

Design and Technology at Holgate

These task will help you gain skills and understanding for your
Technology lessons.

Design Brief

McDonald's Festive Pies

For this project you **must** design the packaging for McDonald’s “Festive Pie” due to be released for the Christmas holidays. The pie can be a flavour of your choice—in the past, Cherry, Blackberry with custard as well as Chocolate/Banoffee have been popular. You **must** design; a front cover, back cover, as well as a logo for the “Festive Pie”. The design **could** include hand drawn images, be hand-made and colour rendered. The design **must** be used to educate customers about Fairtrade and explain that the “Festive Pie” only uses Fairtrade ingredients. The design **could** also include a redesign of the McDonald’s logo. You **could** add some interesting facts of your own and you could add a price and a short description about the contents of your “Festive Pie”. You **could** advertise for a competition to win a prize for customers, with a golden ticket inside for lucky winners.

I MUST	I COULD

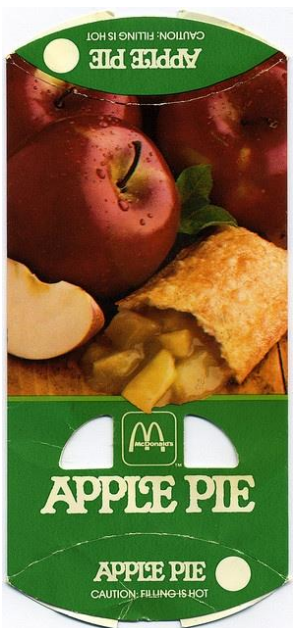
McDonald’s Festive Pies were introduced in 1968. The first flavour available was apple, before there was Cherry, Strawberry and Creme, S’mores, Sweet potato and other holiday flavours.

- In other parts of the world they eat:
- Cheese flavour (Mexico)
 - Banana flavour (Brazil and Hawaii)
 - Sweet Taro flavour (Hawaii and Thailand)
 - Mango flavour (Indonesia)
 - Apricot flavour (Russia)



The packaging is made of card and usually features festive colours to represent the time of year or the flavour (red for cherry, green for apple).

It always has the McDonald’s ‘golden arches’ logo as well as a very eye-catching, much larger logo for its flavour.



Mind Mapping



Why is it challenging? A really good mind-map shows everything you know about a topic. This means words, pictures, ideas, links and anything else. The biggest challenge is to have lots of detail...while also making it look good!

Logos are an important part of packaging design; without them we wouldn't know what the item was inside the packaging or which brand made it. They tend to be simple and easy to remember, at the same time as eye-catching to 'catch' your attention.

Examples of Logos used on Food Packaging

Draw the Logos: below/on paper



REDUCE IT—Explain this logo in a maximum of 12 words.

TRANSFORM IT—Redesign this logo in your own style using colour.
Draw below:



EXTEND IT—How is this logo **similar** to the other two?

How is this logo **different** to the other two?



You must design a logo for your “Festive Pie”. Your design should include:

- Colour
- Use all of the space of the box
- Have some imagery relating to your flavour (ie. Apples, chocolate)
- 3D shape

TOP TIP—If you are stuck look back through this Power point at other examples of logos. Try something out, or mix two different ideas together.



My Logo



Pictograms on Packaging

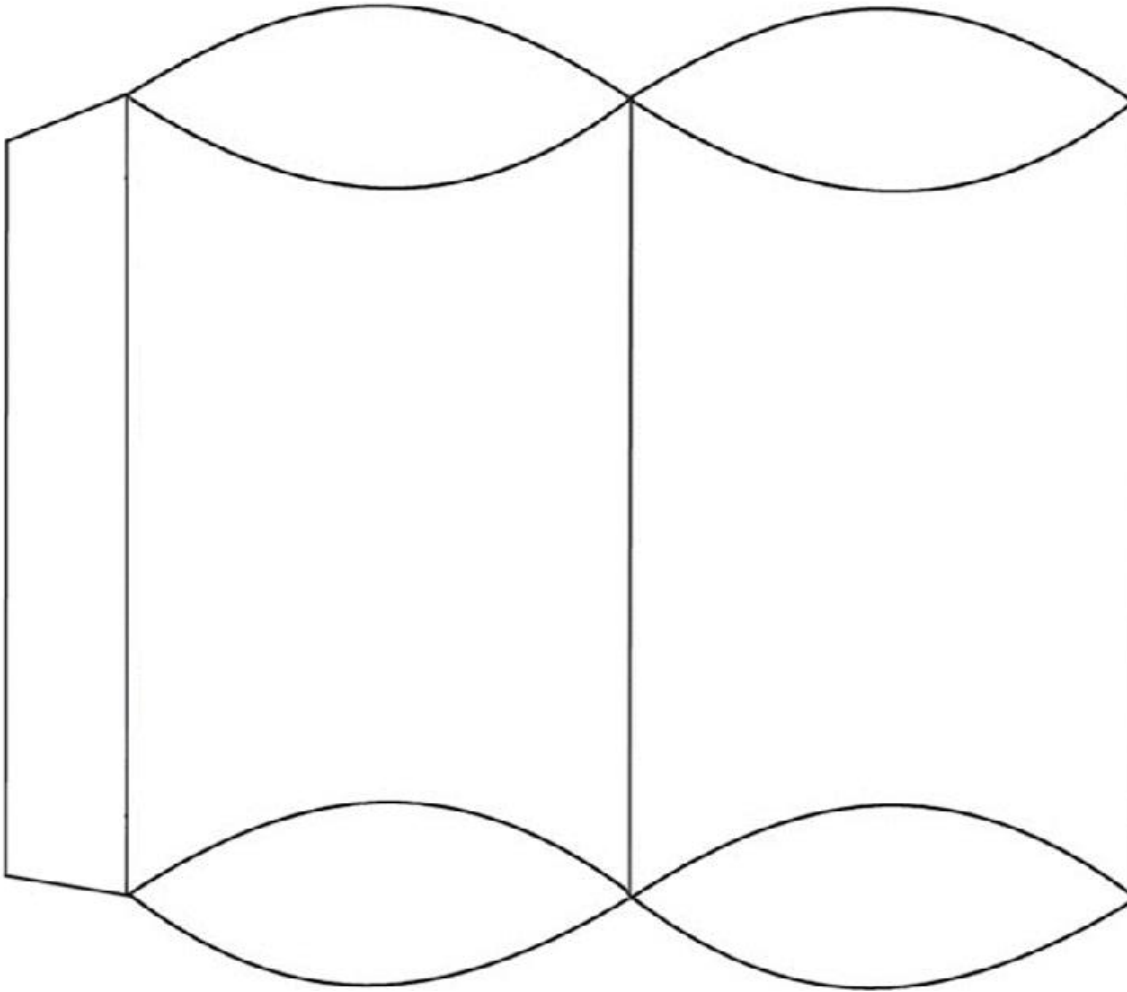
Below are some pictograms you would find on food packaging. Pictograms are simple symbols designed to tell information without words. Think carefully about which pictograms would be suitable for your own design.

Pictogram	Your own drawing of it	What does it mean

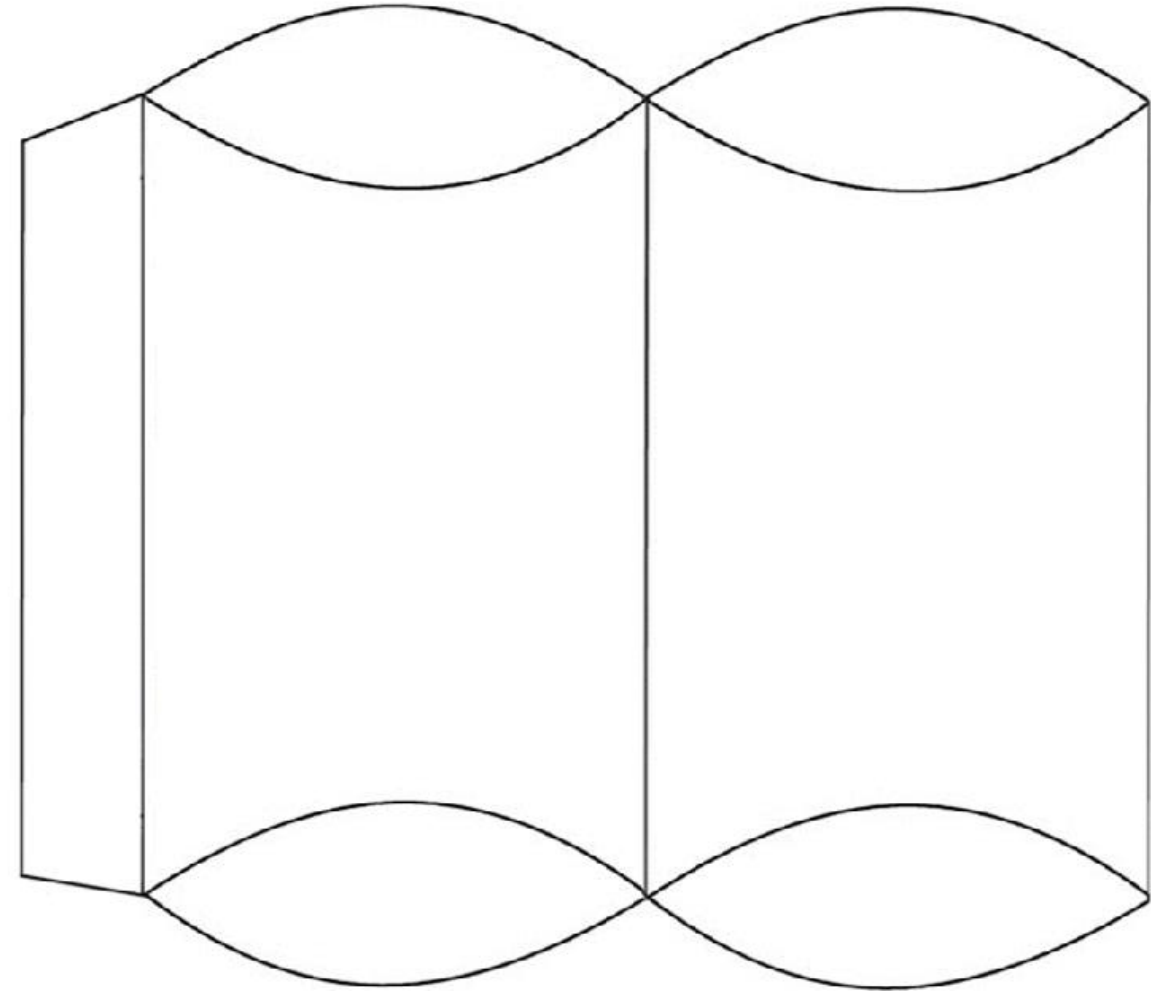
Designing Your Packaging

Your “Festive Pie” design must include: your logo, McDonalds ‘golden arches’, a barcode, a drawn picture and at least 2 pictograms. It must be in full colour.

Design 1



Design 2



On the **back** include

- ❑ a list of ingredients and this
- ❑ Nutritional Information.
- ❑ Include pictograms

Food and Nutrition

McDonalds isn't known for its healthy foods. Therefore as part of the new

branding for the festive pies packaging you need to design and hopefully make your own healthy version of the festive pie to fit into your packaging.

Use the eat well plate guide to help you make suitable healthy choices.

Use the recipe provided and adapt it to make it include less fat, sugar and salt.

Along with trying to add more fibre and a range of vitamins.



Design your festive pie – add labelling of the ingredients describing how you would like the pie to taste, smell, look like and what the textures should be like.

Make your festive pie

Prep Time 10 minutes

Cook Time 30 minutes

Total Time 40 minutes

Calories 377kcal

Servings 12 rolls

Ingredients

- 6 large Gala or Fuji apples, not green apples
- 30g tablespoons butter
- 100g granulated sugar
- 25g dried cranberries - optional
- 1 package puff pastry, (2 sheets) thawed
- 50g brown sugar
- ½ teaspoon cinnamon
- 1 large egg, lightly beaten
- 30g roasted pecans, chopped - optional



Photo of your festive pie

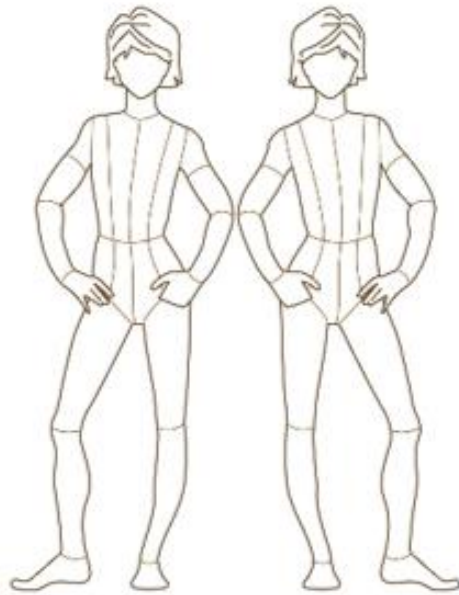
Instructions

1. Preheat oven to 180°C Core and cut apples into small cubes, leaving skin on.
2. Melt butter in a large non-stick pan over medium heat. Stir in apples and granulated sugar. Cook, stirring occasionally, for 10-12 minutes until apples are soft and tender. A lot of liquid should draw out, discard or use for another purpose. Remove from heat and stir in cranberries.
3. Roll Puff Pastry Sheets onto a flat, lightly floured parchment-lined surface. Use a rolling pin to flatten slightly into a rectangular shape.
4. Top with drained apple mixture, then evenly sprinkle both sheets with brown sugar and cinnamon, leaving about ½-inch from edges.
5. Using the parchment to lift, carefully roll from the short end to create a tube. Cut into about 2.5 inch pieces.
6. Place in a greased casserole dish on their sides; lightly touching but not packed. Brush tops with egg. Bake 20-25 minutes, or until dough is cooked through and golden on top. Garnish with toasted pecans.

Textile Design

All chain food restaurants have a uniform. Uniforms are there to protect the wearer as well as to advertise the name of the restaurant. To complete the full design process you now need to design a festive themed uniform that helps promote the food and packaging you have designed.

Remember the uniform needs to be functional, comfortable to wear as the wearer will be moving around a lot. It needs to be safe. So nothing dangling or anything that could easily get caught. You could even research smart materials to make the uniform flame retardant or stain resistant (do this if you want to challenge yourself).



You can trace these silhouettes to help with proportions

Design your uniform here