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| **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

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| **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**. |