



Plan or draw a craft badge!

The craft badge, also known as the guild badge, was a common advertising and information tool in the Middle Ages: an object or symbolic representation that was hung in front of a shop or workshop to indicate a commercial or industrial activity.

Do some research on the internet or discuss it in class:

- Do guild badges still exist today?
- Which objects or symbols can be used to clearly recognise the professions?
- What can lead to misunderstandings?
- What kind of visual advertising is used today?
- What are the similarities, what are the differences?
- Which professions have certainly never had guild badges?

Plan craft badges!

Also think about modern professions, e.g. in the fields of logistics, IT, environmental protection, social media, AI, ...

