

Model Construction of Conceptual Understanding in Science

Think about logos you have seen in advertising...for example, we all recognize this **symbol** as a cue for us to recycle. Sometimes, we even associate it with larger concepts, such as environmental issues.



Another example is the “good hands” in Allstate Insurance Company’s logo. This simple, but provocative logo generates a warm feeling and symbolizes concepts involving care and trust.

In this activity you will synthesize your understanding of how inquiry, discourse, and the use of symbols, models, and tools help to build conceptual understanding:

- 1) **create a three-dimensional “logo” or model for conceptual understanding in science.** In our discussion, we have described the importance of building conceptual understanding as consisting through the use of three equally important components: inquiry, discourse, and the use of symbols, models and tools.
- 2) you will construct a three-dimensional logo or model using the materials provided.
- 3) include a slogan to accompany your logo or model (i.e., “We are the good hands people,” or “Like a good neighbor, State Farm is there.”).
- 4) your logo/model and slogan should represent what you are trying to convey about your understanding of how inquiry, discourse, and the use of symbols, models and tools help to build conceptual understanding.
- 5) present your logo/model to the group and see what others can derive from your creativity.