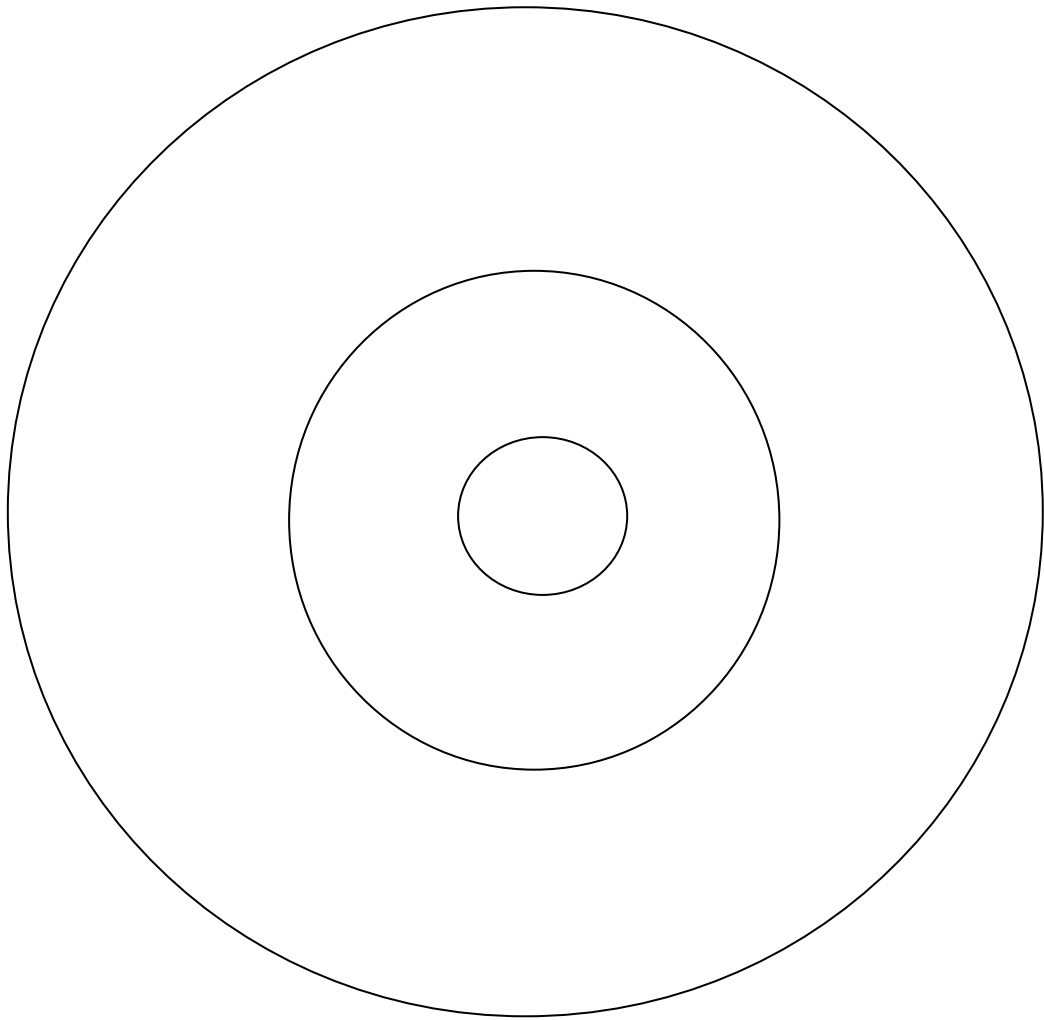
- ✓ creative skills
- ✓ colour choices
- ✓ designing within a specified shape (circle)
- ✓ designing within a specified size
- ✓ designing using text and images
- ✓ designing to a specified brief



Paisley Thread Mill Museum A Family of Threads



**Design a round label**





## **Curriculum for Excellence**

### **Art and Design**

My learning in, through and about the expressive arts:

- enables me to experience the inspiration and power of the arts
- recognises and nurtures my creative and aesthetic talents
- allows me to develop skills and techniques that are relevant to specific art forms and across the four capacities
- provides opportunities for me to deepen my understanding of culture in Scotland and the wider world
- is enhanced and enriched through partnerships with professional arts companies, creative adults and cultural organisations



## **Curriculum for Excellence Links**

I have the opportunity to choose and explore an extended range of media and technologies to create images and objects, comparing and combining them for specific tasks. **EXA 2-02a**

I can create and present work that shows developing skill in using the visual elements and concepts. **EXA 2-03a**

Through observing and recording from my experiences across the curriculum, I can create images and objects which show my awareness and recognition of detail. **EXA 2-04a**

Inspired by a range of stimuli, I can express and communicate my ideas, thoughts and feelings through activities within art and design. **EXA 2-05a**

I can develop and communicate my ideas, demonstrating imagination and presenting at least one possible solution to a design problem. **EXA 2-06a**

I can respond to the work of artists and designers by discussing my thoughts and feelings. I can give and accept constructive comment on my own and others' work. **EXA 2-07a**



## Paisley Thread Mill Museum A Family of Threads



### **Art and design**

Art and design basic concepts - introduction of concepts such as space, scale, proportion and perspective.

Art and design technology - using a variety of technologies e.g. computer software, photography, moving image media and screen printing

Design brief - working within a written plan that identifies a problem to be solved, its criteria and its constraints. The design brief is used to encourage consideration of all aspects of a problem before attempting a solution.

Design process - involves using systematic problem-solving strategies, with criteria and constraints, to develop many possible solutions to solve a problem. The process involves:

- investigation
- development of ideas
- production of solution and
- evaluation of solution.

Expressive Activities - involving the expression of personal ideas, thoughts and feelings in visual terms. This could include drawing, painting, sculpture, printmaking and photography.

Medium/Media - tools for creating and presenting in art and design, such as chalks, drawing inks, gouache, acrylics, fabric dyes, printing inks, sculpting materials, jewellery metals and materials, and digital media, including photographs and moving image media.

Visual elements - understanding of the basic elements (building blocks) in art

and design activities – line, shape, form, colour, tone, pattern, texture.