



INTRO TO ADVISORY



WE HAVE ARRIVED



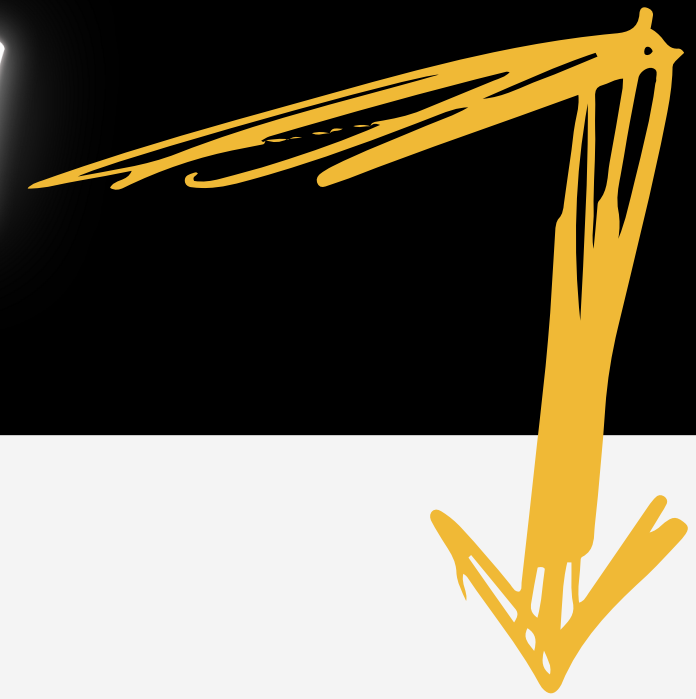
INTRODUCTION

Today, we will:

- * Explore the concept of brands
- * Explore personal brands
- * Create an “Advisory” artifact



SEL CONNECTION



Today, we will practice **social awareness** by considering the role of brands and symbols in society and **self management** by considering what it takes to make a personal brand.



ICEBREAKER

WHAT IS A BRAND?





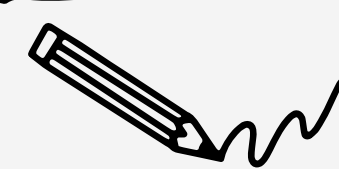
WHAT IS A BRAND?

REFLECT AND DISCUSS:

- What is a brand?
- What is a logo?
- What is a slogan?



ICEBREAKER



WRITING

WHAT IS A BRAND?

Think of as many brands, logos and slogans as you can!



LESSON

PART ONE

FAMOUS BRANDS



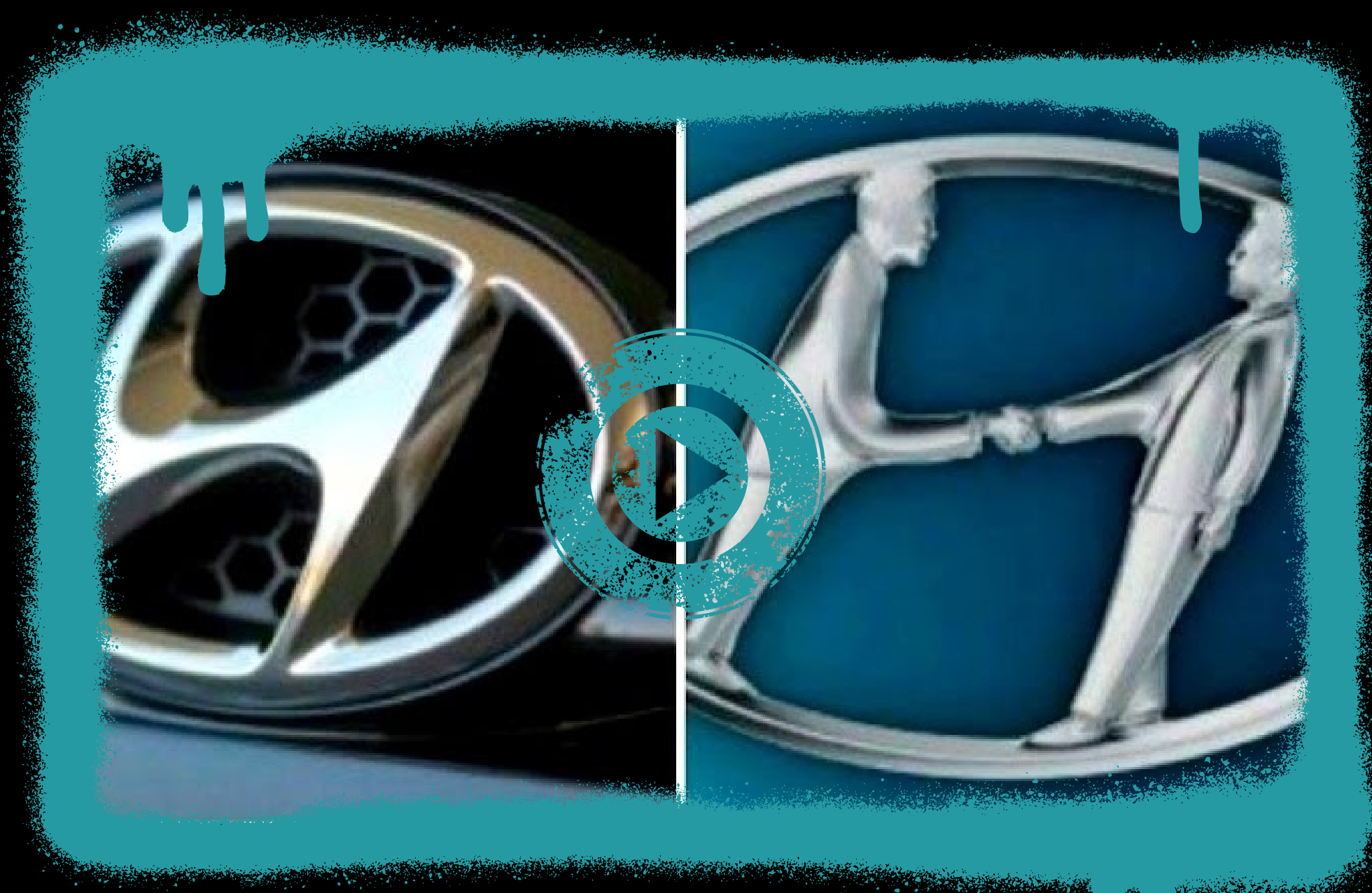
LESSON: PART ONE



WATCH A VIDEO

FAMOUS BRANDS

Watch the video about famous brands and their hidden meanings



LESSON: PART ONE



TALK ABOUT IT

FAMOUS BRANDS

- How many brands did you recognize?
- What would a brand or symbol for you look like?
- What would a brand or symbol for our class look like?
- What story could be told about our advisory?





LESSON

PART TWO

ARTIFACT BRAINSTORM



LESSON: PART TWO



ARTIFACT BRAINSTORM

- 1) Reflect on your brand using the advisory brainstorm sheet.
- 2) Share your responses.
- 3) Find ideas you have in common.



LESSON: PART TWO



WORK TOGETHER

ARTIFACT BRAINSTORM

- 1) Brainstorm a symbol or brand for our class.
- 2) What could a possible slogan be?

LESSON: PART TWO



TALK ABOUT IT

ARTIFACT BRAINSTORM

What have you realized about brands, symbols and logos?

