Mascot Making 101

Introduction:
Begin with a discussion about mascots. Ask students: what is the purpose of mascots, why do they exist, do they think mascots are important? Review the mascots of the CFL and explore their stories.

Development:
Once students have a good idea about the significance of mascots and what they represent, inform your students that will be creating a mascot for your community. Give them time to research the physical and cultural geography of their community, encouraging them to be as creative as possible during the process. Mascots should be drawn on chart paper with additional information explaining their design added through written or oral presentation.

Conclusion:
Students will present their designs to the class and explain why their mascot took on its appearance. Additionally they may submit their designs along with a write-up detailing why their mascot looks the way it does.

Lesson extension:
Students can design additional merchandise that could be developed for a CFL team in their city. The same consideration to cultural and physical geography should be taken into account.

Assessment/evaluation:
Students can be assessed on their ability to work collaboratively and their oral presentation skills. Students can also be evaluated on the depth of their research in determining how to design their mascot.

Additional resources:
Information about CFL mascots can be found on each team’s website. All team websites can be accessed through www.cfl.ca as well as in the October 2012 issue of Canadian Geographic.