


Designing a new drink

My ideas for a brand new drink are:



A rectangular box containing a small illustration of a glass of orange juice with a pink straw. The rest of the box is empty for writing.

The main ingredients will be:

A large empty rectangular box for listing the main ingredients of the drink.

I have chosen these because:

A large empty rectangular box for explaining the reasons for choosing the ingredients.

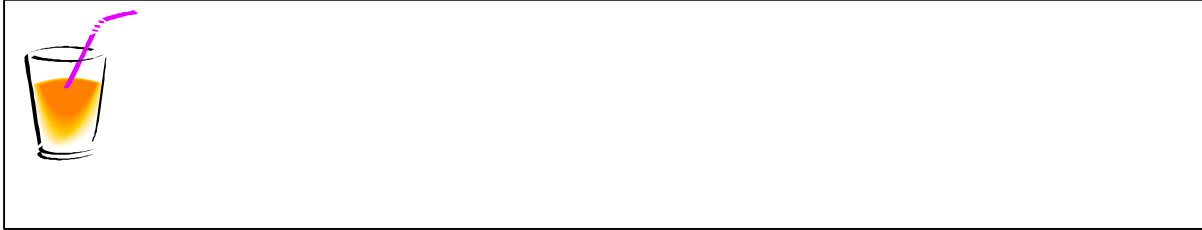
Some words to describe my drink are:

A large empty rectangular box for describing the drink with words.

Designing a new drink

Packaging

Drinks packaging is usually.....



This is because.....

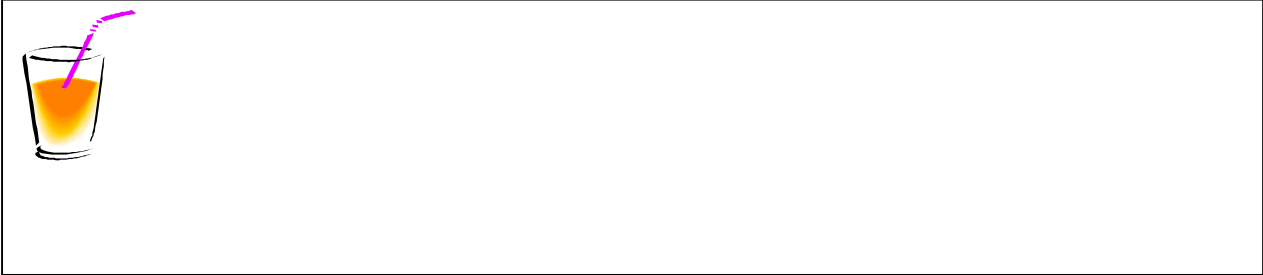
My design for packaging for my new drink would be.....

My design for my drinks label is.....(Sketch ideas)

Designing a new drink

Advertising

After looking at a range of TV commercials and listening to radio jingles we can say that.....



My ideas for a radio jingle are.....(details of sounds/music to be used and what will be said about the product)

A large empty rectangular box intended for writing ideas for a radio jingle.

If I were to design a TV commercial about my new product these would be my ideas.....

A large empty rectangular box intended for writing ideas for a TV commercial.

Designing a new drink

Advertising

My new drink is called.....



The design of my advertising poster will be: (sketch ideas)


The slogan for my new drink is.....

I have designed my advertising poster like this because.....

Designing a new drink

Evaluating my work

What have I made and how??



A rectangular box containing a small illustration of a glass of orange juice with a pink straw. The rest of the box is empty, intended for a student to describe their drink design.

Am I pleased with my work? Why? 😊 ☹️

A rectangular box intended for a student to write their response to the question about their satisfaction with their work.

If I were to start again how might I improve my work? Why?

A rectangular box intended for a student to write their response to the question about how they might improve their work.

What have I learnt about designing a new product, designing packaging and designing advertising?

A large rectangular box intended for a student to write their response to the question about what they have learnt from the design process.

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Did I enjoy this topic? Why ?

My favourite part was.....

My least favourite part was.....