## Design a cereal box

Grades 6, 7 and 8

General Mills has come up with a wonderful new cereal formula they believe will drive sales up and increase their profits. They are counting on you, the newly hired marketing director, to design a very appealing cereal box to help them sell their new delicious cereal.

1. **Review Cereal Boxes (1 class) – Bring empty cereal box from home for next class!**

**Become familiar with cereal box design by clicking on the links below.**

**Answer the following questions on a new Google Doc sheet and title it Cereal Box Design plan. (You may copy and paste the questions)**

What is the target audience for a particular box of cereal?

What marketing techniques are used to sell this cereal to that target group?

What images or special offers are included on the box of cereal that might be appealing to consumers?

Compare and contrast images used on cereal boxes aimed at adults versus those aimed at children? What do you notice?

[Explore cereal box front covers here](https://www.google.com/search?q=cereal+box+design+project&rlz=1C1CAFB_enUS601US601&espv=2&biw=1440&bih=775&source=lnms&tbm=isch&sa=X&sqi=2&pjf=1&ved=0CAYQ_AUoAWoVChMIv6S-_9LWyAIVi1w-Ch3-MwV1&dpr=1#tbm=isch&q=cereal+box+covers)

[Explore cereal box back covers here](https://www.google.com/search?q=cereal+box+design+project&rlz=1C1CAFB_enUS601US601&espv=2&biw=1440&bih=775&source=lnms&tbm=isch&sa=X&sqi=2&pjf=1&ved=0CAYQ_AUoAWoVChMIv6S-_9LWyAIVi1w-Ch3-MwV1&dpr=1#tbm=isch&q=cereal+box+back+covers)

[Explore cereal box nutrition labels here](https://www.google.com/search?q=cereal+box+design+project&rlz=1C1CAFB_enUS601US601&espv=2&biw=1440&bih=775&source=lnms&tbm=isch&sa=X&sqi=2&pjf=1&ved=0CAYQ_AUoAWoVChMIv6S-_9LWyAIVi1w-Ch3-MwV1&dpr=1#tbm=isch&q=cereal+box+nutrition+label)

[Explore cereal box side panel here](https://www.google.com/search?q=cereal+box+design+project&rlz=1C1CAFB_enUS601US601&espv=2&biw=1440&bih=775&source=lnms&tbm=isch&sa=X&sqi=2&pjf=1&ved=0CAYQ_AUoAWoVChMIv6S-_9LWyAIVi1w-Ch3-MwV1&dpr=1#tbm=isch&q=cereal+box+side+panel)

1. **Design (2-3 classes)**

You may work with a partner or alone for this project.

Begin by designing a concept on Google Drawing or Microsoft Publisher.

**You need to design (on separate pages)**

* 1. Front cover (Name of Company, name of cereal, catchy phrase, image)
  2. Back cover (must have some type of chart, graph, game or word puzzle)
     1. Options: ABCYa word maker, Graph: Google Sheets
  3. Side panel 1 (must have nutrition label) Use Google Sheets – dimensions are 1.5 inches wide by 10.5 inches tall
  4. Side panel 2 (fun facts, images, option) dimensions are 1.5 inches wide by 10.5 inches tall

1. **Create a n animated commercial with your cereal box design image on Scratch (After Christmas Break)**