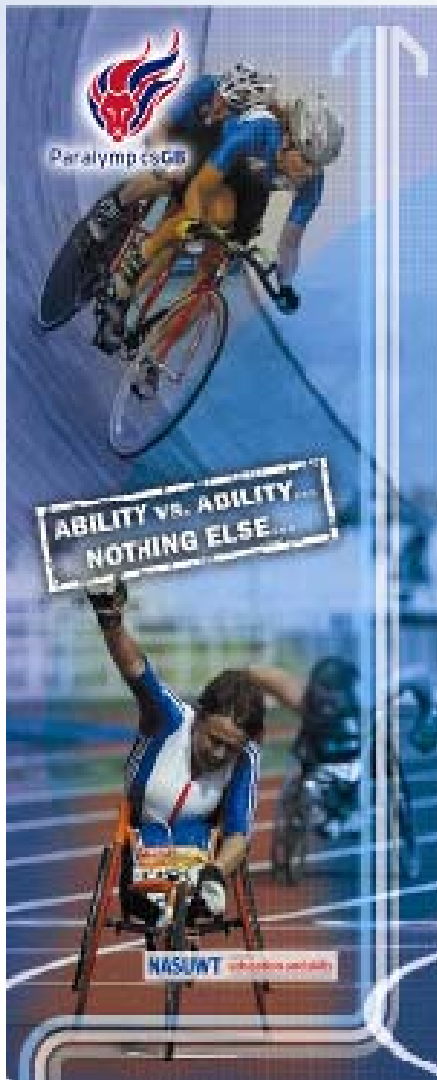


Scheme Title	Paralympic Schemes of Work
	Mascots, logos and posters



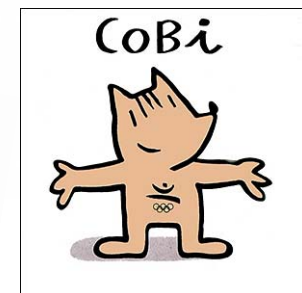
Mascots

Ever since the 1968 Winter Olympic Games in France, the Olympic Games have had a mascot. It's often an animal native to the area or - sometimes - human figures which represent the cultural heritage of the country. In recent years, the Paralympic Games have often had a separate mascot. The first major mascot in the Olympic Games was Misha in the 1980 Summer Olympics in Moscow. Today, most of the merchandise that's aimed at young people focuses on the mascots, rather than the Olympic flag or organization logos.

So what makes a good mascot?



福娃 Fuwa



福娃贝贝 Beibei



福娃晶晶 Jingjing



福娃欢欢 Huanhuan



福娃迎迎 Yingying



福娃妮妮 Nini

Mascots for the Summer Olympic Games (adapted from Wikipedia)

Olympics	City	Mascot	Animal	Significance - if any
1968 Summer Olympics	Mexico City	Paloma	red Jaguar	
1972 Summer Olympics	Munich	Waldi	dachshund dog	The dachshund is popular in Bavaria in Germany and represented the attributes needed by athletes - resistance, tenacity and agility.
1976 Summer Olympics	Montréal	Amik	beaver	The beaver is one of the national symbols of Canada.
1980 Summer Olympics	Moscow	Misha	bear cub	The brown bear is one of the most popular animals in Russia. It is a well known national symbol and is a favourite character in fairy tales and cartoons. It's actually the same bear as the grizzly bear of North America.
1984 Summer Olympics	Los Angeles	Sam the Eagle	bald eagle	The bald eagle is the symbol of the United States.
1988 Summer Olympics	Seoul	Hodori and Hosuni	two tiger cubs	Two tiger cubs often appear in Korean legends.
1988 Summer	Seoul	the Komduri	two Asian black	

Paralympics			bears	
1992 Summer Olympics	Barcelona	Cobi	a cubist Catalan sheepdog	In Catalonia there are sheep farmers who use dogs to look after their flocks. There are competitions in which farmers round up their sheep with these dogs.
1992 Summer Paralympics	Barcelona	Petra	a stylized girl without arms	
1996 Summer Olympics	Atlanta	Izzy	an abstract figure	This symbol was one of the least successful Olympic images!
1996 Summer Paralympics	Atlanta	Blaze	a colourful phoenix	Blaze was a phoenix - a mythical bird which rises from the ashes to experience a new life. Today, Blaze is the most recognizable symbol of disability sport in America - and perhaps in the world.
2000 Summer Olympics	Sydney	Olly (from Olympic)	kookaburra	The kookaburra - an Australian bird - represented the Olympic spirit of generosity.
		Syd (from Sydney)	duck-billed platypus	This unusual animal represented the environment and energy of the people of Australia.
		Millie (from Millennium)	echidna	Another unusual animal only found in Australia, the echidna - a kind of spiny anteater - represented the millennium, hence her name.

2000 Summer Paralympics	Sydney	Lizzie	Frill-necked Lizard	The frill around the neck of this lizard was shaped like the combined islands of Australia and Tasmania
		Copper	coyote	representing <i>Higher</i>
		Coal	black bear	representing <i>Stronger</i>
2004 Summer Olympics	Athens	Athena and Phevos	brother and sister	These symbols were modern children resembling ancient Greek dolls.
2004 Summer Paralympics	Athens	Proteas	colourfully-striped seahorse	
2008 Summer Olympics	Beijing	The Fuwa: Bèibei, Jīngjing, Huānhuan, Yīngying and Nīni	fish, giant panda, Olympic Flame, Tibetan antelope, swallow	Together these five symbols were known as "The Fuwa". When put together, these five names form the Chinese phrase "Beijing huan ying ni", which means "Beijing welcomes you".
2008 Summer Paralympics	Beijing	Fu Niu LeLe	multi-coloured cow	
2012 Summer Olympics	London	TBA	TBA	
2012 Summer Paralympics	London	TBA	TBA	

Teachers will find this article useful:

<http://news.bbc.co.uk/1/hi/magazine/7456330.stm>

There are opportunities for students to research more about some of these symbols - particularly those for the Paralympic Games - and so develop their thinking about the symbols which will be used for the 2012 Olympic and Paralympic Games.

Logos

Logos are very important because they appear everywhere on any information about an Olympic or Paralympic Games. You'll find logos on a letter heading, the website, maps and guides, athlete clothing, the Olympic city, magazines and newspapers - and so much more. Anywhere you can put a logo it will be placed.

Here are some logos from recent Olympic and Paralympic Games. Which ones do you think are the best and why?



Posters

The Olympic poster has a long tradition. Posters have advertised all of the Olympic and Paralympic Games since the start of the modern Olympiad in 1896. Old Olympic posters are now worth thousands of pounds.

Students can compare posters and the thinking behind them. Teachers should use to guidance provided in the original *abilityvsability* material to provide background detail on looking at what makes a successful poster. Good design is part intuition, part criteria based judgements.

Teachers should let students about these criteria and how they will be used.

