

COVID-19 Masks
Production Activity

This activity contains two options to choose from. In **Option One**, you can design a COVID-19 mask that matches/promotes a corporation's or an institution's brand. In **Option Two**, you can design a COVID-19 mask that matches/promotes the message of a movement / cause that is important to you.

Option One Directions:

Select an institution (company, school, sports team, charity, etc.).
Using the colours from the institution's logo, design a COVID-19 mask that matches/promotes the institution's brand.

PART A: Analysis of Current Logo / COVID-19 Mask

1. Name of institution:

(1 mark)

2. What is the main purpose / goal of this institution? (e.g., sell a service, entertain, achieve social justice)

(2 marks)

3. Describe the colours, shapes, lines of this institution's current logo. Is there any imagery on this logo? Describe it. (e.g. Green apple for the TDSB.)

(2 marks)

4. What COVID-19 masks—if any—currently exist for this institution? Describe them.

What imagery is on these masks?

(1 mark)

Total Marks: /6

PART B: Design A New COVID-19 Mask

5. What imagery (animals, plants, faces, buildings, geographical features, abstract shapes) might be effective to represent this institution? Why?

(3 marks)

6. What elements of design might communicate the message effectively?
Circle the ones you plan to use.
(2 marks)

Elements of Design:

Line Shape Colour Texture Form Value

7. What principles of design might communicate the message effectively?
Circle the ones you plan to use.
(2 marks)

Principles of Design:

Balance Contrast Pattern Unity Emphasis

8. **Explain** how these **elements of design** will communicate your message effectively. An effect is an emotion or a response. (e.g. anger, happiness, fear, celebration, empathy)
(2 marks)

9. **Explain** what effect you are creating by using these **principles of design** to communicate your message effectively. An effect is an emotion or a response.
(e.g. anger, happiness, fear, celebration)
(2 marks)

10. You will be working on canvas to create your final COVID-19 mask?
(e.g. beads, sequins etc ...)

What additional materials would you like to use to embellish your mask?
How would these materials be effective in communicating your message?
Are you going to add text to your mask?
What techniques are you going to use to add the text? Printing digitally or

handwriting?

How would this technique be effective in communicating your message?
Explain in detail.

(3 marks)

11. Find COVID-19 masks that have been designed to represent this institution.
Draw the designs here.

(15 marks)

12. Now that you have completed your research on the designs of these masks, create your own COVID-19 mask for this institution.
Make three idea drawings.
You will be using these idea drawings to create your final version.
The final version will be made on canvas. You will be provided with acrylic paint.

(15 marks)

Option Two:

Select a social movement / cause that is important to you. For example: environmental issues, Black Lives Matter movement, LGBTQ Rights, Indigenous Peoples of Canada's Rights

Using the colours from this movement's logo, design a COVID-19 mask that matches/promotes the message of this movement / cause.

PART A: Analysis of Current Logo / COVID-19 Mask

1. Name of movement / cause:

(1 mark)

2. What is the purpose / goal of this cause / movement? (speak up about issues of human rights / equity / environmentalism etc ...)

(2 marks)

3. Describe the colours, shapes, lines of this institution's current logo. Is there any imagery on this logo? Describe it. (e.g. Green apple for the TDSB.)

(2 marks)

4. What COVID-19 masks—if any—currently exist for this movement / cause? Describe them. What imagery is on these masks? What colours are on these masks?

(1 mark)

Total Marks: /6

PART B: Design a new COVID-19 mask

5. What imagery (animals, plants, faces, buildings, geographical features) might be effective to represent this institution? Why?

(3 marks)

6. What elements of design might communicate the message effectively? Circle the ones you plan to use.

(2 marks)

Elements of Design:

Line Shape Colour Texture Form Value

7. What principles of design might communicate the message effectively?
Circle the ones you plan to use.
(2 marks)

Principles of Design:

Balance Contrast Pattern Unity Emphasis

8. **Explain** how these **elements of design** will communicate your message effectively. An effect is an emotion or a response. (e.g. anger, happiness, fear, celebration, empathy)
(2 marks)

9. **Explain** what effect you are creating by using these **principles of design** to communicate your message effectively. An effect is an emotion or a response.

(e.g. anger, happiness, fear, celebration)

(2 marks)

10. You will be working on canvas to create your final COVID-19 mask.
What additional materials would you like to use to embellish your mask? (e.g. beads, sequins etc)
How would these materials be effective in communicating your message?
Are you going to add text to your mask?
What techniques are you going to use to add the text? Printing digitally or handwriting?
How would this technique be effective in communicating your message?
Explain in detail.
(3 marks)

11. Find COVID-19 masks that have been designed to represent this movement / cause.
Draw the designs here.
(15 marks)

12. Now that you have completed your research on the designs of these masks, create your own COVID-19 mask for this movement / cause. Make three idea drawings. You will be using these idea drawings to create your final version. The final version will be made on canvas. You will be provided with acrylic paint.

(15 marks)

Total Marks: / 50