|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Teacher(s)** | **Ms. Leventis** | **Subject group and discipline** | **Design** | | |
| **Unit title** | **Logo Design** | **MYP year** | **2** | **Unit duration (hrs)** | **15** |

##### Inquiry: Establishing the purpose of the unit

|  |  |  |
| --- | --- | --- |
| **Key concept** | **Related concept(s)** | **Global context** |
| **Communication** | **Perspective**  **Form** | **Personal & Cultural Exploration**  **Exploration:** |
| Statement **of inquiry** | | |
| **Form and perspective can communicate personal and cultural identify.** | | |
| **Inquiry questions** | | |
| Factual**—** **What is a logo and what can it be used for?**  Conceptual**— How do images affect people in different ways than words?**  Debatable**— Are images limited in what they can convey?** | | |
| **ATL Skills:**  In order to **convey their identities** through their logos, students must **communicate effectively** using imagery.  In order to **convey their identities** through logos, students must **use images effectively and ethically**. | | |