

# Children's Toothpaste

## Product information

Encouraging young children to take care of their teeth can be challenging. Dental health companies try to target their products to appeal to children whilst presenting dental health information to parents and carers.

Many toothpaste and other dental products make effective use of graphics and packaging.

## You are tasked with:

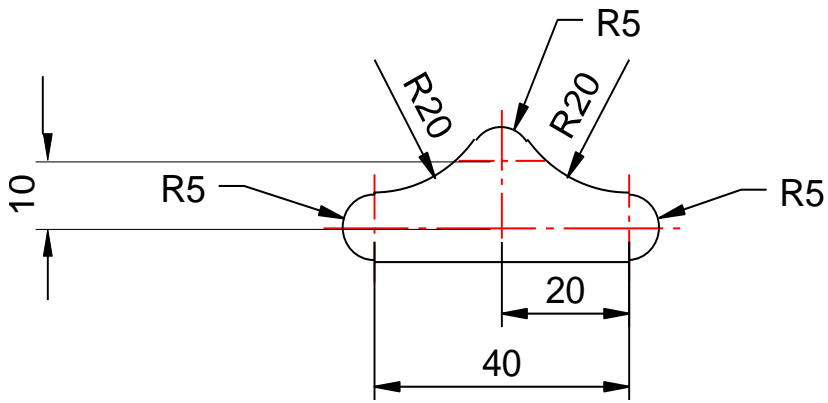
- ◆ producing orthographic assembly and component sketches for the toothpaste tube, including details of how two components of the bottle assemble — the bottle must have a minimum of three components
- ◆ producing a 3D model of the toothpaste tube — which must comprise two different shapes that are lofted
- ◆ producing orthographic drawings for the toothpaste tube
- ◆ producing technical detail drawings of the toothpaste tube including a title block with all relevant information, appropriate dimensions, indication of scale, and labelled views.
- ◆ planning a card package that can hold the toothpaste tube which must include the 'cut-out' shown on the data sheet, so that the packaging may be hung in shop display
- ◆ producing the tangency drawing of the 'cut-out' at a scale of 2:1
- ◆ producing the promotional graphics for the packaging at a scale of 1:1

## In tackling your work, you should:

- ◆ consider the use of graphic communication in design, manufacturing and marketing of this product, and describe and justify the main types of graphics that are used

### Additional advice and product information

- ◆ When creating the packaging, consider the target market and plan appropriately. Technical detail drawings should focus on an important area — for instance, how the cap fits



Cut-out sketch  
(not to scale)

The packaging below is for information only.

You may redesign the tube and packaging if you wish. However, your packaging must include the cut-out, sketched opposite.

