Duration – 1 month (10 x 3 hour sessions)
Competences validated – Problem solving and Teamwork
Location and learners – HMP Shotts, long-term adult male prisoners

This experiential project-based learning is linked to the country's first prison-based creative industries work party. The work is by commission, from external stakeholders. The wealth of learning that takes place in this employment – production, teamwork, brief development, art and digital design – is not summative assessed or monitored for grading or qualifications.

So Iñigo, the project's facilitator, chose the problem-solving sub-competence of the key competence Learn to Learn because the learner needs to be competent in acquiring, processing and mastering new knowledge and skills to be able to design a logo, as well as to develop their own learning strategies during the development process.

This project focused on the creation of a new logo for SERA – 'Secularism and Radicalization' is an ERASMUS+ European initiative to address the radicalisation of young people in prison, with five countries taking part: Belgium, France, Italy, Malta, Spain, Turkey.

The different stages of the process involved:

  o Stage 1: Establishing a creative communication with client about project brief
  o Stage 2: The group devised a concept based on the brief
  o Stage 3: They prepared designs and made a proof sheet
  o Stage 4: They liaised with the client on a creative level
  o Stage 5: Finally, they made a final graphic product ready for professional use

The logo was devised based on the client's brief as follows:
"The purpose of the project is to strengthen the learning of the founding values of secularism in order to better fight the phenomena of radicalization in enclosed living spaces (prisons, educational centres...).

We do not expect specific colours (all your propositions will be welcomed). We will harmonise the website colour with the logo..."

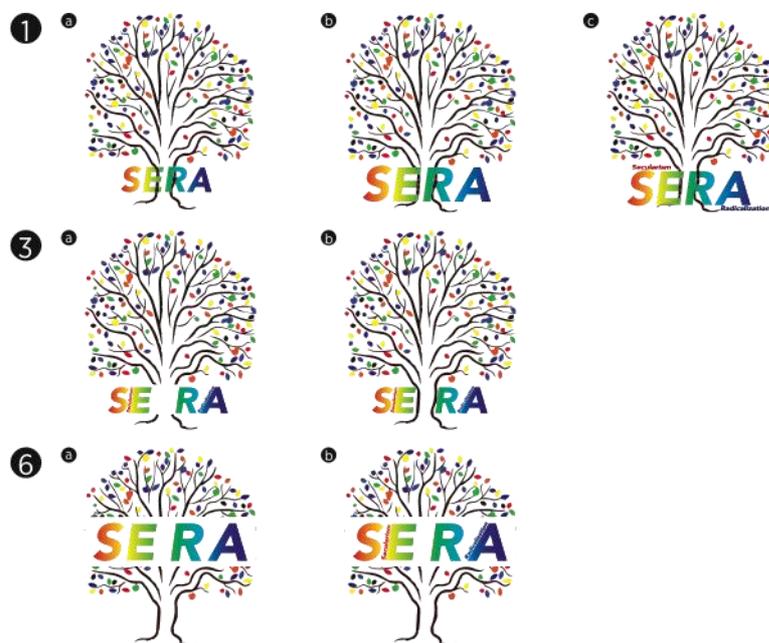**The students came up with the following concept for this logo:**
"We wanted to represent the positive change that SERA can have on the individual by acknowledging the variety among people's backgrounds and preferences in life, and step away from radicalisation. The colours of the leaves represent the multicultural nature of humanity and its diversity, while the tree represents the tree of life. We may all have different colours and beliefs systems. However, we all belong to the same world."

"During this activity my learners develop knowledge, skills and attitudes in relation to how and when to apply strengths of their own learning styles and personality types, setting goals, managing time and acquiring necessary information resources, reflecting upon the new knowledge and experience as well as interacting with others in order to reach learning challenges."

"I enjoy learning to think, act and communicate better in a group or team workspace. But also just to improve learning skills. I enjoyed communicating as part of a team and working on weaknesses.   It made me focus on points that I didn't think of before, like critical thinking and problem solving."

The proof sheet from the LOGO Design non-formal learning activity:

Final logo Design:

The logo is currently being used on the following webpage:
http://euro-cides.eu/SERA