

Daily Lessons

Home learning focus

Learn the basics of product packaging design and production.

This lesson includes:

- two video clips demonstrating designing and producing food packaging and some of the laws around it
- two activities to try at home

Learn

After looking at simple designs, we can now apply this to **packaging**.

Businesses use packaging for practical reasons, like helping to **preserve** the product, **transport** it and **protect** it from damage, but they also use it to **attract customers**.

Often in packaging, **papers and boards** are used.

Papers and boards:

- provide good print quality for designs
- protect the products
- are relatively cheap to produce
- are easily recyclable
- can be laminated or foil-lined to make them waterproof
- can be corrugated to keep in heat (insulate)

As well as material, you need to need to consider the **shape** of packaging, to best hold and protect the product inside.

3D shapes can be constructed from **nets**, and food packaging often starts as a net. They are cleverly designed and include built in tabs for gluing the 3D shape together.

Practise

Now you can try and put some of what you have learned about product packaging into action.



Activity 1

Get an adult to help you find paper-based food packaging from around your house, eg cereal, eggs and fruit juice.

Outside of the legally required information, what design features are present?

You should consider:

- **Shape** - What shape is it? Is it holding lots of things and keeping them apart? Can they easily fall out?
- **Opening** - Does it need to open and close again, or not? If so, how does it do this?
- **Colour** - Does the colour help you know what the flavour will be?
- **Pictures** - How do the pictures or images used make you feel? Do they help you know what the packaging contains?



Activity 2

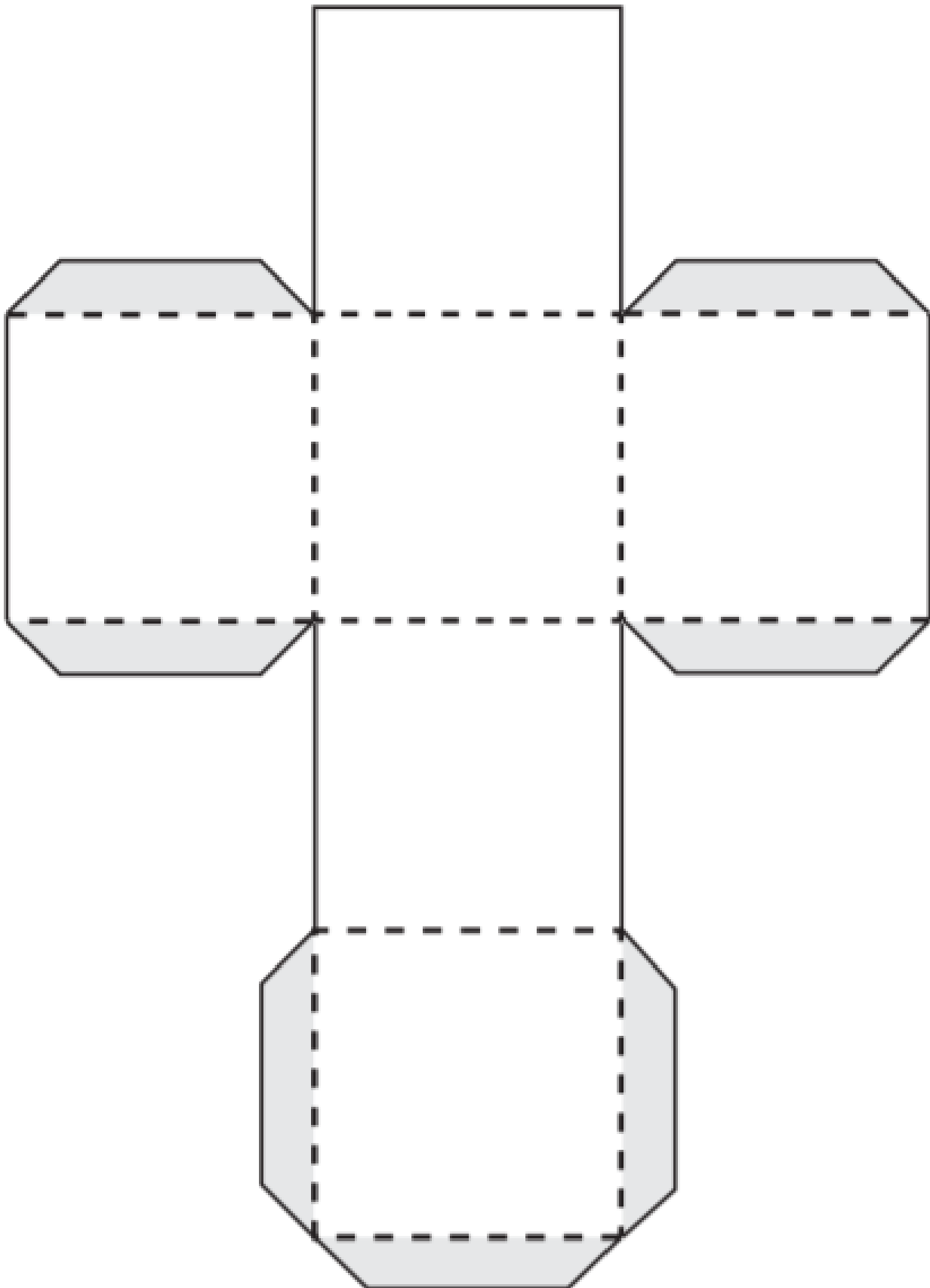
You will need an adult to help you with this activity.

Lots of nets can be produced quickly using an industrial **die cutter**, which cuts and scores at the same time, but at home you can do this yourself with a pencil, ruler, paper or card, a pair of safety scissors and some glue or tape.

You can download the nets that are provided, change these designs slightly or design your own net for a different 3D shape - if you choose to do this, think about how you might produce a net to hold an odd shape or to hold lots of different items.

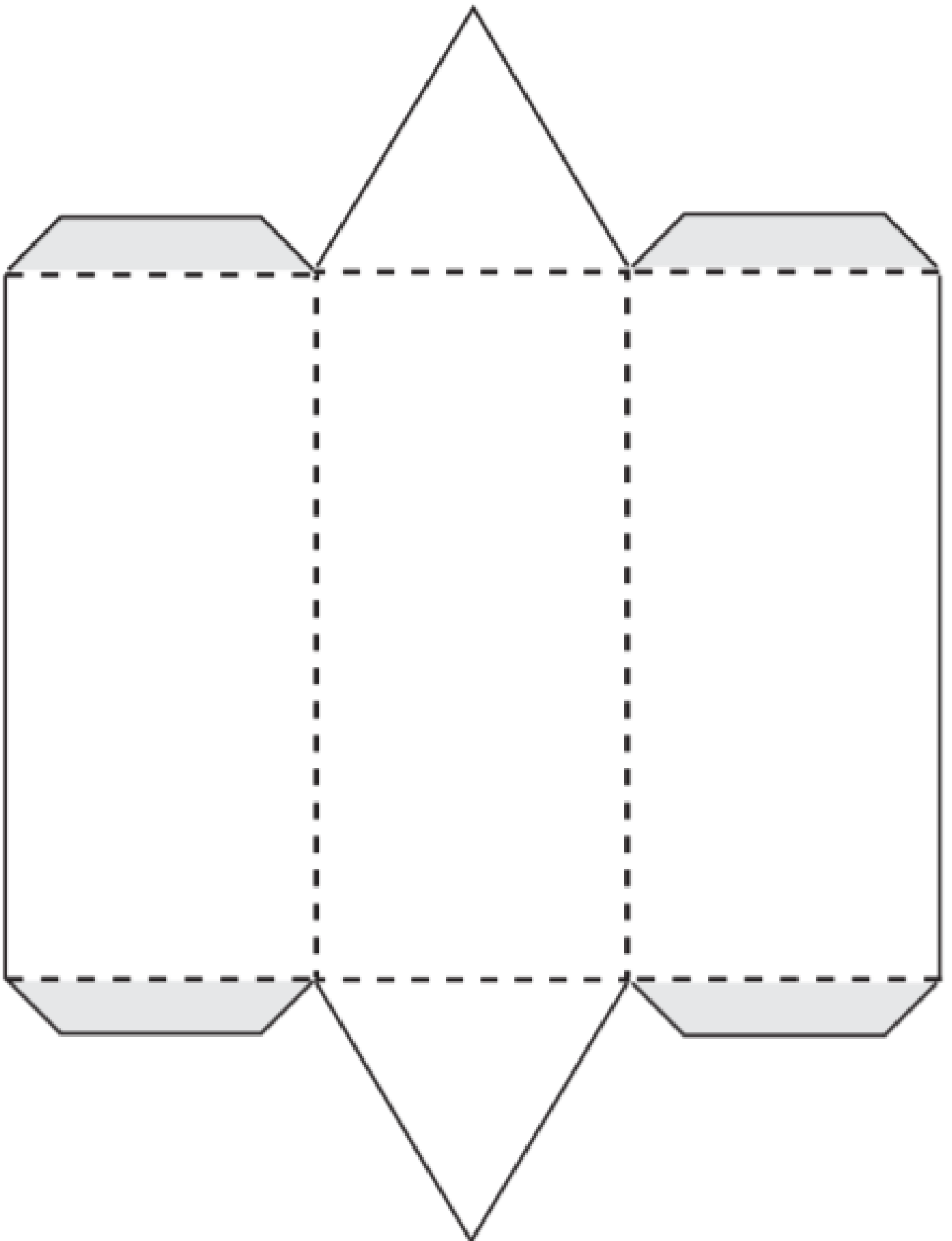
Make a 3D shape from a net

1. Cut along the solid lines
2. Fold along the dotted lines
3. Glue on the back of the gray areas



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