

OUR LOGO CREATION

A SHORT... BUT INTERESTING STORY



Logo creation in one of the main activities related to a company start-up, it's an activity usually relies on individual's personal creativity but it also needs to consider some basic criteria:

- ➔ Few colours < 5
- ➔ Easy to read
- ➔ Easily recognizable among many others
- ➔ No use of well-know logos or Clip-art

- Easily readable texts
- Black and white readability
- Approved or well-accepted by more than 3 people
- Not in contrast with what it represents
- Easy to describe
- Should arouse feelings of strength and confidence rather than weakness and boredom

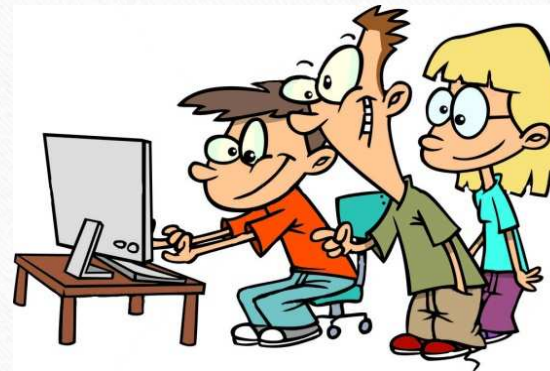
- Our whole activity was carried on via a blended approach: face-to-face in the classroom and through Flipped Learning approach.
- It lasted approximately 3 months (from October to December) and it took us approximately 10 hours (1 hour per week at school).
- At the same time, every single student tried to develop his/her ideas devoting to the task an amount of hours we cannot easily quantify, although we know it took them many hours!

MAIN ACTIVITY STEPS:

A. Cooperative Learning to identify the meaning that the logo was supposed to convey and a guided follow-up clarifying discussion



B. Lab activity



MAIN ACTIVITY STEPS:

C. Search on the Net to look for logos related to youth entrepreneurship in order to get inspiration from successful experiences

D. Students' development, in pairs or groups, of their first drafts, at school



MAIN ACTIVITY STEPS:

E. First activity check: the first students' "works" were shown to the teacher. They could not be considered 'real masterpieces' ...

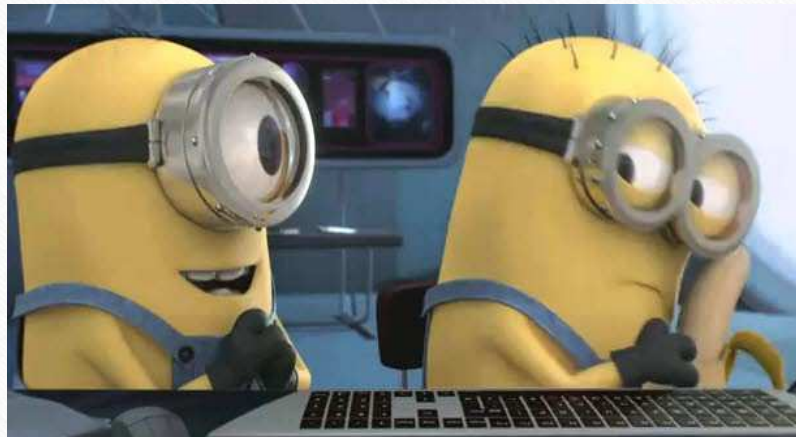


but they represented a significant starting point



MAIN ACTIVITY STEPS:

F. Students' individual development and improvement of their drafts



MAIN ACTIVITY STEPS:

G. Second activity check and activity development: new face-to-face discussion with the teacher and... immeasurable fear



if not **terror**,
to be unable to accomplish the task and achieve effective results!

MAIN ACTIVITY STEPS:

H. Students development and improvement of their drafts

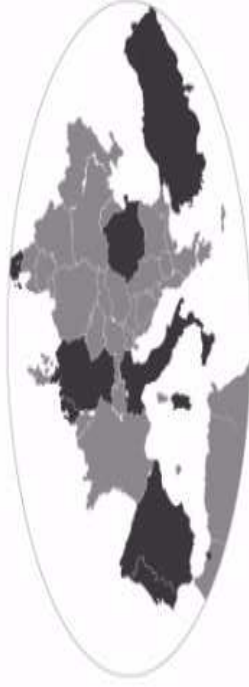
I. Activity development in lab

J. Students' individual development and improvement of their drafts

K. Collection of students' drafts or 'uncompleted works'



I.T.C. Cesare Beccaria



Mini entrepreneurs at school



**MINI-ENTREPRENEURS
AT SCHOOL**



MAIN ACTIVITY STEPS:

L. After a comparison stage, and a lively discussion among students and the teacher, three different logos were created, by assembling and modifying the most representative ones, and here they are:



LEARNING.....2DAY2WORK2MORROW



Learning 2day 2Work 2morrow



AND THE WINNER WAS...



... maybe it's not the best logo in the world
but...

it's the result of our efforts
and...

EFFECTIVE GROUP WORK

