

Comenius-Projekt „Multikulturalität in Europa“ startet mit Logo-Wettbewerb

Am 01.11.2011 ertönt der offizielle Startschuss für das neue Comenius Projekt (2011-2013), bei dem das FKG mit Partnerschulen in Finnland (Rovaniemi) und den Niederlanden (Bladel) zusammenarbeiten wird.

Der Titel des Projekts lautet VOICE. Dieses Akronym steht für „**V**arious **O**rigins and **I**mpressive **C**ultures in **E**urope“. Zwei Jahre lang werden Schüler/innen und Lehrer/innen der drei Partnerschulen kulturelle Ähnlichkeiten und Unterschiede in den beteiligten Ländern erkunden und dokumentieren. Besonderes Augenmerk gilt dabei der Frage, wie der Alltag kultureller Minderheiten in den beteiligten Gemeinden aussieht. Als Projektsprache wird das Englische dienen.

Im Dezember 2011 wird es ein erstes Projekttreffen in Rovaniemi geben. Rovaniemi, die Stadt mit der größten Ausdehnung in ganz Europa, liegt in Lappland, fast genau auf dem Polarkreis. Die Stadt darf sich offiziell mit dem Titel „Heimatstadt des Weihnachtsmannes“ schmücken. Daher liegt es nahe, sich in Rovaniemi zur Weihnachtszeit zu treffen, auch wenn es dort im Dezember spürbar kälter ist als bei uns in Göttingen.

Ab jetzt sind alle Schüler/innen der Partnerschulen aufgerufen, sich der Aufgabe zu stellen, ein Logo für das Projekt zu entwerfen, welches fürderhin alle Projektaktivitäten begleiten soll. Der Einsendeschluss ist der 09. Dezember 2011.

Hinweise zur Gestaltung eines Logos findet ihr – in englischer Sprache – hier:

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LET'S MAKE THINGS BETTER

Design logo and slogan for our Comenius project VOICE

Beginning:

At the start of the use of mass media, at the end of the 19th century, companies began to distinguish themselves from their competitors by using a logo with a slogan. Such a mark (logo) is still the sign by which you recognize the brand.

A slogan is a catchy phrase, typical for the brand, that sticks in your head. A slogan can be changed faster than the logo; companies sometimes use a different slogan every season, but keep the same logo. Of course it is smart to use the name of the brand in the slogan.



Logos are subject to change less than slogans. Below are two famous examples of the development of logos and the changes they have undergone over time.

Styling

seems simple but is an art in itself. Think of the enormous recognizable "M" of the McDonald's logo.

- A logo combining text and image. Here the company or product name is combined with a graphic element without overlap. Remember the apple of Apple.
- Integrated logos. Here are text and image linked inseparably. Think of RVS (insurance company) with male / female and umbrella.



- Provide a uniform use of colour. This means that you should not be too wild with surfaces, gradients, grids and lines together.
- Make at least ten rapid designs, cut and slide parts and define (by drawing or digitally) what you did.
- Control the next items:
 - Is the distance between mutual characters (if used) just right?
 - Are all the parts just right in relation to each other (eg right together, top right, not too much white in between, characters in the right place)
- Choose three best designs and show them to people who do not know what the assignment is. Ask for the connection they make. Is that really not what you want to say with your logo, then you must go back to a different design.

Tips: the don'ts:

- - Do not choose a too obvious, frivolous or different font. Choose a fairly neutral font and find the 'own' in other parts of your Comenius Logo.
- - Do not get fixated on something that is not successful. The solution is simple, do not be afraid to make mistakes. In fact, choose any colour, place just any surface or line somewhere, put things slanted or skewed, etc. In short, act differently and create different things that you would avoid in other cases. They can lead to new ideas or directions.
- Beautiful is nice, but not a criterion. The question is whether the logo is effective. Do you still have doubts if something is wrong? Don't rest until you know what that is.
- Do not use clip art; cutting and pasting of existing logos can result in wrong explanations. So try to make a real new logo instead of trying to merge existing logos.

Lots of success

