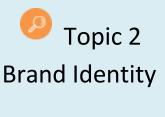
DISCOVER BRAND IDENTITY ELEMENTS FOR CULTURAL HERITAGE







Economy





Activity

- **Short Description**: In an individual activity, each student needs to find examples of brand identity elements for cultural heritage
- Methodology: Research-based learning
- **Duration:** 30 minutes
- Difficulty (high medium low): Low
- Individual / Team: IndividualClassroom / House: House
- What do we need to do this activity?
 - Hardware (Computer or Mobile phone)
 - Software (Web browser)
 - Other resources (None)

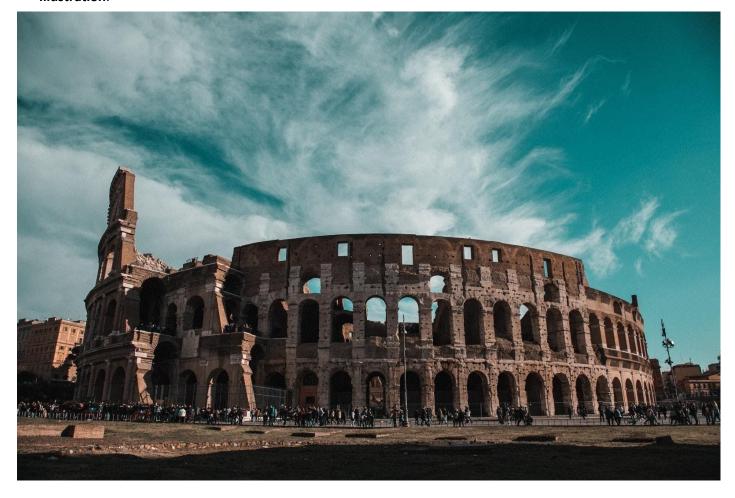
Description







- **Text description**: Once when the lesson is presented by the teacher, the student should find some examples of brand identity elements for cultural heritage.
- Illustration:



Instructions

Chose a web browser to find needed information.

- 1. STEP 1: Find cultural heritage.
- 2. STEP 2: Analyze its branding elements.

Expected outcomes

• That the student learns to identify brand elements of cultural heritage.

DIGICOMP (Competences developed): Browsing, searching and filtering data, information, and digital content, Evaluating data, information, and digital content, Managing data, information, and digital content







ENTRECOMP (Competences developed): Spotting opportunities, Self-awareness and self-efficacy, Taking the initiative

ANNEX:

DIGCOMP	ENTRECOMP
1. INFORMATION AND DATA LITERACY	1. IDEAS AND OPPORTUNITIES
1.1 Browsing, searching and filtering data, information and digital content	1.1 Spotting opportunities
	1.2 Creativity
1.2 Evaluating data, information and digital content	1.3 Vision
1.3 Managing data, information and digital content	1.4 Valuing ideas
	1.5 Ethical and sustainable thinking
2. COMMUNICATION AND COLLABORATION	2. RESOURCES
2.1 Interacting through digital technologies	2.1 Self- awareness and self- efficacy
2.2 Sharing through digital technologies	2.2 Motivation and perseverance







2.3 Engaging in citizenship through digital	2.3 Mobilizing resources
technologies	
2.4 Collaborating through digital	2.4 Financial and economic literacy
technologies	
	2.5. Mobilizing others
2.5 Netiquette	
2.6 Managing digital identity	
2.6 Managing digital identity	2 INTO ACTION
3. DIGITAL CONTENT CREATION	3. INTO ACTION
3.1 Developing digital content	3.1 Taking the initiative
3.2 Integrating and re-elaborating digital content	3.2 Planning and management
	3.3 Coping with uncertainty, ambiguity and
3.3 Copyright and licences	risk
3.4 Programming	3.4 Working with others
	3.5. Learning through experience
4. SAFETY	
4.1 Protecting devices	
4.2 Protecting personal data and privacy	
A 2 Best selfer health and cell heirs	
4.3 Protecting health and well-being	
4.4 Protecting the environment	
4.4 Frotesting the chynolinent	
5. PROBLEM SOLVING	
5.1 Solving technical problems	
5.2 Identifying needs and technological responses	
5.3 Creatively using digital technologies	
J.J Circutively using digital technologies	
5.4 Identifying digital competence gaps	
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