

The Basics:

Introducing your Students to the Sierra Nevada
Introducing your Students to the Sierra Nevada
Conservancy
Introducing your Students to Logo Design

Introducing the Sierra Nevada

What is a Conservancy?

What is the Sierra Nevada Conservancy?

Introducing Logo Design

Additional Ideas

Introducing the Sierra Nevada

- Start by introducing Sierra Nevada's distinct regions.
 - Tell a little bit about each region and its environmental, economic and social qualities.
 - Ask students for adjectives that describe Sierra Nevada qualities.
 - Using their adjectives, ask students to write a paragraph on the Sierra Nevada.
 - See resources brief at www.sierralogo.org.
- Review and discuss.

What is a Conservancy?

- Brainstorm with your students about what a conservancy is.
- Use website resources to provide examples.
- Make a semantic map: put suggested words around the board as the students brainstorm.
- Have students justify their ideas.
- Discuss the Sierra Nevada and how it influences your region. Consider economic and social factors as well as environmental ones.
- Introduce the idea of a watershed, detailing water sources and flow in your region.
- Using words in the semantic map, have students write a composition on how the Sierra Nevada impacts their lives.

What is the Sierra Nevada Conservancy?

- Brainstorm with your students about what the Sierra Nevada is. What stereotypes have they heard?
- Discuss how the Sierra Nevada is perceived. Are these perceptions true or false? Why?
- Introduce the regions in the Sierra Nevada, pointing out differences.
- Make a chart of the Sierra Nevada characteristics, including resources, geology and wildlife as well as economic and historic features.
- Have students brainstorm on the characteristics and how they are inter-related.
- Discuss how the Sierra Nevada's characteristics influence student's lives.

Introducing Logo Design

- Ask students to draw a picture of some Sierra Nevada quality or aspect, keeping in mind their adjectives.
 - Have students share and discuss their drawings.
 - Would these drawings work in a logo design?
- Explore.

- Point out examples of logos, which use illustration (see resources provided online).
 - Can an illustration convey qualities of the Sierra Nevada? How?
 - Have students select a typestyle for the words 'Sierra Nevada Conservancy' that they feel relates to both the Sierra Nevada and their illustration.
 - Explore type/fonts in different ways with their illustration.
 - Can student's drawings be simplified to work as a logo? How?
 - After discussing, refine drawings and combine again with student's selected type.
 - Ask students to compare their first drawing with their second drawing. Discuss or write a short description of differences.
 - See logo design brief at www.sierralogo.org.
- Review and discuss.

Additional Ideas

- After each class, have students summarize what they have learned about the Sierra Nevada and logo design.
- Have students research a quality or feature of the Sierra Nevada.
- Have students research successful logo design elements.