

DISCOVER BRAND IDENTITY ELEMENTS FOR CULTURAL HERITAGE



Module
III



Course
Branding
for
Orange
Economy



Topic 2
Brand Identity



Lesson 1
Brand
elements

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



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



