

Task:

You have been asked to design the packaging for a new range of ice lollies that are going to be sold in supermarkets. You will be designing the box that will hold 4 ice lollies. The flavour and brand of ice lolly is up to you!

What should your packaging include? It must meet this specification:

1. Your brand's logo must be on the front of the packaging
2. The flavour and colour scheme must match
3. It must be eye-catching
4. It must include at least one primary colour (red, yellow or blue)
5. Your design must have contrast and unity

Contrast

Using opposites to help things stand out. For example using white and black, red and green, orange and blue, yellow and purple.

Unity

Unity is where you try and make a design look like it's all linked together or 'unified'. See page 3 for examples!

Specification:

A list of things a product needs to be, do or have.
E.g The chair must be comfortable to sit on

Nets of 3D Shapes:

A net is what a 3D shape would look like if opened it out flat. You will have learned about this in maths!



The tasks are on the next 2 pages along with some examples.

Graphics Terms

Literacy

Numeracy

Ice Lolly Packaging - Graphics

Task 1 - Information

Copy out/complete the table below to decide what information should go where on the packaging. Use the internet or look at packaging in your house to help you with this.

Face	Information to go on it
Front	<i>Brand name, logo</i>
Back	
Top	
Bottom	
Left Side	
Right Side	

Task 3a - Logo Design

Sketch 2 logo ideas.

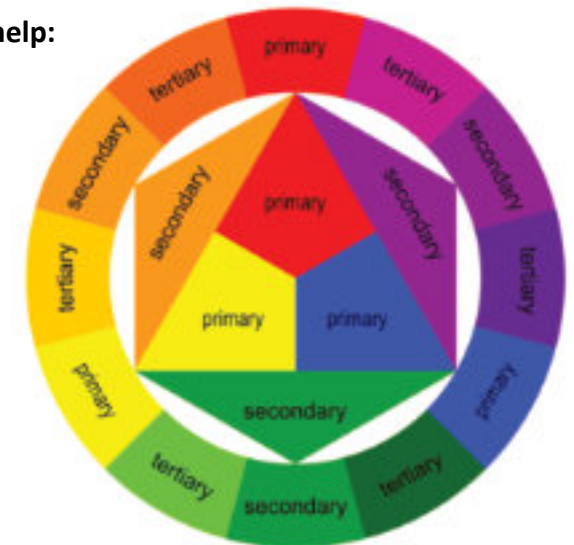
It should be eye-catching and simple. Good logos are easy to recognise without a name

Task 2 - Brand and Name

List 5 possible names and flavours for your ice lolly and then decide on a suitable colour scheme for each one. For instance if your flavour is strawberry and lemon you'll be using reds and yellows.

Name	Flavours	Colour Scheme
<i>Calippo</i>	<i>Orange</i>	<i>Orange, yellow, green</i>

Here's the colour wheel to help:



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Task 3b - Packaging Design

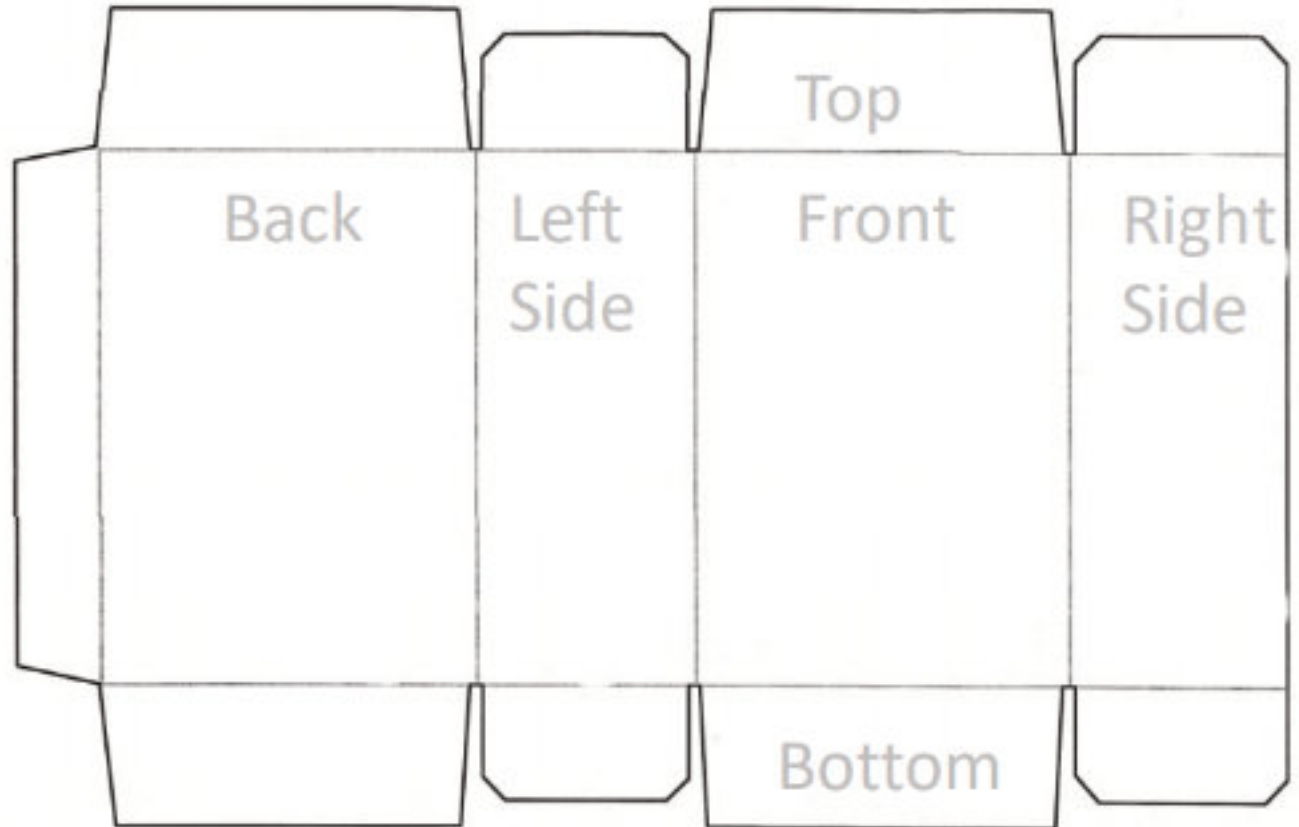
Draw out 2 possible designs on the blank box nets given.

On each design, label where you have used

- Primary colours
- Secondary colours
- Contrast
- Unity

Complete these sentences to tell us how you've used colour effectively:

- I have used primary colours in the....
- I have used secondary colours in the....
- I have created contrast by....
- I have created unity by....

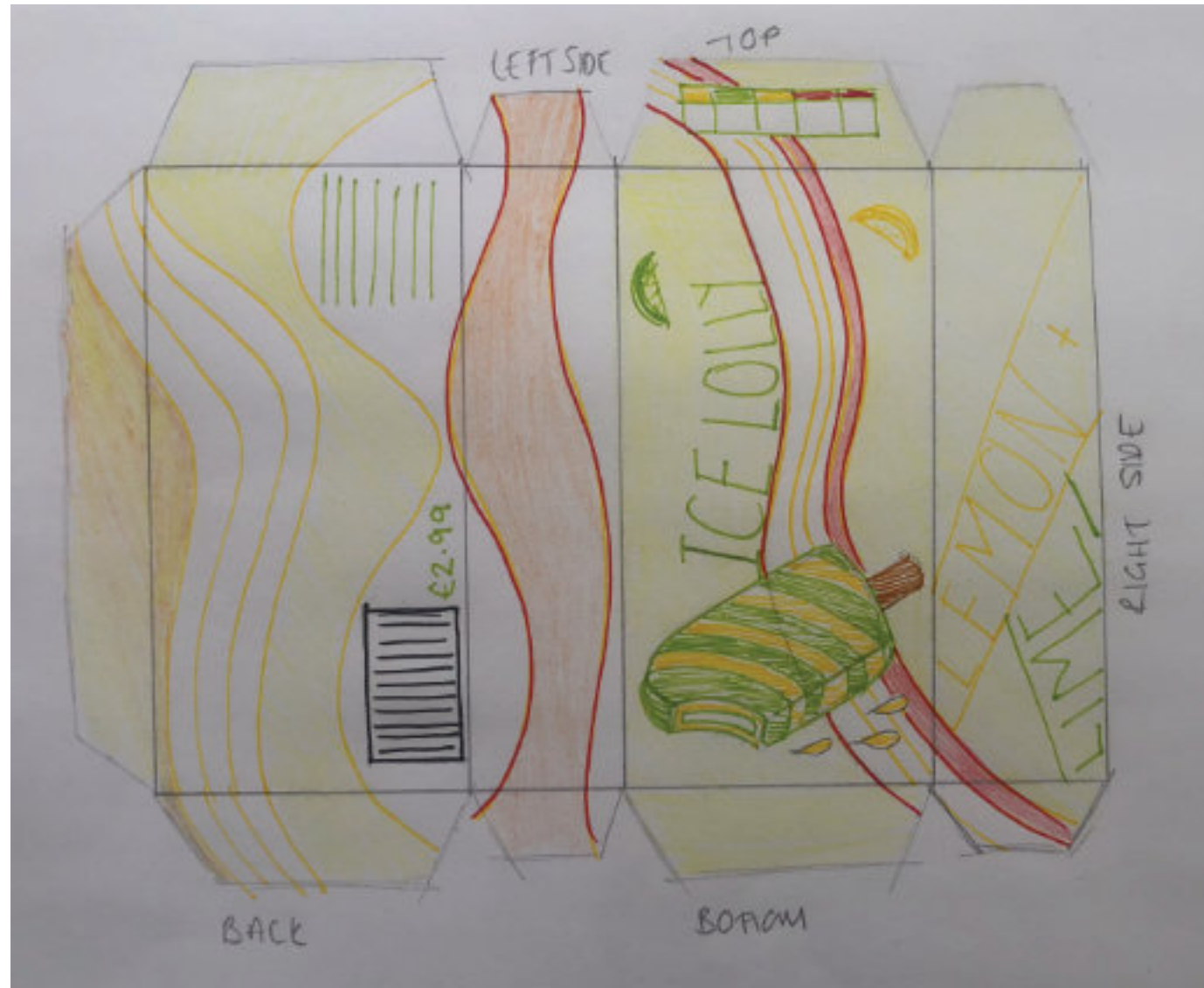


Ice Lolly Packaging - Graphics

Example

I have created unity by using yellow for the writing, the curved lines and the background.

I have created unity by using the green from the ice lolly for the writing as well.



I have contrast by using green and red. They are opposite each other on the colour wheel.

I have also created contrast by using straight lines and curved lines. This makes the design look more interesting.