POLITICAL SYMBOLISM (7-12)

OBJECTIVE: Students will be able to recognize and explain common political symbols for the US. Students will create a symbol based on the values of both school and SPB.

STANDARD: HS.SP2.1 Analyze how contexts shaped and continue to shape people's perspectives.

CIVICS EXAM QUESTIONS:

- Why does the American flag have 13 stripes?
  A: They represent the 13 original colonies.
- Why does the American flag have 50 stars
  A: One star for each state.

TIMELINE: This lesson best fits after the initial explanation and kick off, before brainstorming ideas. It is best done in a new program to help with visibility and branding.

APPROXIMATE LESSON LENGTH: 50-60 minutes

SUPPORTING MATERIALS:

- *Creating a Symbol* handout

VOCABULARY: Symbolism

INSTRUCTIONS:

1. Engage

- Direct students' attention to the American flag in the room
- In small groups have them discuss the meaning of each element of the flag: stripes, stars, colors
- As a class, create a list of other political symbols and their meaning (donkey, elephant, etc.)
- Discuss:
  - Why are political symbols used?
  - How can symbols convey ideas?

2. Explore

- Have students review key requirements and steps for creating a symbol
- Discuss what values they want their symbols to represent
- Have students develop their own symbol in small groups using the *Creating a Symbol* checklist

3. Explain

- Each group will create and present one slide with their symbol and explanation of its connection to school and SPB values

4. Elaborate

- The class will vote for the symbol they want to represent the SPB Process

FORMATIVE ASSESSMENT OR ARTIFACT:

- **Artifact**
  Students will show thinking and learning through the creation of a political symbol for their SPB process

- **Assessment**
  Students will be able to answer the question on the symbolism of the flag on the Civics Exam

EXTENSION ACTIVITIES:

- Analyze the cultural implications of symbols used by organizations in different parts of the world.

Creating a Symbol

Creating a symbol for a new organization is a multifaceted process that involves both creative and strategic considerations. Here are the **key requirements and steps to follow**:

1. Define the Purpose and Values
   a. Mission and Vision: Understand the core mission and vision of the organization. The symbol should reflect the organization's long-term goals and aspirations.
   b. Values and Principles: Identify the values and principles that the organization stands for. These should be embodied in the symbol.

2. Research and Inspiration
   a. Industry Standards: Study symbols used by similar organizations in the same industry to understand trends and standards.
   b. Historical and Cultural Context: Consider any historical or cultural elements relevant to the organization that could be incorporated into the symbol.

3. Design Elements
   a. Simplicity: Ensure the symbol is simple and easily recognizable. It should be able to scale well from small to large sizes.
   b. Relevance: The design should be relevant to the organization's purpose and industry.
   c. Uniqueness: Create a unique design that sets the organization apart from others.
   d. Timelessness: Aim for a design that will remain relevant and effective over time.

4. Color Scheme
   a. Color Psychology: Use colors that evoke the desired emotions and align with the organization's values.
   b. Brand Consistency: Ensure the colors chosen are consistent with the organization's branding guidelines.

5. Typography
   a. Font Choice: If the symbol includes text, choose fonts that are legible and align with the organization's identity.
   b. Text Positioning: Position text in a way that complements the overall design without overshadowing the symbol itself.

6. Legal Considerations
   a. Trademark Search: Conduct a trademark search to ensure the symbol does not infringe on any existing trademarks.
   b. Copyright: Ensure the design is original and does not copy other existing designs.

7. Feedback and Iteration
   a. Stakeholder Feedback: Gather feedback from key stakeholders within the organization.

b. Market Testing: Test the symbol with a broader audience to gauge its reception and effectiveness.

c. Refinement: Refine the design based on feedback and testing results.

8. Technical Specifications

a. Scalability: Ensure the symbol is scalable and looks good in various sizes and on different media (print, digital, merchandise).

b. Formats: Prepare the symbol in multiple formats (e.g., vector, PNG, JPG) to ensure versatility.

9. Implementation

a. Brand Guidelines: Develop a set of brand guidelines that outline the proper use of the symbol, including color codes, size restrictions, and placement rules.

b. Rollout Plan: Create a plan for rolling out the new symbol across all organizational materials and platforms.

STEPS TO CREATE THE SYMBOL

1. Brainstorming and Sketching:
   a. Start with brainstorming sessions to generate ideas.
   b. Sketch initial concepts by hand or using digital tools.

2. Digital Design (OPTIONAL):
   a. Use graphic design software (e.g., Adobe Illustrator) to create digital versions of the sketches.
   b. Experiment with different design variations.

3. Review and Feedback:
   a. Present the designs to stakeholders and gather feedback.
   b. Make necessary adjustments based on the feedback.

4. Finalization:
   a. Choose the final design and refine it.
   b. Ensure it meets all technical and aesthetic requirements.

5. Approval and Registration:
   a. Get final approval from the relevant decision-makers on school campus.