

Abstract

In the first part of the paper, we presented theoretical aspects related to urban identity and to the urban image. In the second part, we presented an exploratory experimental research realised in 2016, at Pomi Middle School, Satu Mare County, Romania. In this activity, students in the 8th grade formed several teams and each team realised a poster, picking as a subject one large city in Romania and presented the characteristic features of that city. Based on our criteria, we analysed those posters by paying attention to what students underlined about the identity of the respective cities.

Keywords: *urban identity, urban image, analytical assessment grid, poster, experimental research*