

Sweet Packaging Design Challenge

Task

Design your own brand of sweets and create the packaging for them, or you could update an existing brand.

You must think about the brand colours used and the feelings that they create. Do they use a logo or colour that everyone recognises?

Think about the shape of the packaging and how that will work with the shape of the sweets inside.

What needs to be on the packaging?

Your finished product must be eye catching, represent the brand of sweet and be of a high quality.

You can complete this task either manually or digitally, but the finished product must be a physical 3D model.



When starting to think about your packaging, here are some things to consider including in your design.

Main name or Brand name



Each serving contains			
Fat 7.7g 11%	Saturates 2.0g 10%	Sugars 42.2g 47%	Salt 2.0g 33%
of your guideline daily amount			



Nutritional Information, Ingredients

Each 39g bar contains				
Calories 137 7%	Sugars 7.3g 8%	Fat 3.3g 5%	Saturates 0.9g 5%	Salt 0.1g 2%
of an adult's guideline daily amount				

Product information



Recycling information



Images/designs to enhance the information, good use of colour and text styles



Barcode

