

# Talking Points: Olympic Design

What makes a visual identity?

Creating the visual identity for the Olympic Games involves many [design](#) challenges. Alongside reflecting the culture of the host nation, it must also communicate universally to audiences around the world. The final identity must remain cohesive across all aspects of the Games, from the medals to the ticket stubs, with each element working together to create a distinctive whole.

Watch the videos below and answer the following questions to explore how these challenges can be overcome.

Please Note:

This page includes links and videos from external sites, verified at publication but subject to change.

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[Report any issues](#), and check school firewall settings if videos don't play.

AGES 5-8

AGES 9-11

AGES 11-14

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**What does designing the Olympics and Paralympics entail?**

### **Questions to Ask Children**

**What do designers need to create for the Olympics?**

**Why is it important to have a design that unites the Olympic games across the city?**

**How might designers present the culture of their city through design?**

**If you were designing an Olympics in your local area, what might you take inspiration from?**

### **London 2012**

**See how design can generate discussion.**

### **Questions to Ask Children**

**Do you think the design for London 2012 represented the UK? Why?**

**Do you like the design? Why?**

**Do you think that discussions about whether the logo was suitable is a good thing or a bad thing? Why?**

## **Munich 1972**

**See how design was used to rebrand post WWII Germany for the 1972 Olympic games.**

### **Questions to Ask Children**

**Describe the colours and shapes that you saw in the designs for the 1972 Olympics.**

**What do you like/dislike about the design? Why?**

**How does the design make you feel?**

**Do you think the design was successful in rebranding a post war Germany? Why?**

## **Los Angeles 1984**

**Find out how the design of the Olympics was spread throughout the city with bright and colourful installations.**

### **Questions to Ask Children**

**Describe the colours and shapes that you saw in the designs for the 1984 Olympics.**

**How does the design of the 1984 Olympics make you**

feel?

Do you like the design from the 1984 Olympics?  
Why?

## You May Also Like...

AccessArt Olympic Resources



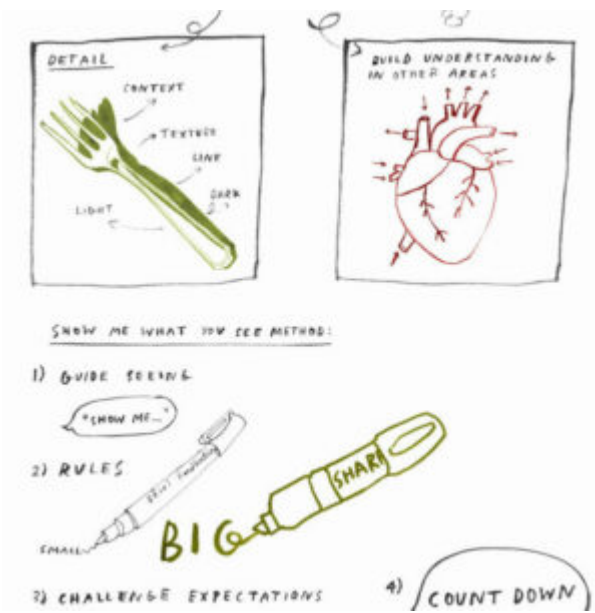
[Explore projects to celebrate the 2024 Olympics](#)

Visual Notes



Find out how pupils can respond to artists work in sketchbooks

Show me what you see



Enable close looking and drawing with this exercise