

| | |
|--|--|
| Title: | My Flag for the Future |
| Author: Organization: Location: | Michael Gray Child and Youth Friendly Calgary Calgary, Alberta, Canada |
| Grade Level: | 3 – 6 |
| Time Allotment: | 75 minutes to 120 minutes |
| Overview: | This lesson is designed for students to re-claim the symbol of their hometown by creating a new crest or logo. Students will first study their hometown's logo or crest and comment on what it means to them. Following that, the students will work in teams of two to three to create a new logo or crest for the youth of their hometown. |
| Subject Matter: | Social Studies (Local history), Visual arts (art and symbol making) creative thinking |
| Learning Objectives: | <ul style="list-style-type: none"> • Students will learn about their local history and how it relates to symbols of pride. • Students will work as teams in articulating their symbols of pride in the creation of a new city logo or crest. • Students will work with a design process that is fun and promotes youth inclusion into civic decisions. • Students will present their crests or symbols to the class. |
| Standards: | Alberta Social Science Curriculum http://www.learning.gov.ab.ca/k_12/curriculum/bySubject/ Special Communities - customs and traditions (Grade 3) Local Governments (Grade 6) Arts Curriculum (Grades 3 and 4–level 2) |
| CUBE components: | Community Connections |
| Materials: | <ul style="list-style-type: none"> • Large 11"x17" paper • Crayons, pencil crayons, or markers |
| Prep for Teachers: | <ul style="list-style-type: none"> • Find an example of your hometown logo or crest. Find out (at city hall, perhaps) what the logo means, when it was designed and what might have been its predecessor. |

WEB CURRICULUM:

Center for Understanding the Built Environment (CUBE)
5328 W. 67th Street, Prairie Village, KS 66208
Phone: 913-262-8222 Fax: 913-262-8546

| | |
|--------------------------------------|---|
| | <ul style="list-style-type: none"> • Locate examples of other crests and logos from other towns and cities. • Read the short article on Heraldry at Encarta Encyclopedia online (http://encarta.msn.com/) • For younger students, you might want to provide a template of a crest to help the drawing process. |
| | |
| <p>Introductory Activity:</p> | <p>Background to Crests and Logos Instructors should cue visuals from Intro Lesson Images Link and read the following script. (For more <i>Reading the Streets</i> exercises, see p. 54-58 in CUBE's Walk Around the Block curriculum.)</p> <p>Instructor will read the following script to the classroom while showing intro lesson visuals:</p> <p><i>Cue up Image 1. Statues and monuments, logos and even a local building material used over and over can all be symbols of your community. The Prancing Pig stands as the proud symbol for Cincinnati, a city whose early beginnings depended on the pork industry. Town symbols can be used on the logo that appears on everything: stationery, signs, maps; and in some not-so-obvious places like the utility (manhole) covers. Centennial or other anniversary-type celebrations are a great opportunity to design a cover that will remind people of your community with every step they take.</i></p> <p><i>Click to Image 2. The utility cover for Louisville, Kentucky carries the fleur-de-lis, honoring Louis XVI, for whom Louisville is named.</i></p> <p><i>Click to Image 3. The utility covers can refer to state flowers and birds, to historical events or to the geographic landscape. This is the cover for Chattanooga, TN.</i></p> <p><i>Click to Image 4. The sunflower, the state flower of Kansas, has “grown” for years on the utility covers of this state. An unexpected treat is to find a very old one in a backyard, or in the dark depths of a shopping center parking lot. These utility covers create a real “sense of place” through design.</i></p> <p><i>Click to Image 5. Two students’ designs for new utility</i></p> |

WEB CURRICULUM:

Center for Understanding the Built Environment (CUBE)
5328 W. 67th Street, Prairie Village, KS 66208
Phone: 913-262-8222 Fax: 913-262-8546

covers.

Click to Image 6. *These students made a study of the covers in their neighborhood before beginning their designs.*

During Medieval Europe, the noble class was considered as its own "little government". They only had to obey their king or queen, the ultimate ruler during these times. These families were very rich and powerful and controlled large armies of knights and soldiers. When families sent their armies to battle, they would allow their knights (their most trusted and powerful soldier) to wear a symbol of the family on their surcoat over their coat of mail (a part of the knights' armor). This is why the crests are sometimes referred to as a "coat of arms".

Although the original purpose of the "coat of arms" was identification of family association, the practice spread through Europe and moved over to North America to the colonies.

Today, many companies, corporations, and cities have crests or logos that are used in order that people can identify them. Think of some of the most popular logos or crests that you know. McDonalds' golden arches, Nike's swoosh, Apple Computers' apple and so forth.

Hometown Symbols

Option 1 - Students research their hometown logo or crest. This option makes use of the Researching Your Hometowns Logo or Crest handout located at the end of this pdf.

Option 2 - Teacher initiates Lesson Plan whereby the teacher has researched their hometown logo or crest.

- Introduce the lesson by talking about your hometown logo or crest.
- Ask the students what the logo or crest means to them.
- Record their answers.
- Discuss some of the observations.
- Explain what the history is behind the logo or the crest of your hometown.
- Explain when it was designed and if the citizens of that day were involved in the process.

WEB CURRICULUM:

Center for Understanding the Built Environment (CUBE)
5328 W. 67th Street, Prairie Village, KS 66208
Phone: 913-262-8222 Fax: 913-262-8546

| | |
|--|--|
| | <ul style="list-style-type: none"> • If so, why do you think that they picked the crest or the logo that they did? <p>Does it symbolize:</p> <ul style="list-style-type: none"> • The past? • The future? • The main industry? • The spirit of the community <i>then</i>? • The history of the community? • The landscape of the community? • The founders? |
| | |
| Learning Activity: | <p>Child and Youth Friendly Symbols</p> <p>Using the knowledge that the students have gained on <i>why</i> towns and cities create logos and crests, explain to the students that they will create a new crest or logo for their hometown, except that this logo or crest will represent or "tell the mature citizens" about the young citizens.</p> <p>Have the students work in teams of three or four to begin brainstorming what youth-centric symbols or ideas they have for a new logo or crest. Once they have agreed on a design, allow the team to start drawing and coloring.</p> |
| | |
| Culminating Activity: | <p>Presenting Our Symbols</p> <p>Once all of the teams have created their logos or crests, have a design exhibition in your class. The students will present their designs to the class and talk about the inspiration for their particular logo. In addition, you may invite someone from City Hall to attend the presentation.</p> |
| | |
| Evaluation/ Teacher Reflection: | <p>This project allows students to create a youth-friendly version of their hometown's logo or crest.</p> <p>Ask the students:</p> <ol style="list-style-type: none"> 1) Why is it important to have a logo or crest for our hometown? 2) When you did see the logo or crest, do you feel that it accurately represents the city/town today? 3) Why do you feel that a youth-friendly version of your hometown's crest or logo is needed? <p>You can also evaluate the students.</p> |
| | |
| Cross Curricular Extensions: | <p>Art class—Get the art teacher involved in this project!</p> <p>Music—Groups of students or the entire class may want to</p> |

WEB CURRICULUM:

Center for Understanding the Built Environment (CUBE)
5328 W. 67th Street, Prairie Village, KS 66208
Phone: 913-262-8222 Fax: 913-262-8546

| | |
|-------------------------------|--|
| | write a youth-friendly anthem for the hometown. |
| | |
| Community Connections: | Invite community members in to the class along with local civic politicians for an art exhibit. Invite a group of seniors in to work on a joint project that will have both senior friendly and youth-friendly in one crest or logo. |

Researching Your Hometown's Logo or Crest

Please answer the questions that will assist you in researching your hometown's logo or crest.

1. Have you ever seen your hometown's logo or flag? If you have seen it or have a copy of it available place it below or try to draw a picture of it here.



2. If you have not seen it or are not sure if there is one, here are some suggestions as to finding out if there is a logo or crest for your hometown.
 - If you have access to the Internet, try your hometown's web site. Many cities and towns put their logos and crests on their web site. You can print off a copy of it from the web site.
 - Phone the local government switchboard or information line. The number will be in the phone book. If they inform you that they *do* have a logo or crest, ask them where you may find a copy of it.
3. Once you have a copy of the logo or crest. Answer the following questions:
 - What does the logo or crest say about your hometown's past present and future?
 - What pictures are on the logo or crest?
 - Are there words on the logo or crest? If so, what do they say?

WEB CURRICULUM:

Center for Understanding the Built Environment (CUBE)
5328 W. 67th Street, Prairie Village, KS 66208
Phone: 913-262-8222 Fax: 913-262-8546