

FIVE ISLANDS
ACADEMY



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LONDON TRIP

OCTOBER 23

As part of an ambitious cross curricular enrichment project students from year 11 spent five days in London. Along with geography, history, design technology and art fieldwork, the group visited the Houses of Parliament, the Globe Theatre and Six the Musical and were tasked with investigating features at a number of galleries and museums as part of the academy's continuing role in supporting plans for the new cultural centre and museum on Scilly.

Some reflections:

'A great experience of city life and different cultures.'

'It developed my interest in History with visits to museums and the national archive.'

'It helped me prepare for the hustle and bustle of city life; I enjoyed foreign cuisine.'

'Seeing the world beyond a small island helped me see new opportunities and gave me confidence.'

'The best school trip ever, really multicultural.'

'I loved this trip. It made me realise how much I love London and potentially want to work there.'

'I understand more about mainland life.'

'A whole new experience, especially using the underground.'

'This has benefited me in so many ways, I'm more confident travelling and meeting strangers.'

'Loads of new experiences, independence and moving around a city.'

'It is important we get to visit busy places.'

'A place of amazing riches where you can learn and see so much that is not part of your everyday life.'

Research in the museums included the use of logos and branding, wayfinding and the range of activities on offer.



Brand

The style is simple basic and clear.

It is not overwhelming – easy to read and identify.

Ineffective and disengaging – no real clues to maritime.

You see it all around the museum as a logo.

Looks modern and plays on G for Greenwich.

They also used the Anchor to highlight underwater features.

Signage

Simple fonts in black or blue and white.

Use of capitals clear, simple and inviting.

Maps all around the museum.

Signs lit up and were effective.

No specific route around the museum.



Interactives

Headphones and costume items.

Range of worksheets and drawing paper for doodles.

Good use of touch screens.

Gloves and glasses available.

I enjoyed the light workshop to create morse code and communicate, lots going on.

This was a super-interesting museum.

the DESIGN MUSEUM



Brand

German/Swiss influence – clean sans serif fonts.

Very modern typography – classic style for advertising and creative industries – use of upper and lower case draws attention to 'Design' effective on any background.

Very effective with simple block colours.

Use of combination of silver and yellow was striking.

Logo is embossed on the wall as you walk in.

Signage

Use the same font but vary colour and also work both vertically and horizontally.

Information is minimal – left me wanting more.

A huge wall that alternates between designer and maker.

Visitors are left to their own devices.

Labels are accompanied by a diorama to support the description.



Interactives

How to design a low carbon home – models and materials but limited opportunity for hands-on.

Brilliant anti-furniture exhibition with wood furniture to climb and sit on.

Good staff / guides to talk about exhibits and lovely toilets, very nice café.

Café was expensive, hand washing place was interesting.

You were advised not to touch things in most areas.

There is one area where you can draw and relax.

Really interesting museum with some memorable exhibits, I liked the seats built into the stairs.

Nice open feeling over three floors using balconies.



Brand

Simple and easy to read, effective.

Shown in many places and applications.

Tells you what it is, pretty basic.

The letters reduce in size.

Logical, less creative, like science.

Clean and simple reflecting the organised layout inside.

SCIENCE MUSEUM

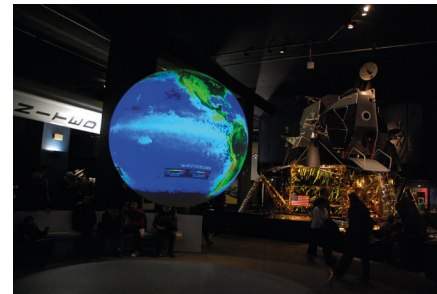
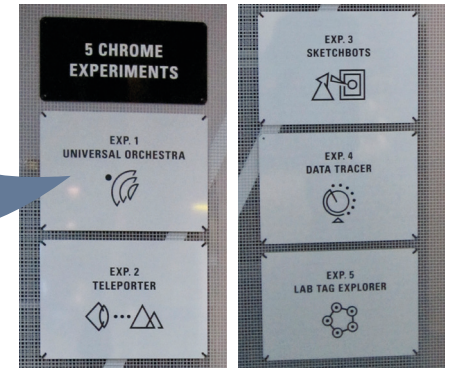


Signage

Black and white basic font

Not easy to follow flow – lots to see but circulation was complicated, I felt lost.

Good use of maps for different rooms.



Interactives

The layout was cool especially the Space Room and 3D projection, I learned a lot.

Good use of phones, screens and touch screens.

Liked Wind Turbine Game and Docking Game, fun and simple.

Really engaging for younger visitors.

Would have liked even more activities.

Mostly screen based with interactive games – no trails or worksheets.

Examples of telegrams were really memorable.

THE NATIONAL GALLERY

Brand

Very simple large basic lettering.
Not very interesting, boring – I expected something more artistic.
The Newspaper font works well on the website.
Used on red banners outside – effective in attracting attention.



Signage

Easy to read / helpful information on card descriptors.
Useful descriptions of paintings – made me want to read about them.
Floor plans were confusing / hard to find my way around / different coloured sections.
Nice use of calming wallpaper.
I got lost several times.



Interactives

No evidence of trails or worksheets.
Advised not to touch exhibits.
Some interactive screens with artwork displayed.
Large gift shop.
Additional comments.
The visit really helped develop my coursework, I enjoyed the experience of seeing such beautiful pictures in person. Signage and navigation could be improved.

As an art student I got to see amazing, inspiring pieces to influence my work. I will always remember the live piano concert in the gallery which complimented the artwork on display.

I want to visit more galleries.

I was shocked to see a Monet and loved it.

The shop was brilliant, I loved the Sunflower jumper.

Brand

Simplistic design used throughout the building.
Used on the website and over the entrance arch to the building.
Black and white contrast stands out – effective.

THE
NATIONAL
ARCHIVES



Signage

Clear font and distinct lettering / good throughout the building.
We had a personal guide which was very helpful.
Lots of documents to read but limited signage and description.
Additional displays in the entrance area and café.

Interactives

Handling documents was supervised to ensure it was done carefully.
Age limit was over 18 so access for younger visitors was restricted.
No evidence of worksheets or planned activity – more for research.



This report was created with Year 11 students at the
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**ARTS COUNCIL
ENGLAND**



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