

Year 6 - Autumn

DT Knowledge Organiser

Topic:

Packaging for an energy bar

Links to other year groups: Y4 (evaluation of products), Y7 (understanding of advertising techniques), Y9 (client-centred design)

Key Vocabulary & Skills:

Research – look at and judge existing ideas

Analyse - form an opinion about the impact/effectiveness

Evaluate – consider your own work and decide whether it is effective and meets the design criteria

Packaging – the wrapping of a product to protect it and make it ready for sale

Logo – the image a company uses for advertising

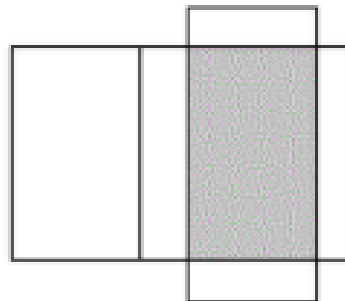
Real World Examples:

Research energy bar products in shops and online.



Constructional Diagrams

Net for final design:



Key Info:

Companies spend large amounts of money employing design companies to produce the packaging design for their products.

The design of the packaging is very important and used to catch the customer's eye and persuade them to purchase the product.

The lettering style, colours used and images selected all contribute to the design.

The material that the packaging is made from is very important to keep the product fresh. The environmental impact of the material is also a consideration.

ACCESSFM is an acronym for analysing product design:

A: aesthetics (what it looks like)

C: customer (who is it aimed at?)

C: cost (is it affordable?)

E: environmental impact

S: safety

S: size

F: function (what is it used for?)

M: material (what is it made from?)

Lesson Sequence:

- Lesson One:** Learn about the brief. Look at energy bar packets and think about the colours, branding effects they use. Create a bank of features you could use in your own design.
- Lesson Two:** Gather information that could be included on your packaging. What do you have room for?
- Lesson Three:** Make some designs and gather feedback from your peers – what could you do better?
- Lesson Four:** Create a prototype. Think about the branding you analysed in L1.
- Lesson Five:** Finish prototype (including net)
- Lesson Six:** Design the logo and ensure this is included on your packaging. What is your brand? What message are you hoping to convey? Analyse your packaging and complete an evaluation including market research.