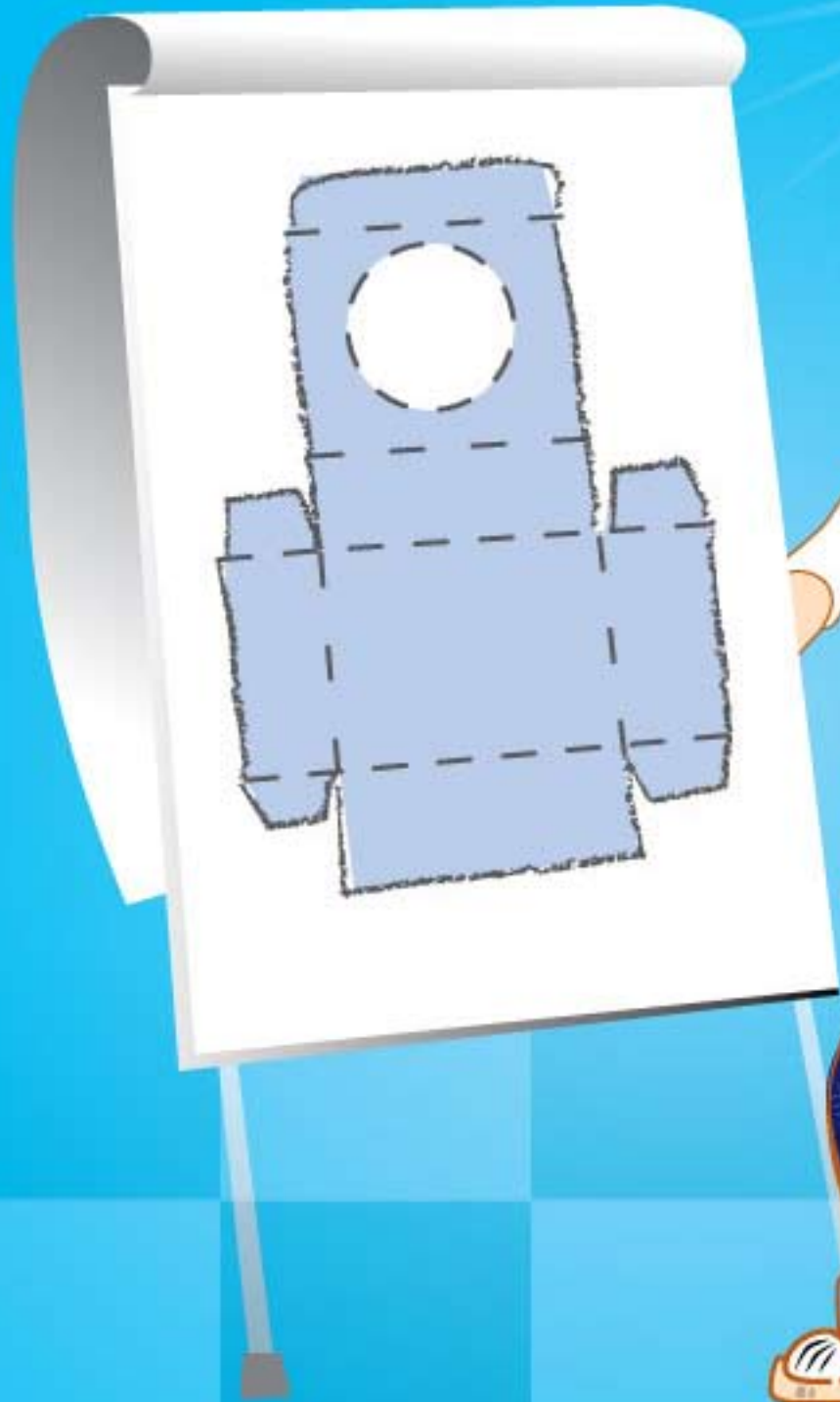


meaty matters



section 3:

Packaging project

Section three: packaging project

**Design QMS packaging for your local
butcher or supermarket**

Activity: middle and upper stages



Section 3: Packaging Project

Design QMS packaging for your local butcher or supermarket:
middle and upper stages

Teacher's notes

Design QMS packaging for your local butcher or supermarket

Aims

Pupils have to respond to a brief that will ask them to think about everything they've learned during their work on the Meaty Matters pack. They will be asked to design packaging for Scotch beef, lamb or pork (for their local butcher or supermarket). This must get the message over to the customer that meat is an important part of a healthy diet. The packaging should also promote the variety of types of meat available to customers, and reassure customers that the meat has been through a strict quality assurance process. The packaging has to attract customers, too!

Materials/resources

- **Activity sheet: brief for QMS design project** → page 109 + 110
- Pupils' knowledge and understanding
- CD-ROM; posters; QMS materials and photographs from Section one; Information sheets from Section two
- computer, A4 paper (for initial plans and rough working sketches) and A1 paper (for final presentation); coloured pens, pencils, rulers
- Powerpoint software (if you have this available) - to present information to butcher/supermarket representative.
- Examples of successful advertising from magazines, newspapers, flyers.

Lesson outline

- This activity follows on from pupils' investigation into the local butcher or supermarket. Hand out **Activity sheet: brief for QMS design project**, and discuss with pupils.
- Tell pupils that they are being asked to design packaging for QMS products that will do the following:
 - attract the consumer
 - promote meat as part of a healthy, balanced diet
 - promote the various types of meat available
 - promote the QMS quality assurance process.
- Pupils can use a variety of resources to produce the packaging such as photographs, posters, information sheets from Sections one and two - they can scan these and work on the computer to produce their packaging. Or they can use paper if they prefer.



Section 3: Packaging Project

Design QMS packaging for your local butcher or supermarket:
middle and upper stages

Teacher's notes

Design QMS packaging for your local butcher or supermarket

- Pupils have to think about any language and images they use - think about the power of words and images in advertising. Show pupils good examples of advertising - and why these are successful. Think about slogans, short, snappy sentences, use of imagery and metaphor, etc. Divide pupils into three groups, and into pairs within each group. Group one has to design packaging for beef, group two for lamb and group three for pork.
- One pair will then be chosen to prepare a powerpoint presentation of the class's work, and will give a talk on the design process from brief to final product to the local butcher/supermarket representative. The rest of the class should be divided into groups to organise the visit, prepare an invitation, and organise materials to prepare an exhibition of everyone's work.
- Ideas for packaging will be displayed in this exhibition, along with evidence of design process during the project.

