

Chocolate Packaging : Design Technology : Year 3/4

	Learning Objective	Overview	Assessment Questions	Resources
Lesson 1	To investigate and analyse different types of chocolate packaging	Children will discuss what makes a successful chocolate packaging design. They will then analyse existing products by evaluating the effectiveness of the name, colour, font, size, shape and images used.	<ul style="list-style-type: none"> Do children understand the importance of a product's packaging in terms of its appeal? Can children analyse an existing product? Can children compare and contrast existing products? 	<ul style="list-style-type: none"> Slides Chocolate Packaging Picture Cards A/B/C Worksheet 1A/1B/1C Comparison Question Cards (FSD? activity only)
Lesson 2	To create packaging design ideas for a new chocolate product	In this lesson, after recapping on the important aspects of packaging for a chocolate product, children will use this information to start creating design ideas for their own chocolate wrapper. Children choose to design packaging for one of three different chocolate companies, who each have different target audiences and success criteria. In this lesson, they will gather ideas and draw rough sketches of three possible designs.	<ul style="list-style-type: none"> Can children apply what they have learnt about the different aspects of packaging to their own design ideas? Can children create design ideas that match the given success criteria? Can children discuss their design ideas and explain their choices? 	<ul style="list-style-type: none"> Slides Chocolate Company Letters Initial Ideas Sheet Worksheet 2A/2B/2C Chocolate Box Challenge Cards (FSD? activity only) Chocolate Box Design Ideas Sheet (FSD? activity only) Worksheet 2D (FSD? activity only)
Lesson 3	To find out about target audiences and conduct consumer research	Children will first explore, discuss and develop their understanding of the terms 'consumer', 'target audience' and 'consumer research'. They will then conduct and analyse the results of a survey, aimed at their target audience, and designed to help them decide which one of their three initial design ideas they should develop further.	<ul style="list-style-type: none"> Do children understand the terms 'consumer', 'target audience' and 'consumer research'? Can children conduct a survey of their target audience in relation to their initial design ideas? Can children say what they have learnt about their design ideas from the results of their survey? 	<ul style="list-style-type: none"> Slides Worksheets 2A/2B/2C from the previous lesson Survey Cards 3A Survey Question List Survey Template 3A Survey Results 3A/3B Survey Template 3B (FSD? activity only) Survey Results 3C (FSD? activity only)
Lesson 4	To develop and finalise a packaging design for a chocolate product	Children will recap on what they learnt from conducting their consumer research in the previous lesson, as well as revisiting and discussing the importance of the success criteria, before creating their final packaging design.	<ul style="list-style-type: none"> Can children use the results of their consumer research to justify their final packaging design choice? Can children create a final packaging design for a chocolate product? Can children share and discuss their finished packaging design? 	<ul style="list-style-type: none"> Slides Worksheet 4A/4B/4C Worksheet 4D (FSD? activity only)
Lesson 5	To evaluate packaging designs for a chocolate product	Children will find out what happens to a design once it has been created. In groups, they will pretend to be board members of the different companies that they designed the wrappers for, and evaluate each other's work according to the set criteria.	<ul style="list-style-type: none"> Can children evaluate each other's work against specific criteria? Can children offer constructive comments and advice? Can children discuss what makes a design successful? 	<ul style="list-style-type: none"> Slides Board Member Evaluation Sheets Company Head Name Cards Worksheet 5A/5B/5C (FSD? activity only)