



# Design and Technology – Ice Cream Dream Spring 1

## Key Learning

To identify the key features of successful packaging.

To design effective packaging for your chosen flavour of ice cream.

To create a marketing poster.

To create an advert.

To produce packaging for a product.

To work as a team to create an ice cream flavour.

To evaluate the effectiveness of the final product.

## Packaging

Brand name.

Appearance of ice cream.

Quality of ingredients.

Unique selling point.

Lettering and colour scheme.

Key information displayed on container.

## Examples



## Key Vocabulary

Word	Description
Packaging	Materials used to wrap or protect goods.
Advertising	Where a product is promoted for the attention of the public.
Logo	A symbol or small design that identifies a product or organisation.
Label	A small piece of paper, fabric or plastic attached to an object and giving information about it.
Product	An object that is manufactured for selling.
Stackable	Can be piled up and neatly arranged.
Nutritional	Providing the food necessary for health and growth.
Freezable	Capable of being frozen.



Design



Make



Evaluate