

# Introduction to Esports



## **Esports activity**

This activity has been broken down into 3 session plans. The aim of the activity is for students to create a compelling and recognisable branding portfolio for a brand new Esports Organisation/Team. The goal is to create a brand identity that promotes the team's personality and style as well as resonating with fans, sponsors and the general Esports community.

## **Equipment required.**

- Pen and Paper or digital devices for note taking/sketching.
- Internet access for research and inspiration (optional)

## **Lesson plan one – planning - (30-45minutes)**

Ask students to get into groups of 3. Once students have chosen their team, use the PowerPoint titled Esports careers workshop to explain to students what Esports is. Included in this Presentation is a video which has been put together by South Devon college to explain what Esports offers and highlights job opportunities that students can go into with an Esports qualification. Following this, students will need to decide a name for their Esports organisation. It is important to keep this simple and relevant. A suggested exercise for this could be the creation of a mind map that is developed by all group members. This can include a colour pallet and image suggestions that best represent their name.

## **Lesson plan two – designing - (30-45minutes)**

This is the fun part! Using the mind map that students created in the last session. Students will now be required to design their logo for their Esports organisation. We would recommend using Canva to allow students to create a great design however designs can be hand drawn if preferred. Students should be as creative as possible and use a simple colour pallet with a maximum of 3 colours. It may be useful to run through the presentation from slide 10 again to give students some inspiration when designing their logos.

## **Lesson plan three – presenting – (30-45minutes)**

Each group will now present their Esports brand to the other groups. Each team will discuss their design journey and their ideas leading up to the design of their brand including an explanation of why they have created their logo. If pupils would like further feedback please submit your work to Simone Marillier-Roberts ([simone.marillier@devon.gov.uk](mailto:simone.marillier@devon.gov.uk)) who will ask the Esports team at South Devon college to provide their feedback.