Design and Technology at Holgate

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

Design Brief

For this project you **must** design the packaging for a new product called "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 your own logo design. 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

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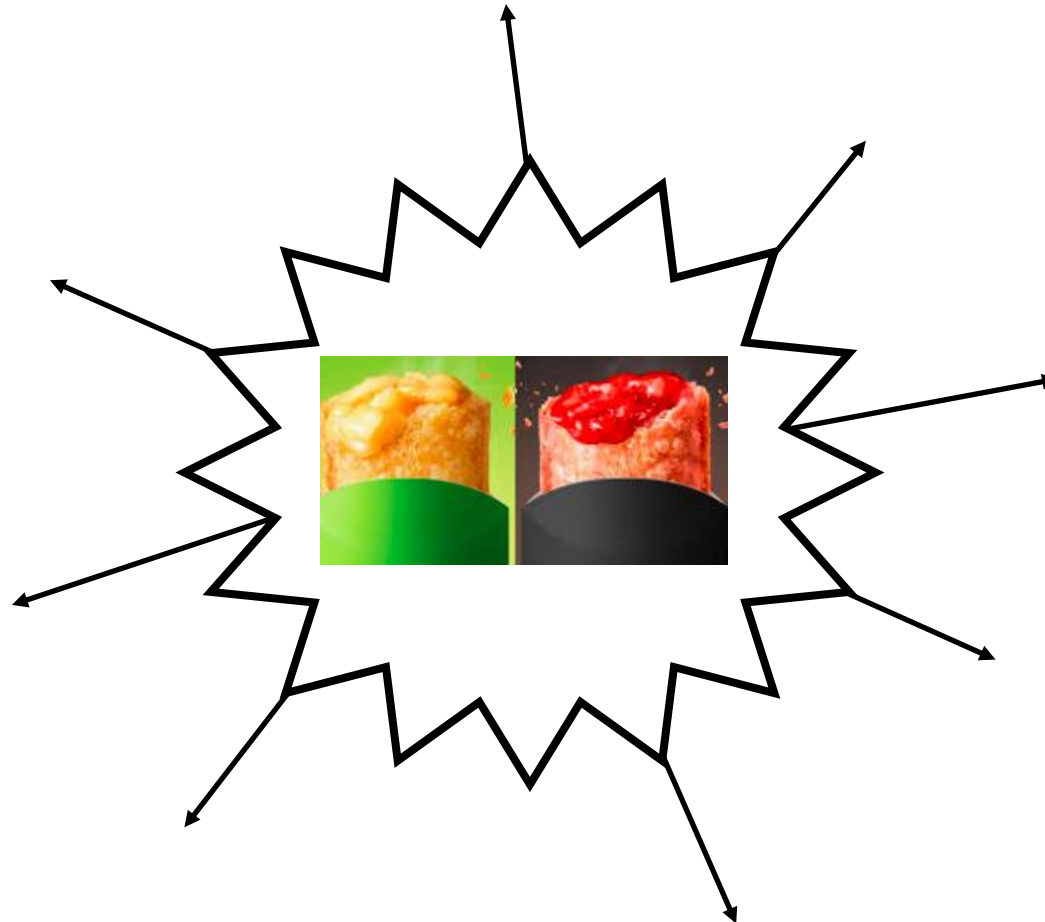
In other parts of the world they eat:
- Cheese flavour (Mexico)
- Banana flavour (Brazil and Hawaii)
- Sweet Taro flavour (Hawaii and Thailand)
- Mango flavour (Indonesia)
- Apricot flavour (Russia)

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).
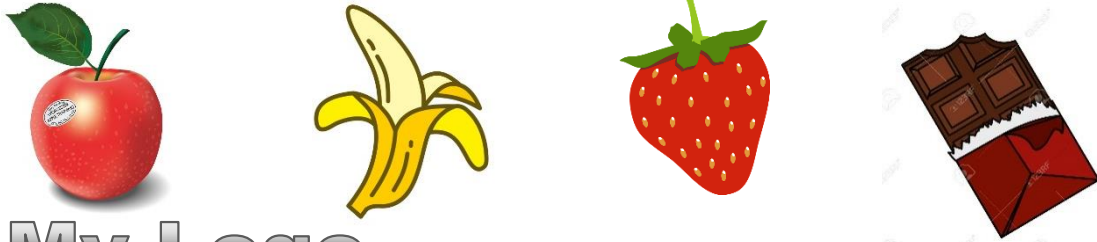
Mind Mapping

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!

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.
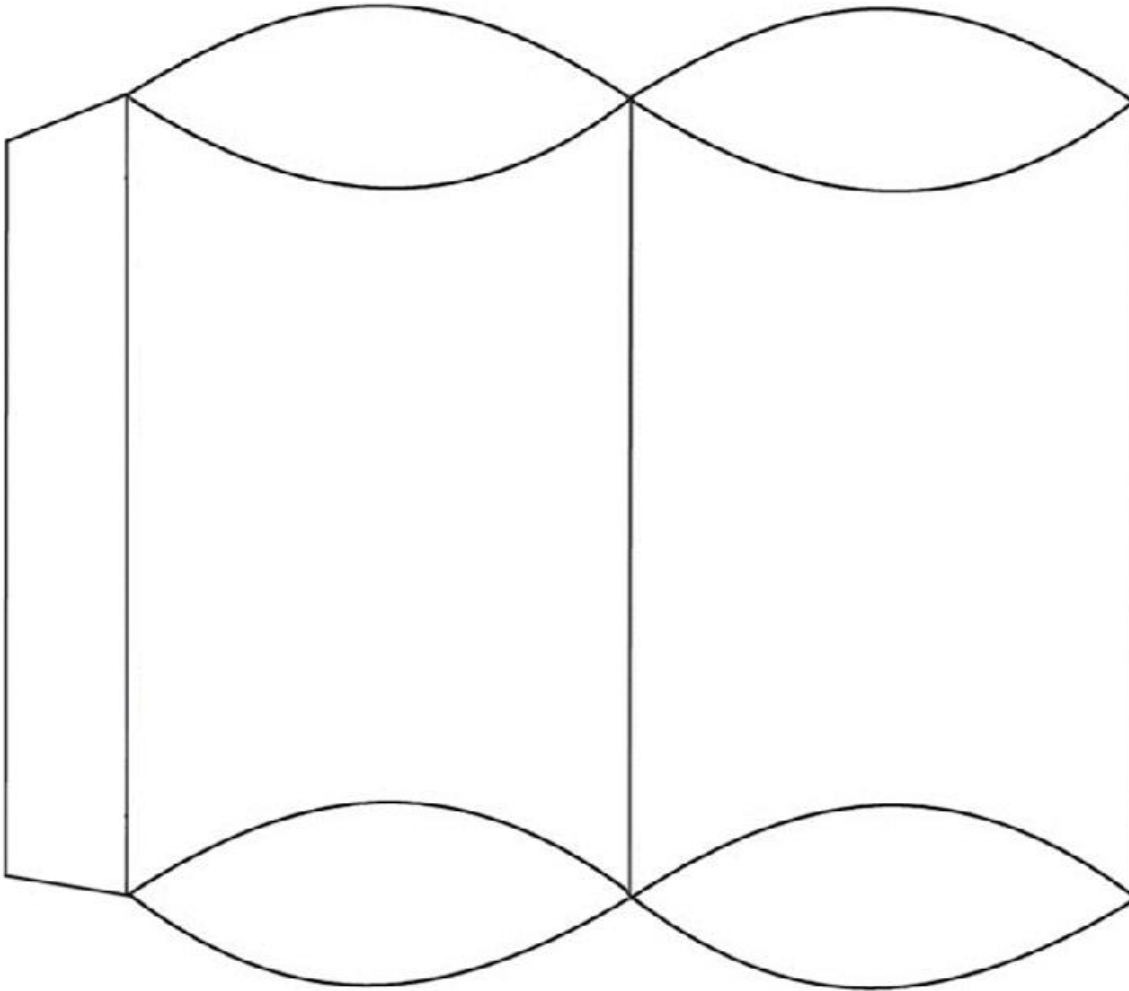

My Logo

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.

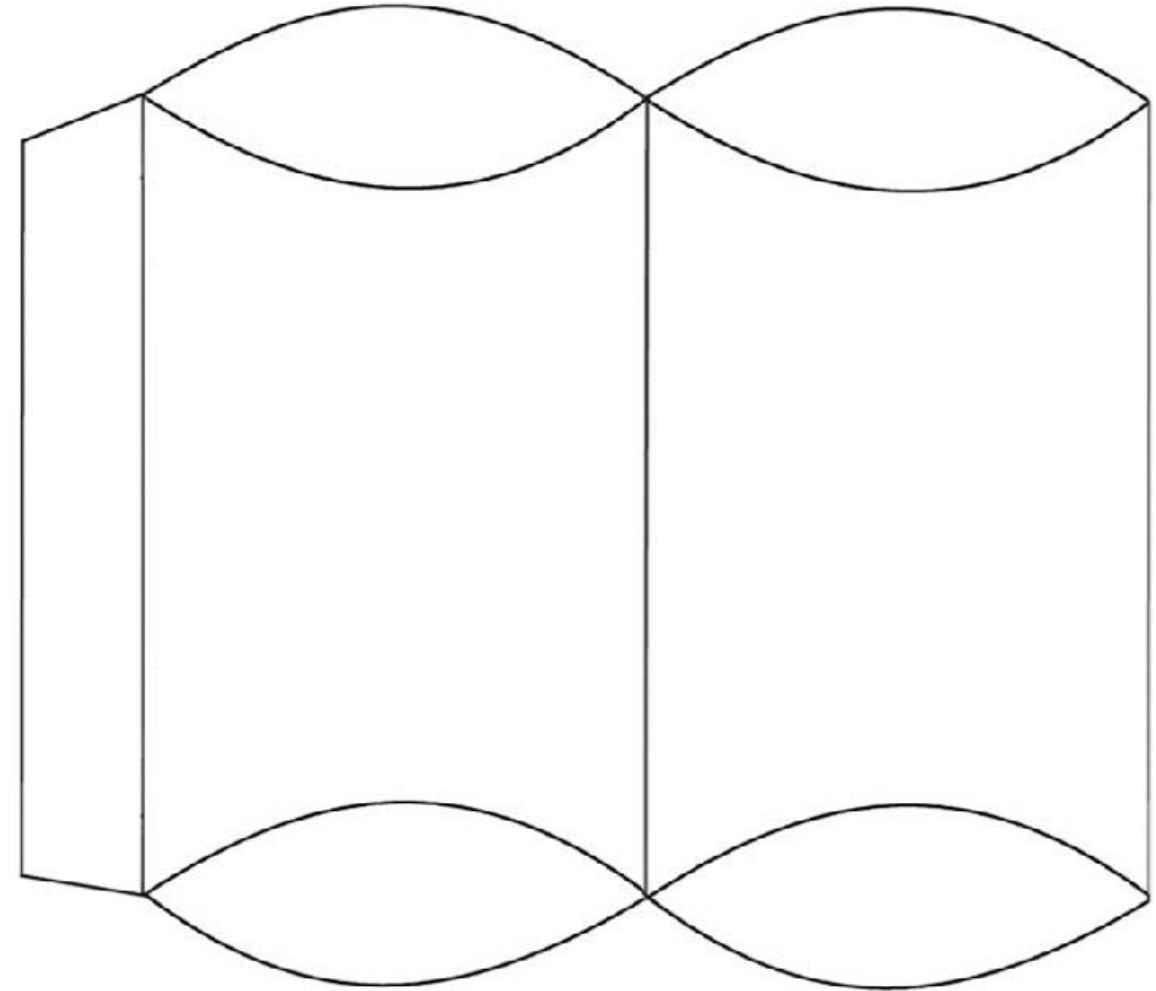| Pictogram	Your own drawing of it	What does it mean

Designing Your Packaging

Your "Festive Pie" design must include: your logo, a barcode, a drawn picture and at least 2 pictograms. It must be in full colour.

Design 1

On the **back** include

☐ a list of ingredients and this

☐ Nutritional Information.

☐ Include pictograms

Design 2