

## Lesson Plan: The Anti-Bullying Logo and Motto\*

<b>Duration:</b>	75-90 minutes
<b>Summary Description:</b>	<p>This lesson plan intends to create a common logotype and motto that represents the combat of bullying as a whole (prevention, raising awareness of the audience, showing the benefits of a free of bullying school, etc.) with the inputs of the whole classroom participants.</p> <p>The idea of this plan is to design a logo and a motto following a process that involves developing basic skills for reaching agreements: active listening, coordination, negotiation and decision-making.</p> <p>Students will work in groups of 5. Each group will deliver a proposal using the <b>principles of decision making</b>, namely:</p> <ul style="list-style-type: none"> <li>- <b>Inclusive and participatory:</b> All children will be involved in group discussions and will be requested to contribute to the discussion.</li> <li>- <b>Collaborative:</b> The group may build a proposal with input from all group members.</li> <li>- <b>Agreement Seeking:</b> The goal is to generate as much agreement as possible. Regardless of how much agreement is required to finalise a decision, the group using a consensus process makes a concerted attempt to reach full agreement.</li> <li>- <b>Cooperative:</b> Children are encouraged to keep the good of the whole group in mind. Each individual's preferences should be voiced so that the group may incorporate all concerns into an emerging proposal. Individual preferences should not, however, obstructively impede the progress of the group.</li> </ul>
<b>Tags:</b>	Causes of Bullying, Bullying Prevention Strategies, Social and Communication Skills, Conflict Resolution Techniques
<b>Aim:</b>	<p>The aim of this lesson is to motivate children to:</p> <ul style="list-style-type: none"> <li>• Think about bullying as individuals and as a group;</li> <li>• Identify how they can represent the combating of bullying in a simple and focused way while at the same time creating a powerful communication tool: a logotype;</li> <li>• Work in groups and apply the values necessary to reach an agreement.</li> </ul>
<b>Objectives:</b>	<p>This lesson intends to enable students to:</p> <ol style="list-style-type: none"> <li>1. Identify images or short phrases that can represent</li> </ol>

	<p>the act of combat bullying;</p> <ol style="list-style-type: none"> <li>2. Describe their point of view in a brief and comprehensive manner;</li> <li>3. Defend their opinions and negotiate in a polite and calm manner;</li> <li>4. Listen respectfully the opinions of the rest of the group;</li> <li>5. Reach agreements working in small groups;</li> <li>6. Coordinate the development of a common idea;</li> <li>7. Summarize and explain the main reasons for the agreement reached.</li> </ol>
<p><b>Learning outcomes:</b></p>	<p>With the completion of the lesson, students will be able to:</p> <ul style="list-style-type: none"> <li>• Represent an abstract idea by using simple images and brief texts;</li> <li>• Participate in a decision making group process, implement conflict resolution techniques and reach productive agreements;</li> <li>• Learn to listen to others and respect their opinions</li> </ul>
<p><b>Material:</b></p>	<p>Logotype definition:  <i>“A logo is a graphic mark, emblem or symbol commonly used by organisations, that is, entities comprising multiple people that have a collective goal or things in common, to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed by the name of the organization (a logotype or wordmark).”</i>  <a href="https://en.wikipedia.org/wiki/Logo">https://en.wikipedia.org/wiki/Logo</a></p> <p>Motto definition:  <i>“A motto is a phrase meant to formally summarise the general motivation or intention of an individual, family, social group or organisation.”</i>  <a href="https://en.wikipedia.org/wiki/Motto">https://en.wikipedia.org/wiki/Motto</a></p> <p>Meaning and history of real famous logos:  <a href="http://www.companyfolders.com/blog/25-famous-company-logos-hidden-meanings">http://www.companyfolders.com/blog/25-famous-company-logos-hidden-meanings</a></p> <p>Big blank sheets and colour pencils</p>
<p><b>Activities</b></p>	
<p><b>Activity 1</b></p>	<p><b><i>A first approach to bullying</i></b> (15 minutes)</p> <p>This activity is only necessary if students do not have previous bullying related training.  The teacher has to explain the main dimensions of bullying. He/she can resort to the <i>“Peer to Peer Support Guidelines”</i> or the <i>“Specialised Blended Learning Module for Teachers”</i> contained in the ComBUS Toolkit.</p>

<p><b>Activity 2</b></p>	<p><b>Create a logotype working in groups</b> (30 minutes)</p> <p>Organise the participants in groups of 5 and encourage them to sit around one or two tables (depending on the size). Make sure that the groups are formed by children of different profile and that they are relaxed.</p> <p>As introduction to the activity, present the definition of logotype and make sure each participant understands the concept.</p> <p>Let students read out loud the principles of the decision making (a paragraph or phrase each student) and clarify their doubts, if any, concerning these concepts.</p> <p>Give students between 10-15 minutes to draw the logo. Time can be adjusted by the workshop leader depending on the ability of the groups. It is preferable to give a short period of time to ensure that students pay full attention to the activity and, if needed, concede extensions of 2 or 5 minutes. Make sure, as far as possible, that all the group members come up with ideas, draw and discuss.</p> <p>Ask each group to choose a spokesperson that will be the only one allowed speaking on behalf of the group.</p> <p>Each group's spokesperson will show the logo to the classroom mates while explaining the different parts of the logo, where it is inspired from and how it can encourage viewers to combat bullying.</p>
<p><b>Activity 3</b></p>	<p><b>Link the logo with a motto</b> (15 minutes)</p> <p>If the agreed logo does not include a motto, it is time to come up with one to empower its message against bullying. The procedure to follow will be the same as in activity 2, briefly:</p> <ul style="list-style-type: none"> <li>- Groups have from 3 to 5 minutes to create a proposal;</li> <li>- The spokesperson presents and explains the motto to the rest of the class.</li> </ul> <p>Moreover, activities 2 and 3 could be merged in order to agree upon both a logo and an inspiring motto at the same time.</p>
<p><b>Activity 4</b></p>	<p><b>Negotiate a common anti-bullying logo and motto</b> (15 minutes)</p>

Activity 4 consists the creation of a unique final logo and motto that represents the vision of the classroom as a whole concerning bullying, based on those developed by the groups. Students may just choose the most suitable logo and motto, generate a new one mixing parts of the previous logos and mottos or invent an absolutely new one from zero.

In this sense, children will have to participate in the agreement seeking inside their groups and only the spokesperson is allowed to communicate the agreements of the group to the rest of the class. Spokespersons will present the ideas of the group and then the rest of groups will have 1 minute to discuss internally the proposals before announcing their verdict. After three rounds, children should reach an agreement. The workshop leader may guide the discussion and mediate in order to achieve the agreement.

If the agreement does not emerge from the negotiation, it is time to implement a democratic process. Each group will propose a solution that will be voted (the teacher can vote as well and in case of draw, his/her vote counts double). The most voted logo and motto wins.

*\*Material adapted from the resource "We all like our Logo" from the Ethika project (KA2-SE-31/14).  
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