Magurit Ebe
Resources

Notes

These resources should be added to those local resources already collected.

Resources can assist teachers to

- help students use content knowledge to complete tasks,
- use pedagogy and teaching strategies to assist students to undertake tasks well
- plan and organise activities
- help students use thinking strategies to achieve higher order outcomes
- access further resources on Nauru and online, including people who can help students

Reading the tasks

Each task helps students address some of the goals in the Nauruan Curriculum Footpath. Interpret the task through the list of goals for this task.

This task is part of TVET program, thus teachers need to talk about preparing for work, having a work ethic, and contributing to community work.

This task is a response to community research which emphasised that young people of Nauru need to develop appreciation for Nauruan culture and "bring back" Nauruan cultural skills and knowledge. This means teachers have two responsibilities:

Nauru Curriculum Footpath

Personal Pathways

Communication Pathways

Community Pathways

Environments and Technology Pathways

1) To assist children to learn from community members and archives and keep that knowledge (perhaps digitising it before it is lost) and

2) To show the community that the students are developing the skills (use the community as an audience for student work).

Existing resources

Use the Teachers Diary to include thinking skills in lessons and to assist students to engage in deep thinking when doing activities in this task. Explicit training in using thinking strategies is required throughout schooling and especially during tasks. The "Included Skills" list contains thinking strategies embedded in tasks. The diary describes the strategy and gives examples.

Use local people and existing publications. Collect information and where practical, digitise it so it can be reproduced and used over and over. Develop a Teachers' Library for each task in the school to preserve resources for next year.

Use resource lists from other tasks. There is some overlap in the subject matter, skills and cultural knowledge, so resource lists from other tasks will support this task.

Thinking skills

Aim at using the higher levels of Anderson's Taxonomy of Thinking as much as possible in classroom questions and in helping students' record information. Have a Thinking Levels chart on the wall and constantly encourage children to ask good questions. Use your Teachers Diary to find out more about Anderson's Taxonomy (Remember, Understand, Apply, Analyse, Evaluate, Design) and the question starters for each level of thinking. Remembering and Understanding are low levels of thinking. Note the tasks are specifically designed to help students demonstrate high levels of thinking. This is clearly evident in the Grading Masters, especially for A and B standards.

Thinking Framework

http://www.itcpublications.com/free_resources

Free PDF version plus information about the poster to help teacher use it. Includes a discussion of Gardiners Multiple Intelligences.

Online Resource

Example of one strategy: the Extent Barometer.

This strategy enables students to make judgements. It is a handy tool for students to think about values and rank the value they place on issues, knowledge, cultural values and attitudes.

Often used with other tools, the Extent Barometer enables students to rank how they feel about things they have learned or found out.

In this task

Read the task and the grading master carefully. An important KEY QUESTION students need to answer is:

What ways can I demonstrate I value the traditional ways while being creative?

You need to explicitly provide all students with opportunities to answer this question, as students could not receive an A or B standard without answering this question and thinking about it deeply.

Suggested teaching strategies

Step 1: Help groups of 4-6 students to complete a Y chart about their first response to the issue. Each group will need two copies of the Y chart.

In this task, what does respect for traditional ways

- look like
- sound like
- feel like?

Step 2: Use an Expert Jigsaw to enable groups to share their ideas. On each rotation, individuals should take notes about ideas they agree with (or copy or all ideas into their task diary). After completing the Y chart, half the students from one
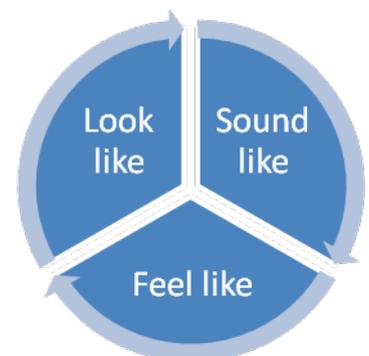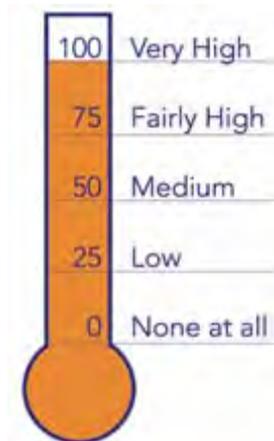
group move to another group taking a copy with them. The moving people share ideas followed by the original group sharing ideas. Both parties copy all good ideas onto their charts. If there are more than 4 groups, repeat the rotation to gather one more groups' ideas.

Step 3: Individual students build a two column table, listing the good ideas from the Y chart ideas in one wide column.

> What ways can I demonstrate I value the traditional ways while being creative?

Students then use an Extent Barometer to rank each idea as Very High, Fairly High, Medium, Low or None at all. Students can also use the Extent Barometer at the end of the task to see how well they think they have demonstrated how they value traditional ways and knowledge in the task.

Ask students to record in their diaries how they will demonstrate their traditional values to the community, the teacher and themselves.
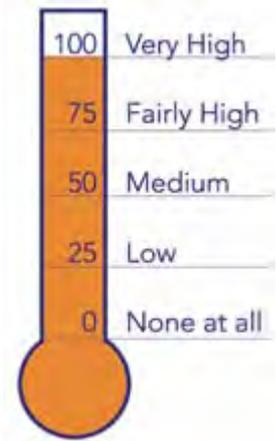
Information: Trademarks

A trademark is usually a name or logo used to identify your business. It is the name or logo by which consumers will recognise your products. A trademark can be a brand name for a product, it can be a slogan or tagline you might use, or a colour or smell associated with your products. Even a shape or aspect of packaging can be a trademark. In this task it may be expressed through logos, labels, and design similarities (eg routinely using a palm leaf imprint on every design).

Essentially, a **trademark** is the distinct component you use in the market place to gain recognition and trademark protection will grant you the exclusive right to use or license the use of that distinct component.

Trademarks can be registered in other countries and have legal standing. That is, you can not use a trademark that belongs to someone else. Question: What is the legal position on Trademarks in Nauru?

Suggestions for students

- Use brainstorming techniques to come up with ideas for a trademark design.
- Design a symbol that can be used on a label, price tag, brochure, sign and incorporated into the product as a signature.
- Use the computer to experiment with trademark designs. Draw and edit designs and experiment with how they look in black and white, colour, on textured patterns etc.
- Observe trademarks in products sold in the community. How recognisable is even half a logo. Cover up half and see if students recognise them. Examples: Coke, Food labels.
- Make big posters of good and bad brand names for products and businesses on Nauru.
- Search the Internet for "good logo designs", "silly business names", "effective branding" and similar searches.
- Have a competition in one week for the most ridiculous product or company name.

Vista Print http:www.vistaprint.com.au

Look at the various promotional products

Online Resource

Use any *Getting Started* button to begin a design process. Build a logo and look at it in multiple colours and designs

Have fun

Information: Logo design processes.

Any search for "logo design" on the Internet will lead to ideas like this.

Step 1: What is a Logo? And What does it represent?

Contrary to the thoughts of many designers, a Logo is certainly NOT a photograph, its not something that you can click using a camera, no matter how good a camera. Again, contrary to the thoughts of designers, a Logo is NOT stock clipart that you can download. A Logo is NOT your brand. A Logo does NOT tell your story. What a Logo is and means, is an Identity. It is something that will Identify your company or your brand and will later be related by your consumers or clients to your company or brand. For e.g. the Nike logo. Many people think that there is a story behind this logo, truth be told. There is no story behind it. It identifies Nike today, it represents Nike and when ever you see a tick like that, you think of? Nike! That's right! A Logo is something that "demands" immediate recognition.

So, before you start designing, always remember, a Logo always will represent a businesses commercial bottomline, using fonts, shapes, colors and/or images. A Logo insignia on any product, produces a sense of trust. It inspires recognition and admiration for the business or company. Our job, here, then becomes designing something that will hold true to this.

Step 2: What makes a great Logo?

Knowing what you know about what a logo really is and what it is suppose to represent, its not time to know some basic set of laws and ideologies of Logo design.

- **Easy to describe:** A logo must be describable easily. You, your clients, companies, consumers; all should be able to describe it easily and effortlessly.
- **Easy to remember:** A logo must be easy to remember. The consumers should be able to photoimprint your logo. One look and they remember it, everybody remembers it.
- **Easily Scalable:** A logo must not conform to size. It can be scaled to any height:width ratio. At the same time, its height or width should not distort its recognition in any way.
- **No Color, no Problem:** A logo should be recognizable without color or with color. Color of the logo shouldn't be a hinderence where recognition is concerned.

Step 3: Keep an open mind and learn from successful logos.

Did you know that the Nike Swoosh logo was designed by Caroline Davidson and it was designed for only $35!! In the year 1971. Think of it, it is still going strong, anywhere, anyone in the world who sees a swoosh like that instantly recognizes and connects with Nike as a brand and as a company. Yet, the logo is simple! There is nothing to it, but a tick! It can be recognized in any color, any size and is extremely easy to describe! All this for $35! What it represents is a wing of the greek victory goddess, Nike!

Complicated designs, misrepresentation that a designer would never be able to interpret is what makes for a bad one. Learn from these, and avoid mistakes that have been made while designing such bad logos.

Step 4: Institute your own Logo design process.

Setting up and getting comfortable while designing and presenting a logo is the hardest step of all. You would have to see what design process suites you. Generally a logo design process constitutes of the following..

- A Design Brief.
- Lots of research and actual thinking.
- Drawing and sketching it up.
- Conceptulizing and coming up with a prototype.
- Sending the concept and prototype to your client for review.
- Revisions and Finishing touches.
- And Delivery!

The sequence is pretty much sealed, but you can surely play around and see what suites you the best as a logo designer.

Step 5: Know the tools of your trade.

Know your tools, your software, your paper and what ever is that you use to design a logo. Use a drawing package. Following the logo design process as mentioned above, would require to roughly sketch the logo first and then may be start on it using a computer.

Logo Design Tips - Use a color scheme

If you use too many colors, typically your designs will begin to look tacky and unprofessional. This does somewhat depend on the business type, however. If you're creating a logo for a toy store, this would be an exception. But you'd want to stick to only a couple colors most of the time.

Logo Design Tips - Keep it simple

Try creating logos that convey as much information as possible while also being as simple as possible. This is the mark of a professional designer. Having a simple logo will help in a number of ways, including the ease of distribution. For instance, they are easy to place on letterhead and business cards because they don't require much space to be recognized and understood. If your logo is the Mona Lisa with some text slapped on top of it, you would

always need the logo to be quite large just for people to be able to see what it is, and this is the kind of thing you will want to avoid.

Logo Design Tips - Make it memorable

You want viewers to become used to a logo, and they will do just that if you make it unforgettable. Think outside of the box and try to create a unique quality that's never been seen before. Making your logos memorable will, if you are or wish to become a designer, help you in the same way it helps the business it represents, with recognition. If your logo is well-known, that's a great mark for the portfolio.

Logo Design Tips - Use a font that compliments the style of what it represents

You aren't going to want to use an old-english type font for a pet store logo, and you aren't going to want to use a child's handwriting for a bank. Just use common sense in this area. You can also search the web for free fonts if you aren't quite happy with what you've got. There are a bunch of websites out there that contain lots of great community-designed fonts.

Logo Design Tips - Make your logo fit with different background colors

If you've got black text and a black icon, they won't show up if you have to place them on a black background, so create multiple versions of your logos to accommodate for different background colors. If it's imperative to stick to a certain color, then you might try adding a stroke (border) to your design to make it show up better, or perhaps placing the logo on top of a solid-colored rectangle of inverse color. You always will want your logos to be clearly visible so make every effort to keep them that way.

Logo Design Tips - Use vectors

Create your logos using vectors (paths) as opposed to pixels if possible, so you will be able to scale them up at a later date with no loss in quality. This way, you will not run into any issues if you ever need to print out your logo that you've created as a 200*100 pixel file onto a poster or banner. Insufficient size when you're stuck with pixels just isn't very easy to recover from. The only options you would have would be to either ignore the problem and scale it up despite the bad quality, or completely redesign the logo at a higher resolution, and you're simply not going to want to do either of these.

If you stick to these guidelines your logos will start looking very attractive, but don't take them all at face value; rules are made to be broken!

Online Resource

General information on types of trademarks (one page)

1. http://www.expresslogodesign.com/logo-design-tips/logo-design-trademark.htm

2. Barrett Phillips is webmaster of Baphi.com and Author of "Simply Design - Aesthetics That Sell" His book and free newsletter offer simple steps that will have you creating professional-quality graphics with little effort - **http://www.baphi.com/**

Mosaics

Good ideas on simple mosaics to construct using shells. Instead of buying boxes, use existing ones – food cartons and jars etc break unused tiles and collect glass from the beach

http://www.mosaic-tile-design.com/kids-mosaic-projects.html

Use colouring in books or draw outlines for children to decorate with mosaics

String making

http://www.isfa.org/sfmv9n3.htm

http://www.isfa.org/sfmv9n1.htm

Good clear example of a few string shapes to make using Nauruan techniques.

Home page for all issues which include strings from other places
.http://www.isfa.org/sfm.htm

Nauruan statistics about work forces

http://www.usp.ac.fj/index.php?id=elms_nauru

Information: The Pacific arts of Polynesia and Micronesia

By Adrienne Lois Kaeppler

Kirabati and Nauru sculptured elaborate armous from knotted coconut fibre and worked in designs from black human hair to protect their warriors from weapons edged with shark's teeth.

These banana fibre belts were about 15 cm wide, so fine that they numbered 30 warps per cm. Nauru men and women wore girdles and small square or rectangular mats platted from pandanus leaves and decorated with hibiscus fibre geometric patterns, shells seeds and features; showing clan affiliation. Women platted fine baskets and fans

The Pacific arts of Polynesia and Micronesia

By Adrienne Lois Kaeppler

Online google book extract.

http://books.google.com.au/books?id=ibCeOet0Z1gC&printsec=frontcover&source=gbs_v2_summary_r&cad=0#v=onepage&q=&f=false

pacific nauru

12
Girdle from Nauru.
Pandanus leaves, frigate bird feathers, shark teeth, shell, and coral (late nineteenth century).

Displaying your crafts

A good craft show display will draw customers into your craft show booth and then fade into the background to let your crafts take center stage.

Make a Big First Impression with Your Craft Show Display

If you make crafts that are small and difficult to see from a distance, hanging posters with large, attractive photos of your work at or slightly above eye level can draw customers in from a distance.

Using a striking color in your booth can have the same effect as long as it suits the style of your products and the expectations of your target market. Be sure that the color fades into the background and does not overwhelm as customers come in closer to your booth to see your work.

Plan Ahead

If your craft show display is new, or you've substantially changed the booth since your last show, set everything up at least one week before. That will give you enough time to fix any problems with the display.

Consider Your Space

A 10x10 space is typical for many craft shows, and a canopy can be a great tool for delineating your space and providing shelter. However, your booth size can vary. The more modular your craft show display is, the better. For example, a few smaller tables give you more flexible display options than a couple of large tables.

Think about traffic patterns. Be sure to leave enough space to allow customers to walk around freely. Will the back of your booth be exposed to customers? If the back of you booth will be open, consider the view from the back too and find a way to hide all of your extra supplies from view.

Enhance Your Work

A good craft show display fits with the image of your product and the expectations of your target market. A vibrant color in your display may do a great job to draw in a younger crowd. That's great if that's who your craft appeals to. It's not so great if your crafts have a more sophisticated appeal.

Color can also impact the way your crafts appeal to customers when they are up close. Make your colours you choose do not change the subtle colours of your craft work – for example, yellow it out.

If customers are constantly commenting on your great display, you may want to rethink your display. It's great for customers to notice your display at a distance, but by the time they have reached your booth, you want them to notice your crafts and forget about your display.

Assess Your Craft Show Booth

You can't effectively assess your booth if you are standing in the middle of your display.

Take a walk and approach your booth from different directions. Does it look professional? Does it draw you in from all angles?

You might also try taking a photo of your booth, and instead of viewing the booth itself, take a look at the photo. Sometimes a photograph can give you a different perspective on your booth and help you to see aspects of your craft show booth that your could improve.

Display Tips

Once you have the list, and have decided on a particular show to attend, the work has just begun. You will need to contact the source and make sure a space is available. What is the cost of the space and when does it need to be paid for? Do you need to provide a table or tables and chair or do they? Are displays or racks, if needed, provided, or again is this something you need to bring? Even if these items are available from the source giving the show, are they items you need, or does your craft require a specialized display? When you rent a space at a show, find out your area size and dimensions. Keep these in mind as you are designing your display. Question the lighting. Will you need additional light and will plug-ins be available?

Think in terms of visibility. Remember that you want to draw people to your table. If you can get them to stop and browse, this will increase your chance of a sale, and that is, after all, the idea. If you lay all your items flat on a table, many people will walk right on by. You need to get some items up and more visible. Small items could fill a nice basket and then secure one item to the front of the basket. Wire racks can be used, the sort sold for use in kitchens look nice and work well. Small boxes, in varying heights under the table covers make excellent upward displays. All the time you are working on this, think view. Ease of view to the customer and pleasing to the eye.

Once the basic setup is decided come table covers. An exception here would be if you are not using tables and have racks set up to hang all your items. Then think backdrops if needed. Covers or backdrops should somehow reflect what you are selling. Some suggestions include lace, muslin, burlap and flannel, even silk scarves. Your choices are as endless as the items you are selling.

Prices need to be clearly in view. Display should be kept neat and orderly. If an item sells, replace it if you have extra inventory left. Be attentive and friendly and lastly, have fun!

Pricing

While listing this last, it is the most important thing. If you decide to market your crafts, you need to keep track of the cost in making them. How much do the supplies cost? This needs to be all supplies, even incidentals such as glue. The hardest part in figuring cost is time. How much time is involved and what is your time worth? Do not over exaggerate. What price are similar items? You need to price competitively. Good luck!