School-based Activities

Sporty Design

Design a banner or sporting trophy

What you need

- Images of AFL banners and sporting trophies

What to do

1. Design a run-through banner suitable for use for your team. The banner can use two to four lines of rhyme or a single inspirational sentence similar to the Sydney 2005 Grand Final banner (above). It can include one or two images.

2. Design a trophy which would be suitable for use in a major sporting event. See images of Frank Worrell Trophy(left) and AFL cup below.

What's your logo?

Sportsworks

Background

Sporting logos are powerful symbols which are very recognisable across different languages and cultures. The good ones are simple and usually have a meaningful history.

Above: The autograph of Rohan Robinson, Australia's current National 400 metres hurdles record holder

What you need

• A graphics program or pen and ink to design a personal logo

What to do

1. Design a simple logo to underscore your autograph or signature.
2. The logo should include a symbol from your favourite sport.

Try, think and explain

1. How effective are the logos used by the leading sports brands?
2. Are they immediately recognisable?
3. Are you influenced by the power of the brand or trademark?
4. What trademarks are associated with the top sportsmen and sportswomen?

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