



Historical Iconic Images: Ferrari Prancing Horse

Age group/class: 15 – 16 years old

Lesson title: Historical Iconic Images: Ferrari Prancing Horse

School Discipline: History

Key concepts: to tell the history of a country through iconic images

Aims:

- Explain how history can be learnt from different perspectives
- Illustrate how history is a vivid subject, being part of our past, belonging to our present and creating the basis for our future
- Understand the power of iconic images

Skills developed: observation, analysis and research

Materials/Equipment needed:

- an image of the prancing horse
- <https://www.youtube.com/watch?v=DBFWJNX2gHo> (to be used in the introduction activity to provide some basic information about history of Ferrari)
- VR headset
- VR video / link
- a collection of “historical images” to be used during the follow up session

Lesson plan:

Stages	Description of activity	Time
Preparation before the lesson	<p>If this is a first VR experience for students – go through the safety rules:</p> <ul style="list-style-type: none"> – Learners are to sit down whilst using the VR glasses and not hold anything in their hands, unless the experience is of such a nature that it requires you standing, in which case, ensure enough space is allowed around all students. – Learners will be told to expect a feeling of vertigo. If it gets worse, students must remove VR glasses. – Learners need to know how to adjust the viewing focus before using the headsets. – Learners must not use the headset when they are: tired, need sleep, under emotional stress or anxiety, when suffering from cold, flu, headaches, migraines as this can worsen their susceptibility to adverse reactions. – Learners should be given the choice to opt out of using VR. 	
Introduction	<p>Share Learning Intentions with students</p> <p>The aim of the current lesson plan is to explain students how history can be learnt from different perspectives. For example, an important</p>	10 min.





	<p>period of Italian history can be learnt through one of its most iconic images, the prancing horse. This represents the starting point of the current lesson plan.</p> <p>Teacher shows a picture of the prancing horse:</p> <ul style="list-style-type: none"> – does anybody know this logo? – what does it represent? – where did you see it? <p>Teacher shows the video summarising up the history of Ferrari, asking students to pay attention to the quoted historical events, as they will represent the starting point of the guided discussion.</p>	
Initial Immersive Experience	<p>“And now let’s go inside the atmosphere of the Ferrari museum”: https://www.youtube.com/watch?v=3SfqLJdvRD4.</p> <p>Learners put on the VR headsets and explore the video with the support of the teacher. This experience offers students the opportunity to concretely live the atmosphere, the sounds, and the emotions of the Ferrari museum, feeling part of the historical events they are studying.</p>	20 min.
Guided Immersive Experience	<p>Teacher asks students to watch again the video from minute 12 to minute 17 (in which the historical dimension of Ferrari is widely analysed). Once again, teacher asks students to pay attention to the historical events mentioned in the video, as they will be part of the formative assessment.</p>	5 min.
Follow up	<p>1) History by images</p> <p>“History is made up by dates, events, anecdotes, secrets...but images have a crucial role. The prancing horse is an iconic image of Ferrari, Italy and a period of Italian history. Do you recognise the following historical / iconic images?”</p> <div data-bbox="419 1442 1273 1953"> </div>	<p>10 min.</p> <p>10 min.</p>





	<p>2) Group work</p> <p>Students, divided into groups, are asked to identify further historical / iconic images officially belonging to the collective memory. Then, one representative for each group is asked to presents the results achieved during the group work.</p> <p>3) Universal symbols</p> <p>“The prancing horse is universally recognized as the symbol / logo of Ferrari (and – most of the time – it is used without lettering, meaning that “Scuderia Ferrari” is missing). Do you know any other symbol / logo which work as a universal symbol, which does not need any lettering of the product’ name it represents?”</p>	5 min.
Formative Assessment	<ul style="list-style-type: none"> – “How many historical events were mentioned in the videos?” – “When did Enzo Ferrari create Scuderia Ferrari?” – “Which worldwide historical event happened in 1929?” 	

