

Year Group	6
Term	Summer
Subject	Art

Topic	Graphic designing – Food packaging
Curriculum Intent	To explore the idea that drawing as a 2-dimensional activity can be used to transform surfaces which can then be manipulated into a 3 dimensional object.

Key Vocabulary	Packaging, two dimensional (2D), three dimensional (3D), graphic design, mock up, typography, lettering, slogans.
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Skills	<p>Use my sketchbook to record and reflect, collecting the ideas and approaches I like which I see other artists use.</p> <p>Transform my drawing into a three dimensional object.</p> <p>Explore typography and design lettering which is fit for purpose.</p> <p>I can use line, mark making, tonal values, colour, shape and composition to make my work interesting.</p> <p>Explore artists who use their drawing skills to make objects, and share my responses to their work, thinking about their intention and outcome.</p> <p>Appreciate the work of my classmates; I can listen to their intentions and share my response to their work.</p> <p>Share my work with others, and talk about my intention and the outcome. I can listen to their response and take their feedback on board.</p>
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Knowledge	<p>To understand what is meant by two dimensional and three dimensional (2D and 3D).</p> <p>To understand the job role of a graphic designer.</p> <p>To understand that packaging designs should reflect the product contained within them.</p> <p>To recognise that packaging designs should be eye-catching and appeal to the buyer.</p> <p>To understand that there are certain pieces of important information which should be included when designing packaging.</p> <p>To understand the importance of using lettering (typography) within product design.</p> <p>To understand that we can use sketchbooks to focus on exploration and we do not always need to create an “end result” – sometimes the exploratory journey is more than enough.</p> <p>To understand that we can use colour, pattern, line and shape to express our creativity.</p> <p>To understand that we can share our artistic discoveries with, and be inspired by each other.</p>
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Week	Learning Objective	Activities	Outcome
1	LO: To explore designs on food packaging.	<p>Introduce the role of a graphic designer and explain how all of the products we see in the shops would have had their packaging specially designed.</p> <p>Look at some examples of food packaging and make observations about their design. Consider all different aspects, including: layout, colour, lettering, pictures, etc. Use annotated sketches to record these ideas.</p>	Annotated sketches/notes within sketch books.
2	LO: To explore the art of lettering	<p>Introduce the idea of typography – the art of lettering. Show children some examples of different lettering styles. Children experiment with using different styles and record their work in their sketchbooks.</p>	Annotated sketches/notes within sketch books exploring different typography styles.
3	LO: To design ideas for food packaging.	<p>Children are to decide on a product which they would like to design packaging for. They should bring in an existing packaging example for this product or print off a picture of it or can pick from a selection of products within class. In sketchbooks, they can then explore alternative ideas for the packaging. They should consider: layout, colour, images, lettering, etc...</p>	Ideas for a new product design being explored in sketch book.
4	LO: To create a design for food packaging.	<p>In their sketchbooks, children are to create a final design idea for a new packaging design for a chosen product. This should include sketches of the product from different angles (front of box, back, sides, etc).</p>	To create a final design sketch for food packaging.
5	LO: To create a design for food packaging.	<p>(This will probably require a whole afternoon) Children are to use their design from the previous lesson to create their food packaging. They can use an existing product box and cover each side with their design on it.</p>	To make 3D packaging for a product based on 2D design.
6	LO: To share, discuss and reflect upon designs.	<p>To present the children's work, we could make a mini-supermarket type set up with all of their products laid out. Children can then walk around and observe other people's products. They can have a 'shopping list' with questions on it, such as: Which packaging do you think is the most appealing? Why? Or can rate each other's products out of 5 based on: colour, lettering, design, etc.</p>	To evaluate the effectiveness of their own work and the work of others.