

BSL Primary Curriculum Meeting Record

8th Meeting

Friday 5th April 2019

Topic: Logo Design

Logo Design: We looked at two main designs, one from each group: we split into two groups in our last meeting and brainstormed ideas for our logo. Catherine Drew met with Eleni Botonaki, Deaf Illustrator over the past month and shared the ideas of the groups. Eleni completed various illustrations for us to look at.

Mock Up of the Logo included:

1. Group 1 – BSL Curriculum with 5 stars:
 - 5 Stars representing 5 fingers.
 - A star to have a different picture inside for different themes throughout the curriculum.
 - Using a variety of colours to represent all institutions involved.
 - Primary colours (red, blue & yellow) for the Primary Curriculum.
 - Secondary colours (purple, green & orange) for the Secondary Curriculum.
2. Group 2 – BSL Curriculum with an Eye, Hand, Sign.
 - Eye because BSL is a visual language.
 - A handshape of 'c' to sign 'curriculum.'
 - Using red, blue & white to represent the UK Flag.
3. Further logo design ideas from the illustrator.

We agreed that the purpose of the BSL Curriculum logo was to stand alone with colours incorporated from all schools and organisations who have been involved in making this curriculum: agreed to use primary colours and secondary colours for these sections of the curriculum.

For the whole BSL Curriculum, agreed to use the British flag to represent the country as the Logo will be the brand of the BSL Curriculum which is hoped to be used across the UK in Primary and Secondary schools and possibly in Further Education.


We want elements of the Logo to be used within the curriculum e.g.

- Bullet points
- Learning Diagrams
- Titles



We looked at examples of how each group's logo design could be split into an element and be used to start off a topic or themes.

We agreed that we want to keep the stars as our shape and used throughout the curriculum

e.g. Ideas: 

We discussed all of the logo designs, in black and white, colour and elements. We decided that we wanted to merge Group 1 and Group 2's logos together:

- 5 Stars representing 5 fingers.
- Wording in the shape of an Eye because BSL is a visual language.
- A handshape of 'c' to sign 'curriculum.'
- Using red, blue & white to represent the UK Flag.

Catherine will meet with the illustrator again to create mock-ups of the merged group ideas in black and white and colour of the UK flag and present in the next meeting.

Curriculum Sections: We agreed to split the learning outcomes into sections for clarity, ease of use and readability. We agreed on the following sections:

Receptive Skills

- Structure
- Vocabulary
- Lip-Reading
- Description/NMF
- Direction
- Comprehension

Productive Skills

- Structure
- Vocabulary
- Lip-Patterns
- Description/NMF
- Handshapes
- Spelling

Note: Considering additional sections for: Aspect, Placement and Evaluate if required.

Year 1 and 2 BSL Curriculum: We read through the learning outcomes that we drafted in the last meeting and made final draft amendments. Now it needs to be typed up again as well as moving the outcomes around into sections as agreed above.

Once completed, Catherine Drew will send this out for us to start using as soon as possible with our settings.

Agreed not to share with the public yet because this needs to be reviewed after we have used this for a few months and distributed after any further amendments that needs to be made.



School Logos:

The Brimsdown Logo is missing from the PowerPoint slides.

Essex County Council logo has been emailed and needs to be added to our templates /paperwork.

Catherine will add these ready for our next meeting.

Links:

Our 8th Meeting update is on Facebook:

<https://www.facebook.com/540381412737594/videos/1216606195169148/>

