

Fast Five

Can you name the country that each of these styles of art are associated with?



Fast Five Answers



China



UK



Russia

Can I design my own brand?

Chocolate

Can you name different chocolate bars?

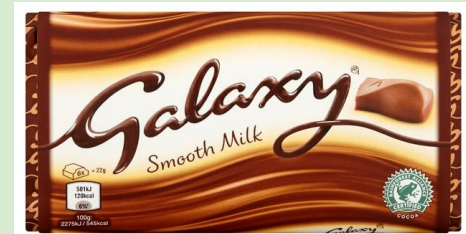
Which is your favourite?

What do you like about them?

Do you know what their logo/packaging looks like?

Chocolate

Look at the logos and packaging on these:



Designing your own brand

In this unit of work, you are going to design your very own chocolate brand. You will be creating your own packaging to go with it.

Designing your own brand

To do this you will need to complete several steps:

- **Choose a name and logo**
- **Choose a type of chocolate**
- Choose a packaging design to match
- Draw your design

Today you will focus on the first two steps.

Choose a name

Decide who will be your target market.

What will appeal to them?



Choose a logo

What makes a logo stand out?

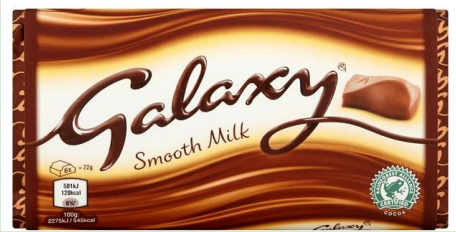
Think about how it could look.



Examples



Big, bold capital letters. Stands out.
Hard to miss. Takes up a whole side.



Slick, curly letters. Looks like they've
been written in chocolate.



Medium-sized letters. Red bubble
writing on a black background.

Choose a type of chocolate

What flavour will your chocolate be?

Will it have anything unique inside?

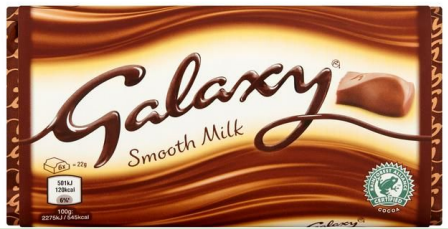
How could this influence your logo?



Examples



Because it has peanuts- these are depicted on the front.



A smooth chocolate so written in an elegant way.



Red like the planet Mars. No indications about flavour.

Nutritional Information

You will also decide the energy, fat, saturates, sugars and salt content of your item. This will be displayed on the front of your chocolate bar.

How might this affect your brand?



Energy	Fat	Saturates	Sugars	Salt
557 kJ 133 kcal	7.6 g	4.6 g	14 g	0.06 g
7%	11%	23%	16%	1%

Task

Before choosing your task, draw a rectangle across your page. You will complete your task inside this box so make sure it is big enough to draw inside.

Red background

Brand Name Logo

Brown streaks going across

Energy	Fat	Saturates	Sugars	Salt
557 kJ 133 kcal	7.6 g	4.6 g	14 g	0.06 g
7%	11%	23%	16%	1%

Red/Yellow

Can I design my own brand?

Choose a name for your brand and draw its logo in your book.
Plan your colour scheme. Draw your key nutritional information.

(In the next lesson, we will add these to our packaging)

Red background

Brand Name Logo

Brown streaks going across

Energy	Fat	Saturates	Sugars	Salt
557 kJ 133 kcal	7.6 g	4.6 g	14 g	0.06 g
7%	11%	23%	16%	1%

Green

Can I design my own brand?

Choose a name for your brand and draw its logo in your book. Plan your colour scheme and how the flavour can be represented through your logo. Draw your key nutritional information.

(In the next lesson, we will add these to our packaging).

Red background

Brand Name Logo

Brown streaks going across

Energy	Fat	Saturates	Sugars	Salt
557 kJ 133 kcal	7.6 g	4.6 g	14 g	0.06 g
7%	11%	23%	16%	1%