Name:**Enter Your Name** Target for this cycle 1.3

**What is a Brand?**

|  |  |
| --- | --- |
| **What is a Brand, Logo and Strapline?** | |
| **Notes here** |  |
| **What makes a good logo?** | |
| **Notes here** |  |
| **What does a hidden meaning mean?** | |
| **Notes here.** |  |
| **3 Examples of good logos.** | |
| **Logo 1**  **Notes here**  **Logo 2**  **Notes here**  **Logo 3**  **Notes here** |  |
|  | |

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| --- |
| **Other Notes or Activities** |
|  |

|  |  |
| --- | --- |
| **How have you found this section?** | **Partially Understand** |

**My Brand**

|  |  |  |
| --- | --- | --- |
| **What name have you chosen and why?** | | |
|  |  | |
| **What is the strapline you have come up with** | | |
| **Notes here** |  | |
| **What colours have you chosen? (2 or 3 only remember) – Why those colours.** | | |
| **Notes here** | | |
| **Logo attempt** | | |
| **Printscreen logo here.** | | |
| **Sources** | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Source** | **Primary/Secondary** | **Permission needed** | **How was it used or why wasn’t it used?** | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | | | |
| **Pupils Feedback** |  | |
| **Notes here** |  | |
| **Final Logo and Strapline** | | **Explanation of choices.** |
|  | |  |
|  | | |
|  | | |
| **How have you found this section?** | **Found it a challenge** | |

**Impact and Ethics**

|  |  |
| --- | --- |
| **What has been the impact of computing technologies?** | |
| **Communicating?**  **Shopping?**  **Information sharing?**  **Police, security and law.** |  |
| **What are ethics and morals** | |
| **Notes here** |  |
| **Ethical Issues of computing technology** | |
| **Notes here**  [**http://computerethicsinstitute.org/publications/tencommandments.html**](http://computerethicsinstitute.org/publications/tencommandments.html)  **What are the ten commandments?**  1.  2.  3.  4.  5.  6.  7.  8.  9.  10. |  |
| **Flyer/Poster Ideas?** | |
| **Notes here** |  |
| |  | | --- | | **Other Notes or Activities** | | Behaving ehtically means acting Choose an item. in ways that individuals and societies think of reflecting good Choose an item. . Ethics describes guidelines that Choose an item. be followed but laws describes ones that Choose an item. be followed |  |  |  |  |  | | --- | --- | --- | | **Exam Questions** | | | |  | Describe 2 positive impacts computing technology has made. | Difficulty | | ANSWER -  Insert Answer | | Explain the ethical issues surrounding computing technologies.  6 |  | | ANSWER -  Insert Answer | | |
|  | |
|  | |
| **How have you found this section?** | **Found it a challenge** |

**Environmental**

|  |  |
| --- | --- |
| **Negative Impact on the environment.** | |
|  |  |
| **Positive Impacts** | |
| **Notes here** |  |
| |  | | --- | | **Activities** | | Computer Science technology affects the environment as large amounts of Choose an item. are consumed in Choose an item. and running it. Large amounts are alsoconsumed for Choose an item. storage in large online centres.  When the devices are thrown away they create Choose an item. when they are recycled and Choose an item. substances such as Choose an item. are released in the environment. |  |  |  |  |  | | --- | --- | --- | | **Exam Questions** | | | |  | Describe 3 environmental impacts computing tecnology is causing. | Difficulty | | ANSWER -  Insert Answer | | 6 |  | | ANSWER -  Insert Answer | | |
|  | |
|  | |
| **How have you found this section?** | **Found it a challenge** |