

Persuade the Dragons

Let's get Designing!

Home Learning challenge:

Every single day, people all over the country eat bread, wraps, pittas and other savoury snacks as part of a healthy diet. This is a booming market that is always looking for the next big thing. These foods, as we all know, can taste and look quite dull. Your U.S.P (unique selling point) needs be focussed on making a bread roll which is unique and suitable for different dietary needs.

To support you as a designer, and to apply your creativity and thinking skills, you will need to complete a series of tasks at home that will feed into your final sales pitch. This will include: bread questionnaires, evaluating existing packaging and practising your pitch later in the project.

As a designer, you will need to:

Evaluate some existing packaging:

Due: Monday 9th February 2026

Children to draw a food product's packaging and evaluate its design, impact and effectiveness using thinking hats.

- Lettering
- Slogans/word choices
- Colour
- Images
- Language

Technical Language

bread
Products
Produce
Materials
Hygiene
Investigate
Flavour
Texture
Colour
Savoury
Ingredients
Properties

Notes to Parents/Carers:

- Support your child to look at different packaging and displays;
- Complete the questionnaire;
- Discuss your child's design with them to ensure understanding;
- Watch and give feedback on their presentations to help the children to evaluate their product.

EXAMPLE:

The logo is original, clear and big so that it can be easily identified by the buyers.

Bright red background is eye catching to the buyer and stands out on the shelves in supermarket.



There are pictures of the product on the front of the tube to advertise what is inside. This might tempt the buyer more.

The packaging is clear and simple so that it is not confusing or overwhelming for the buyer.