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| **Teacher(s)** | **Ms. Leventis** | **Subject group and discipline** | **Design** | | |
| **Unit title** | **Logo Design** | **MYP year** | **7** | **Unit duration (hrs)** | **12** |

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

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| **Key concept** | **Related concept(s)** | **Global context** |
| **Communication** | **Perspective**  **Form** | **Personal and cultural expression**  **Exploration: Creation, Products** |
| Statement **of inquiry** | | |
| **Form and perspective can communicate personal and cultural identity to create a product.** | | |
| **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 evaluate the final logo and explain its impact and how it could be improved (Criterion D, strands ii, iii, iv), students must communicate effectively in words. In order to create the logo, students must communicate using imagery (Criterion C, strand iii)  RESEARCH: Media Literacy | | |