

Let's get Designing!

Home Learning challenge:

Every single day, people all over the country eat bread, wraps, pittas and other savoury snacks as part of a healthy diet. This is a booming market that is always looking for the next big thing. These foods, as we all know, can taste and look quite dull. Your U.S.P (unique selling point) needs be focussed on making a bread roll which is unique and suitable for different dietary needs.

To support you as a designer, and to apply your creativity and thinking skills, you will need to complete a series of tasks at home that will feed into your final sales pitch. This will include: bread questionnaires, evaluating existing packaging and practising your pitch later in the project.

As a designer, you will need to:

Evaluate some existing packaging: Due: 7th February 2025

Children to draw a food product's packaging and evaluate its design, impact and effectiveness using thinking hats.

- Lettering
- Slogans/word choices
- Colour
- **Images**
- Language

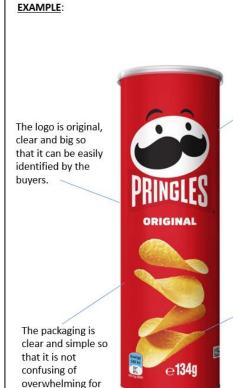
Technical Language

Products Produce. Materials Hygiene Investigate Flavour Texture Colour Savoury Ingredients Properties

bread

Notes to Parents/Carers:

- Support your child to look at different packaging and displays;
- Complete the guestionnaire;
- Discuss your child's design with them to ensure understanding:
- Watch and give feedback on their presentations to help the children to evaluate their product.



Bright red background is eye catching to the buyer and stands out on the shelves in supermarket.

There are pictures of the product on the front of the tube to advertise what is inside. This might tempt the buyer more.

All homelearning will be valued by playing an integral part in the final sales pitch. It will also be shared with different members of the Year Group who will give verbal feedback. Some may also be displayed in the classrooms.

the buyer.