



Overcoming & Breaking StereoTypes

Title: LOGO and SLOGAN

Aims:

- Creating a collaborative working group
- Understanding what a stereotype is
- Understanding what a logo is
- Focusing on the aims of the project
- Discussing ideas and negotiating with other students
- Establishing a set of rules and meeting deadlines
- Creating a logo and a slogan for the project
- Presenting the logo in an international skype conference

Time: 7 hours (3 meetings of 2 hours each + 1 hour for video conference)

Methods/techniques used: brainstorming, groupwork, cooperative learning

Resources: Participants need pen, paper, computers with editing and graphic design programs (such as Photoshop, Illustrator), printer, (good) Internet connection for skype conference

Instructions/procedure:

First meeting

first hour: Students and teachers discuss the meaning of the word “stereotype”. Students also learn and discuss about Milton Bennett’s scale and his model of intercultural sensitivity. Teachers explain what elements need to be included in the logo (graphic symbol and name of the project) and students brainstorm on how a stereotype can be graphically represented. Students also start thinking of different slogans which can match the picture/symbol.

second hour: students split into small groups (at least 3 or 4) and start sketching a rough on paper.

Second meeting

2 hours: the different groups start working on computers to have a final rendering of their logos and slogans.

Third meeting

First hour: each group shows their logo and slogan to the others and then the best one is voted. Each person can express one vote (teachers too). The logo can be further improved if needed.

Second hour: Teachers and students together plan the video conference during which the logo will be officially chosen. A host must be chosen among the students to lead the conference (moderator). Students work on a description of their logos in order to be able to present it during the skype conference. They also need to agree on how to vote the logos (it must be easy and quick). In our case we decided that each nation could vote for just one logo after the meaning of all of them had been explained by one student from each nation. The other partners have to be informed about this procedure in advance by email (or whatsapp). The country that will host the skype conference must receive by email all the logos a few days in advance in order to print them all and paste them on a poster to show during the video conference.

Fourth meeting

The video conference is held. The host greets everybody and explains when to speak and how to vote. As agreed by email, a member from each country explains the meaning of their logo and slogan. Votes are cast, marked on the poster and counted. *And the winner is... 😊* (the Spanish logo)

Tips to teachers/anticipated difficulties:

Since there could be technical problems that would spoil the activity, it is advisable to have a technical rehearsal a few days – or at least a few hours – before the actual video conference. It is also important to check if there could be sound problems (for instance, echo) in the room where the conference will be held.

ANNEX 1 How the different nations worked on their logo/slogan

ITALY (see above)

SPAIN

First we got all the proposals (there was a group but didn't do much so, in the end we asked all of the students to design a logo). We had like 10 proposals and we voted for the first 5, and then we had a final idea and we changed it a little bit with contributions from different people.

GERMANY

1. First meeting:

- Presentation of the different IVGs (teacher)
- Students choose their group according to their interests
- Short input about important elements of a Logo (teacher)
- Brainstorming in Groups and presentation of first ideas (students)
+ name of one responsible contact person

2. Group Logo

Separate meetings without teachers to develop logo

The contact person writes mail to other countries (teacher or student)

3. Second meeting

- Presentation of the results to all Erasmus students and teachers
- Discussion of the logo – copyright questions
- Working in the specific teams

Improvement at home

Sending the results to partners (students)

Logo: decision in skype video conference

CROATIA

A group of six people worked on the logo. They brainstormed and discussed their ideas, sketched the logo, reached a final version and showed it to the whole group.

POLAND

1. we announced a competition in our school so that everybody could take part and set the deadline

2. we collected the logos from the students

3. three teachers chose the best logo using the criteria like: the artistic value, the slogan, the connection with the topic

4. the winners got the prizes (there were three of them: one provided the idea, another one prepared a drawing and the third made the graphic design of it)

ANNEX 2

LOGOS



Spanish students



Italian students



German students



Croatian students



Polish students

ANNEX 3

Description of the logos

ITALY

This logo was born from two joined ideas. In the "O" of OBST we can see a circle made of two different parts that are going to meet. The "S" of stereotypes stands between the two parts like a wall: the concept that we would like to convey is that we need to overcome this wall to create a better society and learn from our differences. We used the color orange because it's a symbol of confidence in ourselves and in other people. Under the logo there's the slogan "Don't judge. Live!" This quote explains the visual: there are differences between people but they're our strength. We need to stop judging and start living.

SPAIN

The logo consists of five runners, their colours are black, white, green, red, blue and yellow. They represent the colours of the human races and the colours of the planet Earth. Also these are the colours of the Olympic flag plus the white colour of the flag itself. They are running over the word "stereotypes" breaking the path while doing so. The slogan is a pun with the word "race" since it can be used to define a group of people but also it means a running competition so you can read it as one human race and many members of it or as one competition and many players.

GERMANY

The logo shows a blue figure with a circle made of stars on his stomach. It's also juggling with five balls that show the countries participating in this Erasmus+ project (Germany, Italy, Poland, Spain and Croatia). We wanted to show that even though we're all from different countries with different cultures we all belong to the European Union and every country in this union is represented by a star on our joined flag.

POLAND

Our logo shows a large old tree whose crown is built with hands of different nationalities. You may notice a woman's mighty hand, bigger hands belong to men and smaller hands are children's. The hands in the middle are arranged in the shape of a heart. This symbolizes one loving community of people. The trunk constructed from node leaves symbolizes eternity and durability for many years. The whole tree is entwined with ribbon on which is written "We are one world". Through the logo we can show you that we are open to new friendships and with the eagerness and desire we can cooperate with other people.

CROATIA

Our task was to design Logo for mutual project OBST. We started from the very meaning of the acronym OBST – "Overcoming and Breaking Stereotypes". The aim of our project is to improve tolerance, overcome stereotypes and prejudice among the youth. Basic objective of the program is overcoming and breaking stereotypes in education but also in other segments of life. In fact that was our starting point for the Logo design. We looked at the problem but at a global level, because stereotypes and prejudices are everywhere, not just in our country and in our partners' countries.

Picture of Earth was our phase one. As you can see, the hand is above the picture of planet Earth, it stands for salvation, something that can always help anyone regardless of their religion, sexual orientation, origin etc. All of us have wishes we want to fulfill, to reach a specific goal and make ourselves and the people we care about trully happy. We can achieve that only if we have a chance to share our opinion without prejudice, with the realization that every person has rights and we must respect each other mutually. Love is what keeps us going and makes us happy so spread the love! Everyone is different and that is what makes us special.It wouldn't be interesting if everyone was the same, this way we learn about each other and enrich our knowledge. With knowledge, love and respect we make our planet Earth a better place to live.