

DESIGN & TECHNOLOGY · Y3–Y6

Packaging Design Project

DT design project — KS2

What makes good packaging?

Research questions to consider

- PURPOSE: what does the packaging need to DO? (protect, preserve, transport, inform)
- MATERIAL: what is it made from? Why that material?
- SHAPE: why is it that shape? Does it stack? Does it fit on a shelf?
- INFORMATION: what does the consumer NEED to know? (ingredients, allergens, nutritional info, best before)
- MARKETING: what is the brand trying to communicate? Who is the target customer?
- ENVIRONMENTAL IMPACT: is it recyclable? Could it be improved?
- Bring in 3 examples of real packaging — analyse each one against these criteria.

My packaging design brief

Product: _____ Target customer: _____ Constraints (e.g. must be recyclable, must be a box, budget £1 per unit): _____ What my packaging must include: _____ What makes my design different or better: _____



