

DISCOVER BRAND IDENTITY, PERSONALITY OF CULTURAL HERITAGE



Module
III



Course
Branding
for
Orange
Economy



Topic 2
Brand
Identity



Lesson 2
Brand
Personality

Activity

- **Short Description:** In an individual activity, each student needs identify personality of 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 identify personality of cultural heritage they choose in last exercise.
- **Illustration:**



Instructions

Chose a web browser to find needed information.

1. STEP 1: Find cultural heritage.
2. STEP 2: Identify personality of cultural heritage.

Expected outcomes

- That the student learns to identify personality of cultural heritage.

DIGICOMP (Competences developed): *Interacting through digital technologies, Browsing, searching and filtering data, information and digital content, Evaluating data, information and digital content*



ENTRECOMP (Competences developed): *Spotting opportunities, Creativity, Motivation and perseverance*

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>	



