

Year 10 Chocolate Project



You will be creating a logo and branding for a range of new high end chocolate products by considering the needs of your consumer, and making physical mock-ups to show off your ideas.

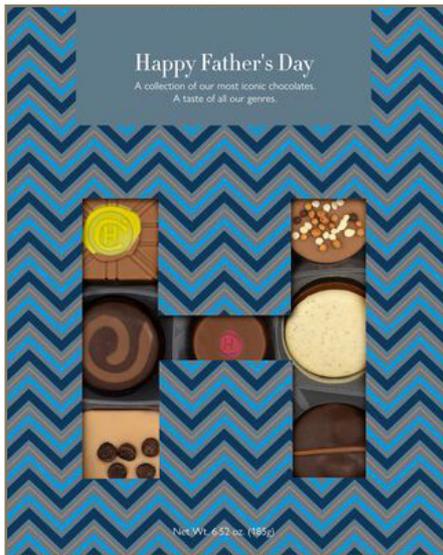
<u>KEY WORDS</u>	Packaging Research Themed	Unique selling point Consumer Target audience	Theme Outcomes Mock up	Net Brand Logo
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Wider Study Opportunities?

Careers - Animation, Sign Writer, Photographer, Graphic Designer, Digital Marketing, Architect

A-Levels - Art, Graphics, Textiles, Photography, Product Design



Some of your learning will include:

-  Researching a theme and a unique selling point.
-  Finding a style and designer to influence your pattern and illustrations.
-  Exploring fonts and product names relevant to your chosen theme.
-  Refining a personalised logo.
-  Creating a packaging outcome, showing your understanding of 'nets'.
-  Applying your design to mock ups.

Assessment and Feedback:

-  **Assessment Objective 1:** Demonstrates an ability to develop ideas through investigations, demonstrating an understanding of sources.
-  **Assessment Objective 3:** Demonstrates an ability to record ideas, observations and insights relevant to intentions as work progresses.
-  **Assessment Objective 4:** Demonstrates an ability to present a final outcome that realises intentions and shows some opportunities for development.

Feedback Opportunities:

-  Mid project feedback based on the assessment objectives
-  Personalised sticky notes
-  Verbal comments
-  End of project mark and feedback

Why this? Why now?

As the longest project of Yr 10, it will prepare you for the independent structure of Yr 11. You will be able to build upon your understanding of design principles, illustrator skills and ability to build a project to create a unique branded outcome. This work will help to build towards your GCSE portfolio.