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| Year 1 - Activity 2  DESIGNING A LOGO AND A MASCOTTE | |
| Overview | Logos and Mascots are used to identify and personify the values and characteristics of company brands, sport teams or projects like ours.  The logo and mascot design should fit well with our project theme and concept so they can efficiently represent the project since they are viewed by all stakholders. |
| Learning objectives | * Citizenship key competencies   + Getting to know the partnership and the partners   + Getting to know the project’s theme and concepts   + Getting to know the meaning and the need for a logo and a Mascot. * Curricular competencies   + Learn the basic rules for designing a logo and a Mascot   + Lines and Geometrical shapes   + Primary, secondary and complementary colours   + Main features in Logo and a Mascot   + Iconic Logo and Logotypes   + Give personality to the Mascotte |
| Times | **PHASE 1 – designing the Logo and the Mascot**   * 8 October- 30 November – 1 hour per week   **PHASE 2 – contest to choose the project Logo and Mascot**   * December 1 hour |
| Resources | * PPT presentation * Paper, colours, crayons |
| Steps | **PHASE 1 – designing a Logo and a Mascot**   1. Pupils get to know the partnership 2. They learn the main themes and concepts of the project 3. Pupils learn what Logo and Mascot are 4. Learn some art technique to draw an effective Logo and Mascot 5. Pupils draw an A4 papers a Logo and a Mascot 6. Each school choses the best logo and mascot that will be involved in the contest during the LTTA in Italy   **PHASE 2 - Contest**   * During the LTTA in Italy in December a contest is going to take place in order to choose the project Logo and Mascot. |
| Output | * One Logo and one Mascot for each partner school. * The project Logo and Mascot |
| Evaluation | * Pupils design the Logo trying to put in practice the techniques they have learnt. * Pupils design a Logo and a Mascot that mirror the I.D.E.A.L. project themes and concept. |
| Assessment | The outputs are assessed through the contest |
| Methodology | * Project based learning * Collaborative learning |