

Name:

Date:



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 to 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. To help support this, your teacher will be checking that the individual tasks have been completed.

As a designer, you will need to:

Week 1: Due in 11.01.24	Week 2: Due in 18.01.24	Week 3: Due in 25.01.24	Week 4: Due in 08.02.24
Encourage different family members and friends to complete the market research questionnaire to inform your product design	Children to draw a food product's packaging and evaluate its design, impact and effectiveness using thinking hats. <ul style="list-style-type: none">• Lettering• Slogans/word choices• Colour• Images Language	Produce a persuasive poster for your bread roll. Think about: <ul style="list-style-type: none">• Lettering/Name• Price• Language and slogans• Colours and images	Practise your presentation so you are 'pitch-perfect' for entering the Dragons' Den! You may want to produce 'cue' cards to help when rehearsing your persuasive speech. Think about eye contact –this is a very powerful tool when selling a product and holding someone's attention.

<u>Technical Language</u>	Notes to Parents/Carers:
bread Products Produce Materials Hygiene Investigate Flavour Texture Colour Savoury Ingredients Properties	unique success evaluate <ul style="list-style-type: none">• Support your child to look at different packaging and displays;• Complete the questionnaire;• 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.

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.