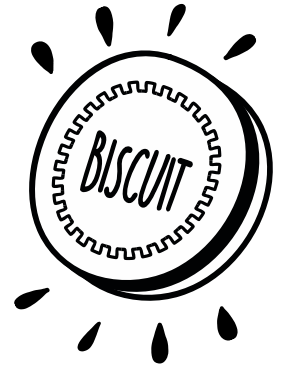


# PACKAGING

## *Discover and design*

KS2 Teacher's Notes

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# Design & Technology Learning Objectives



## Design

- use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose, aimed at particular individuals or groups
- generate, develop, model and communicate ideas

**Make** - use tools and equipment to perform practical tasks accurately

## Evaluate

- investigate and analyse a range of existing products
- evaluate ideas and products against design criteria and consider the views of others to make improvements

**Cross-curricular links:** speaking and listening, persuasive writing, science – healthy eating

## Summary

Pupils will look at food packaging and think about how shape, colour and texture have been used in the design. They will discuss what packaging is for and what makes it effective. After looking at other sources for inspiration, pupils will design their own packaging. As a group, pupils will then discuss the resulting designs and identify elements they like best.

This pack can be used as a half day workshop or extended into a series of lessons.

## You will need (not supplied with this pack):

- Examples of food packaging – boxes, wrappers, cartons, bottles, bags etc of different types and materials
- Craft equipment – scissors, glue, colour pens/pencils

## Resources supplied with this pack:

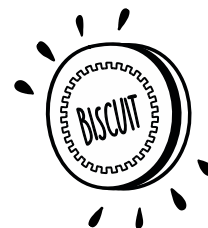
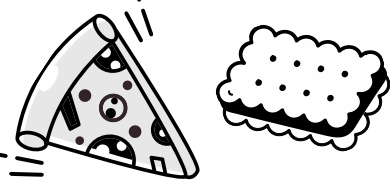
- Classroom PowerPoint slides
- Films x3: What is the M&S Company Archive?, M&S Investigating Packaging, M&S Design your packaging
- Printable worksheets and image pack



# Plan



Time mins	Activity	Content	Resources
0-2	Intro film	What is the M&S Company Archive? Our Education Officer will show you around the archive and explain what we do and why.	What is the M&S Company Archive film
2-10	Food Packaging	Starter discussion <b>Q. Why do we put food in packaging?</b> <b>Q. What different types of food packaging can you think of?</b>	Slide 3
10-35	Let's Investigate	WATCH film: M&S Investigating Packaging Split pupils into groups and give each group a piece of food packaging  Ask pupils to answer key questions  Groups present their tin to the class, explaining what they like/dislike about the design.	Slide 4  M&S Investigating Packaging film, Food packaging and/or images of packaging (included)
35-40	You're the designer!	Pupils will design their own packaging, using the same process as our designers at M&S.  Create a brief with your class tailored to your topic or activity.	Slide 5
40-50	You're the designer! Create a mood board	Explain what a mood board is - a place to collect ideas so that you can choose the best ones for your design.  Set a theme for the mood board e.g. inspired by nature, our school, autumn.  Pupils will sketch, write or cut and stick.	Slide 6  Mood board worksheet, drawing materials, images provided, other inspiration sources
50-75	Design your packaging	WATCH film: M&S Design your packaging  Discuss what a net of a 3D shape is.  Pupils will create their design on the 2D net, choosing elements from their mood boards. Then follow instructions to turn the net into a 3D box.	Slides 7-8  M&S Design your packaging film, Net pattern worksheet, glue, pencils, scissors.
75-90	Evaluate!	Self and peer evaluation Pupils can evaluate their own work by thinking about; <ul style="list-style-type: none"> <li>• What went well?</li> <li>• What would you do differently next time?</li> </ul> Peer review activity – pupils review each others' designs	Slide 9



## Intro film: What is the M&S Company Archive?

This is a short film to give context to the learning resources as part of the archive collection. Our Education Officer will show you around the archive and explain what we do and why.

Suggested opening questions after watching the film;

**Q. Who has heard of M&S?**

**Q. Who has been inside an M&S shop?**

**Q. Do you think that M&S is a big company or small company?**

- There are around 900 M&S stores in the UK
- We have stores in 45 different countries around the world

**Q. Do you think it is an old company or new company?**

- M&S was established in 1884 in Leeds Market

**Q. Why is it important to keep and look after things from the past?**

- So that we can learn about what life was like for people in the past
- To help us to understand how and why something has happened
- To inspire us and give us ideas for the future

You can find out more about the history of the business on our website and our My Learning pages – see Useful Links at the end of the Teachers Notes.

# Food Packaging: Discover and Design

Class discussion/enquiry question

Slide 3

**Q. Why do we put food in packaging?**

**Q. What different types of food packaging can you think of?**

Packaging helps to;

- Protect products
- Preserve products – help them to stay fresh
- Make transportation and storage easier
- Carry information about products – some of which is required by law\*
- Make products attractive
- Communicate with customers, telling them about the product quickly and effectively using design



\* Information required by law:

- the name of the food
- a 'best before' or 'use by' date
- any necessary warnings e.g. allergens, choking hazard
- net quantity information (weight or volume)
- a list of ingredients
- the name and address of the UK business responsible for the information on the food or, if the business is not established in the UK, the name and address of the importer
- the country of origin, if required
- any special storage conditions
- instructions for use or cooking, if necessary

More information can be found here <https://www.gov.uk/food-labelling-and-packaging/food-labelling-what-you-must-show>

## Extension ideas

- Categorise packaging by material – plastic, paper etc
- Discuss why certain information is required by law on food packaging

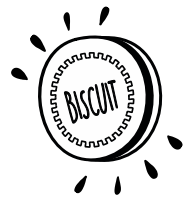
# Let's investigate

Slide 4

**You will need:** Examples of food packaging/images of food packaging, M&S Investigating Packaging film.

**WATCH** M&S Investigating Packaging film.

- **Split pupils into groups** and give each group an image of packaging, or actual packaging if you have some.
- **Key questions:** Ask pupils to answer the key questions on Slide 3, the aim is to draw out how the design communicates with the customer.
  - What is the object?
  - How do you know what it is?
  - What colours and shapes can you see?
  - Does it have any textures?
  - Who is it for?\*
  - What different types of information can you find? Look for writing, symbols, pictures, numbers.



\*Who is the packaging aimed at and how did they work this out? This is how design works to make products appealing to particular customers.

- **Groups present** their packaging to the class, explaining what they like/dislike about the design.

## Extension ideas

- Groups list all the information they have found, and see which group has the longest list.



# You're the designer!

Pupils will design their own packaging, using the same process as our designers at M&S.

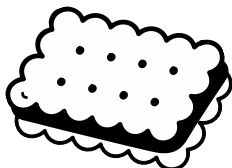
**Create a brief** with your class tailored to your topic or activity. Your brief can be very open and simple or can be more complex – it's up to you.

Example provided in the powerpoint:

Your design will;

- be for food packaging
- contain the name of the biscuit
- use only 3 colours
- be appealing to children aged 7-11 years

Feel free to tailor this brief for your class on slide 5 of the Classroom PowerPoint slides.



# You're the designer: Create a mood board

Slide 6

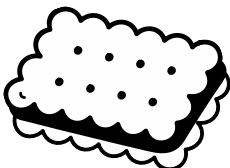
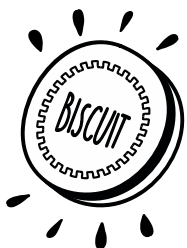
**You will need:** Mood board worksheets, drawing materials, image pack provided with this resource and any other inspiration materials.

- **Explain** what a mood board is – a bit like a sketch book but on a single piece of paper, it's a place to collect all your ideas so that you can choose the best ones for your final design.
- **Set a theme** for the mood board (which could also be part of the design brief) e.g. inspired by nature, our school, autumn.
- **Make!** Pupils will need to sketch, write or cut and stick – they shouldn't take too long getting things 'perfect' on the mood board, it's just for gathering ideas.

For inspiration look at the images supplied with this resource, online, in magazines, packaging examples etc.

## Extension ideas

- Challenge pupils to collect design elements from unexpected places e.g. soles of their shoes, the grain in wood, book covers





# Design your packaging

Slides 7-8

**You will need:** Net pattern worksheet printed on thick paper or thin card (ideally A3 but A4 will work too), completed mood board worksheets, glue, pencils, colours, scissors. M&S Design your packaging film.

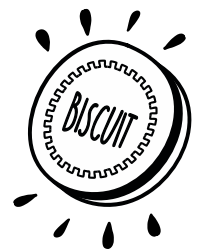
**WATCH** M&S Design your packaging film

**Explain** what a net of a 3D shape is.

A net is a 2D pattern that can be folded to make a 3D shape. Some 3D shapes will have more than one possible net.

## Pupils will then

- create their design on the 2D net
- Cut along solid lines
- Fold along dotted lines
- Glue the tabs as labelled and fold into a box



It may help to number the sides 1-4 so that pupils can see how the design will appear when the net is folded. See Slide 7.

Pupils can select elements from their mood board to create their design. Remind them to refer to the design brief as they go.

(Continues overleaf)

# Design your packaging (cont.)

**Points to consider** when designing in a 2D format for 3D assembly

- What information/design would be best on the front of your box?
- What information should go on the back, sides and top of your box?
- What information do you have to include by law?
- What sort of recycling information do you want to include?

## Extension ideas

- Design your box to be reusable. What features or instructions could you include to transform your box for another use?



# Evaluate!

## Self evaluation

Pupils can evaluate their own work by thinking about;

- What went well?
- What would you do differently next time?

## Peer review activity

- Ask pupils to stand in a circle with their designs
- All face the middle of the circle
- Place designs on the floor at their feet and push gently into the middle of the circle
- Pupils now walk slowly round the circle so they can see what everyone has done
- Once back to their starting point they can sit down
- Ask pupils which designs they like and why





## Useful information

M&S Company Archive Schools Resources

<https://marksintime.marksandspencer.com/schools>

M&S Company Archive resources with My Learning

<https://mylearning.org/collections/the-mands-company-archive>

## Contact us

Comments, feedback and questions very welcome!

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