Activity 6:
What shall we call ourselves?

Learning Objective

- To encourage innovation and ideas generation.

Entrepreneurship Characteristics

Creativity

- Lateral thinking – ideas generation
- Innovation

Relationships

- Presentation

Organisation

- Decision Making

Learning activities

Ask the pupils to decide what makes a good name for a business:

- *Easy to remember*
- *Tells people about the company*
- *Explains what the company does*

Ask the pupils to work in groups to thought shower memorable names for their enterprise. For example, they can:

- choose a name that describes what the business does
- make up a new unique name but it will take longer for people to remember it.

After trying lots of combinations, and listening to everyone's ideas, create a shortlist of names. Check online that the names don't already exist or that the name does not mean anything undesirable in a foreign language.

From the shortlist, ask the pupils to vote to decide the 'company' name.

Introduce the idea of a having a project logo. A logo is much more than just an image; it is part of the brand of a company. A well-designed logo says to customers that the business provides quality goods or services.

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Ask the pupils to collect different types of logos from magazines and newspapers.

As a class, create a "Logo ladder", by arranging the most effective logos at the top and the least effective at the bottom.

Discuss the merits and design features of the logos. In groups ask pupils to identify things they like and things they dislike about a logo. Consider features such as:

- the message it gives about the company
- the clients or customers it appeals to
- the use of colour; as it is expensive to print in colour consider if the logo will work well in black and white.

Pupils use ICT or art materials to design logos for their enterprise. Pupils present their ideas to the class. As this is a good opportunity for peer evaluation, ask the other pupils to give constructive feedback.

Ask the pupils to vote to decide the design for the logo.

Learning outcome

Pupils will generate imaginative ideas.

Resources needed

- Examples of logos from magazines and newspapers
- ICT
- Art materials
- Interactive whiteboard

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Curriculum for Wales

Areas of Learning and Experience

Health and well-being

- Our decision-making impacts on the quality of our lives and the lives of others.

Expressive Arts

- Creating combines skills and knowledge, drawing on the senses, inspiration and imagination.

Cross-Curricular Skills

1. Literacy

Speaking

- Purpose
- Collaborative talk
- Questioning

Listening

- Listening for meaning
- Listening to understand
- Listening as part of collaborative talk

2. Digital Competence

- Sourcing, searching and planning digital content
- Creating digital content
- Evaluating and improving digital content

Big Ideas Wales

Llywodraeth Cymru
Welsh Government