

EdRugby Online Educational Resource

LESSON: Logos and emblems

THEME: Rugby diversity

LEVEL

Upper primary

DESCRIPTION:

Students are introduced to advertising and other logos and signs used in everyday life. They collect a range of logos, identify the symbols used and explore the purpose and form.

OUTCOMES

This lesson contributes to the achievement of the following unit outcomes:

English

- With teacher guidance, identifies and discusses how linguistic structures and features work to shape readers' and viewers' understanding of texts.
- Identifies and discusses some of the relationships between ideas, information and events in visual texts designed for general viewing.

The Arts

- Responds to key visual features of art works.
- Explores and uses several art elements and uses specific skills and techniques appropriate to the medium.
- Discusses visual art works from several cultures.
- Identifies distinguishing features of visual art works that locate them in a particular time, place or culture.
- Shows an understanding of the ways visual art works are made within particular cultural and historical contexts.

SUGGESTED TIME:

60 minutes

WHAT YOU NEED:

- magazines and newspapers featuring logos
- posters featuring logos, symbols and signs
- map or street directory featuring a key
- class copies of student handouts (at the end of this lesson plan)
- scissors and glue.

PART 1 COLLECTING IDEAS

- a. Show the class the 'no smoking' and 'male/female' signs featured towards the end of this lesson plan. Ask the class some questions about this sign.

Prompt questions may include:

Who has seen this?

What does this mean?

Where might you find this?

Why was this made?

What is it a picture of?

Work with the whole class to collect a list of responses. Possible responses may include:

- it means no smoking in this area.
- give up smoking.
- this sign is found in hospitals and banks.
- people made this sign to communicate a message.
- it is a picture of a lit cigarette with a line through it to say 'no'.

- b. Ask the class the questions:

Why is a picture used?

Why not use the actual words 'no smoking'?

What do you call this special type of picture?

Work with the whole class to collect a list of responses. Possible responses may include:

- a picture tells a thousand words
- so people from other countries can read it
- it makes it internationally understood
- it is quick and easy to understand
- it is a sign, symbol, logo, landmark, emblem

- c. Explain that logos and emblems are often used to communicate a message or identify a sporting team. One advantage of using a logo is that the understanding is usually international.

Ask the class the questions:

What other uses are made of logos?

Where else do we find signs and symbols?

Work with the whole class to collect a list of responses. Possible responses may include:

- safety signs
- advertising
- book coverings
- stickers
- Rugby teams
- sporting tournaments
- singers and bands

If you have additional source material such as maps, street directories, magazines, newspapers and posters containing logos and symbols, show them to the class.

Discuss why logos are used in a wide range of different contexts. Explain that there were many logos and emblems used in the Rugby World Cup 2003 and that you and the class are going to learn more about them.

PART 2 WALLABY LOGO

A key concept in using logos and emblems is the language and meaning of the symbols used.

Show students the Wallabies logo, directing their attention to the symbol of the wallaby marsupial.

Discuss the symbol and its significance. Prompt questions include:

Where else have you seen this symbol?

What does it stand for?

Explain that symbols can represent the qualities of an animal.

PART 3 RUGBY WORLD CUP 2003 TEAM EMBLEMS

- a. Distribute the student handout featuring team emblems. Students may already be familiar with some of these emblems.

Ask the class some questions about the logos

What pictures are in these logos?

Where else have you seen these symbols?

Discuss the symbols of the wallaby marsupial, plants and other symbols used.

Alternatively, show an OHT version of the Rugby World Cup 2003 teams.

- b. Organise students into small groups. Ask each group to match a team to its emblem. Hand out a copy of the Rugby World Cup 2003 teams table to each student to assist construction.
- c. Alternatively, complete this activity by making a record of student responses in a summary table similar to that shown below: Regroup and jointly construct the table.

Team name	Nation	Symbols used	Emblem
<i>Cherry Blossoms</i>	<i>Japan</i>	<i>three cherry blossoms, two leaves</i>	

PART 4 REFLECTION

Discuss the forms and features of the emblems. Explore the range and diversity of the countries that participated in the Rugby World Cup 2003, discussing examples of particular interest to the students. Reflect on the value of cultural diversity and the contributions made by people from a range of cultural backgrounds living in Australia.

PART 5 EXTENSION

- Ask students to look through magazines and biographies to collect examples of logos, symbols, signs and emblems.
- Ask students to locate the emblem for each Australian state and territory.
- Students can begin to record suggestions for creating their own logo.
- Ask students to find logos and emblems used by the school, local sporting teams and other organisations. Why are they important? How do they support the aims of the school or sporting team?
- Explore how colours are used in logos and emblems.
- Look at flags of other nations, exploring the symbolism of each. Use the Internet to search for ‘United Nations’ or individual countries.

- Locate logos that have changed over time. Why are logos updated? What are the advantages of keeping the same logo? Explore the history of the Olympic rings.
- Find out more about logos. Use the Internet to search for 'logo', 'symbol' and 'sign'.
- Explore the glyphs used to represent star constellations in the zodiac.
- Use the Internet to locate other logos used in Rugby, e.g. try www.rugby.com.au and www.irb.com
- Explore the trade mark TM and copyright symbols and how they are used to protect logos from incorrect use.



Explore www.rugby.com.au/edrugby (select 'ONLINE RESOURCE') for a student interactive activity related to this lesson.



STUDENT HANDOUT RUGBY WORLD CUP 2003 TEAMS

Rugby World Cup 2003 team emblems.

Team name	Nation	Symbols used	Emblem
1. <i>Cherry Blossoms</i>	<i>Japan</i>	<i>3 cherry blossoms, two leaves</i>	
2.			
3.			
4.			
5.			

STUDENT HANDOUT RUGBY WORLD CUP 2003 TEAMS

Rugby World Cup 2003 team emblems.

Team name	Nation	Symbols used	Emblem
6.			
7.			
8.			
9.			
10.			

STUDENT HANDOUT RUGBY WORLD CUP 2003 TEAMS

Rugby World Cup 2003 team emblems.

Team name	Nation	Symbols used	Emblem
11.			
12.			
13.			
14.			
15.			
16.			

STUDENT HANDOUT RUGBY WORLD CUP 2003 TEAMS

Rugby World Cup 2003 team emblems.

Team name	Nation	Symbols used	Emblem
17.			
18.			
19.			
20.			