SCENARIO

A friend, Alan Weeks, has established a marina on a local canal called **Weeks Marina**. He has moorings for barges that are privately owned and also hires out several boats, owned by his own company, during the holiday season.

Alan wants to make use of information technology in his new venture and has asked for your help with a number of tasks.

LOGO TASK

Alan has asked you to design a logo for the marina that will appear on his letterhead and publicity material.

Following the instructions below design, on paper, a logo that you will be able to reproduce using the graphics facilities of your computer.

The logo should either be:
> *a) a simple 'head-on' view of a boat consisting of the hull with cabin on top. There should be a single rectangular window at the front of the cabin and a small chimney on the top of the cabin. There should be a simple wave effect from the bow. The name of the business, appropriately emphasised, should be underneath. Use any suitable effects to improve the appearance of the logo.*
>
> *b) a simple 'side' view of a boat consisting of the hull with cabin on top. There should be two circular windows along the side of the cabin and a small chimney on the top of the cabin. There should be a simple wave effect from the bow. The name of the business, appropriately emphasised, should be underneath. Use any suitable effects to improve the appearance of the logo.*

WEEKS MARINA LOGO TASK – MARK SCHEME

(This scheme can be used to mark both/either the homework and/or the finished computer output)

Logo – 7 marks

	Marks
	7

Recognisable hull and cabin (2)
Rectangular or circular windows (depends on option taken) (1)
Any suitable effects used e.g. shading, patterns (1)
Bow wave effect (1)
Text added accurately underneath (Weeks Marina) (1)
Suitable emphasis given to text e.g. bold, font-style (1)

TOTAL MARKS   **7**

WEEKS MARINA LOGO TASK – EXAMPLES