



ART

POST-LESSON PLAN

Lesson Title

- Brand It Like the Rams: Designing Your Own Merch.

Basic Information

- Grade Level: 4–8.
- Duration: 60 minutes.
- Subject Areas: Arts, Design, Career Exploration, English Language Arts, Technology.

Lesson Objectives

- Explore how professional sports teams use art and design to build identity.
- Connect art and branding to real-world careers in design, fashion, and marketing.
- Highlight creative fields as accessible STEAM pathways for students.
- Analyze how the Rams' colors, logos, and slogans represent the team and its fans.
- Give students hands-on experience designing a Rams-inspired logo and merch concept.

Learning Objectives

- Students will:
 - Identify how logos, colors, and branding tell a story in sports.
 - Create a Rams-inspired logo and merchandise design concept.
 - Develop a simple launch plan for sharing their design on social media.
 - Present and explain their artistic and strategic choices.
 - Reflect on how art drives identity, community, and fandom.

Vocabulary

- **Logo:** A symbol or design that represents a team, brand, or company.
- **Merchandise (Merch):** Items that carry a team's brand or logo.
- **Brand Identity:** The look, feel, and personality that sets a brand (or team) apart.
- **Target Audience:** The group of people a product is designed for.
- **Marketing:** How ideas and products are promoted to connect with people.

Standards Alignment

National Core Arts Standards (Visual Arts)

- VA:Cr1.2.4–8: Generate and conceptualize artistic ideas and work.
- VA:Cr2.1.4–8: Organize and develop artistic ideas and work.
- VA:Pr6.1.4–8: Convey meaning through the presentation of artistic work.

Common Core ELA Standards

- W.4–8.2: Write informative/explanatory texts to examine a topic and convey ideas.
- SL.4–8.4: Present claims and findings clearly.
- RI.4–8.7: Interpret information presented visually and orally.

Career Technical Education (CTE) Standards

- CRP 2: Apply academic and technical skills.
- CRP 4: Communicate clearly and effectively.
- CRP 7: Employ valid and reliable research strategies.
- CRP 10: Plan education and career paths aligned to personal goals.

Lesson Components & Educator Guidance

1. Warm-Up: The Rams Brand in Action (10–15 min)

Step 1: Create a First Impression

Take students back to the video they just watched, and get them thinking about how crucial a logo is to a brand and the design of merchandise. Ask them to share a few things they thought about watching the video, and what they think of the design of the Rams logo.

After this brief discussion, show a Rams piece of merch on the board or screen (you can find some items you like with a simple online search). Don't explain anything at the beginning of this exercise. Just ask students the following questions:

- What's the very first word that comes to mind when you see these images?
- If you didn't know this was a football team, what would you guess they were about based on the colors and designs of this merchandise?

Write student responses on the board. Have a quick discussion to help students see how quickly design communicates intention, identity and emotion. Then tell students that in today's lesson, they are going to design their own Rams logo and use it to create a piece of merch.

Step 2: Memory Sketch Challenge

Tell students that a great logo is one that sticks in a person's mind after they see it, and that conjures emotion or a connection. Show the Rams logo for 20-30 seconds. Then take it away and ask them to sketch it from memory in 2–3 minutes.

After students have completed their quick-draw, put the real logo back up and facilitate a discussion with your students. Prompt them with these questions, or others you like:

- What details did you most easily remember? Why do you think that is?
- Which parts were trickier to recall? Why do you think that is?

Step 3: Logo Design Revision

Give students 2–3 more minutes to revisit their logo and add more detail to their sketch. Here are a few things you could suggest students could add to build out their final logo:

- Adding an LA landmark (palm trees, waves, skyline).
- Trying out a new color combination.
- Pairing their logo with a slogan like "Rams House" or one they invent

Teacher Tip: Encourage students to let their creativity guide them and to design something that means something to them! Ask them to explore their personal passions and the ideas they have that they believe will connect best with people.

2. Design Your Merch (30 min)

Now that students have created their own logo, they'll apply it to a merch concept.

Instructions for Students

Step 1: Refine Your Logo (5 Minutes)

- Look back at the sketch you created in the Warm-Up.
 - Which parts of your design are strongest? Which could be clearer or more bold?
- Use markers, colored pencils, or a digital tool to sharpen the lines and choose colors.
 - Remember: the Rams' brand uses blue, gold, and white, but you're welcome to remix these or add your own spin.
- Keep in mind that logos need to be recognizable from a distance.
 - Simplify extra details so your design is strong, clear, and memorable.

Step 2: Choose Your Merch Item (10 Minutes)

- Pick one product to feature your logo: a t-shirt, hat, hoodie, or poster.
 - Think about the shape and surface of your merch. A round logo might pop on a cap, while a bold slogan could look great across the chest of a hoodie.
 - Draw or digitally design the merch with your logo front and center. Add colors, placement details, or even patterns in the background if you want.

Step 3: Create a Simple Launch Plan (15 Minutes)

- Now imagine you're part of the Rams' marketing team. Your job isn't just to make merch — it's to make fans want it! Write or sketch out your answers to these questions:
 - Who are your fans? Are you targeting kids, families, teens on TikTok, LA locals, or Rams fans across the world? Pick one or two groups.
 - Where will you promote it? Think about platforms like Instagram, TikTok, YouTube, or even the Rams' official website.
 - How will you launch your campaign? Pick your platform of choice and design a post/story or video. What's it about? How will you make it exciting?

Teacher Tip: Encourage creativity here! Some students might write a short ad script, while others might draw a fake social media post or storyboard a short video.

3. Critique & Reflection (10–15 min)

Small Group “Pitch Session”

Students present their merch idea to partners or small groups, pitching it as if to the Rams design team. Encourage the class to engage with each presentation, and call on 1-2 students to respond in particular with:

- One element that feels true to the Rams’ brand.
- One suggestion to make it stand out more.

Teacher Tip: If you would like to make this more engaging and captivating, ask for volunteers (or assign students) to serve as the Rams design team/evaluators of each merch idea and launch campaign concept. If you do this, be sure to set norms that ensure positive responses and reactions from the panelists to all concepts presented, and that all concepts are recognized and celebrated for their individuality and effort.

Whole Class Reflection: “Fan Vote”

Hang or otherwise display all designs/merch ideas around the classroom. Students vote (with sticky notes or tallies) for the merch they’d be most excited to buy.

After the voting is complete, start a discussion with the entire class. Prompt students with these questions, or use some that you like.

- Why did you vote for the design you selected?
- What designs stayed closest to the Rams brand identity? Which took a new direction?
- How did logos, colors, or slogans make certain merch stand out?
- What role does art play in making fans feel connected to a team?

Teacher Tip: Be sure you’re continuing to reinforce that art in all forms is about the process and not the product. While the class will select its favorite design, it does not mean that the other options would not be more popular with certain (different) audiences and/or for other reasons. All art is, inherently, beautiful and relevant by nature.

Materials Needed

- Projector or printed examples of Rams logos, uniforms, and merch for Warm-Up.
- Paper, pencils, markers, and colored pencils for logo and merch sketches.
- Large-format paper or poster board for expanded designs and campaign planning.
- Sticky notes or stickers for peer feedback and “fan vote” reflection.
- Whiteboard or digital collaboration wall to record student ideas and slogans.
- Optional: classroom craft materials (cardboard, scissors, tape) for building mock-ups in Remix extensions.
- Optional: free design tools such as Canva, Google Drawings, or Adobe Express for digital creation.

Assessment

- Completed logo design refined for clarity, color, and simplicity.
- Completed merch design sketch or mock-up with labeled details.
- Launch plan identifying target audience, promotional platform, and slogan or hashtag.
- Participation and quality of feedback in pitch sessions and fan vote reflection.
- Evidence of using art and branding vocabulary (logo, brand identity, target audience, marketing) in written or verbal work.
- Optional extension activity outcomes (remixed design or social media campaign plan)