

DISCOVER CULTURAL HERITAGE THAT CAN BE BRANDED



Module
III



Course
Branding
for
Orange
Economy



Topic 2
Brand Identity



Lesson 4
What can be
brand

Activity

- **Short Description:** In an individual activity, each student needs identify different things that can be branded.
- **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 know what can be branded.
- **Illustration:**



Instructions

Chose a web browser to find needed information.

1. STEP 1: Google different kind of brands.

Expected outcomes

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

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



ENTRECOMP (Competences developed): *Spotting opportunities, Creativity, Self-awareness and self-efficacy, 1.4 Valuing ideas*

ANNEX:

DIGCOMP	ENTRECOMP
<p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p>	<p>2. RESOURCES</p> <p>2.1 Self-awareness and self-efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p>



<p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</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>	

