

Lesson #9: Entrepreneur - Packaging



Overview: In this lesson, students will learn how to create a professional looking package for their invention.



Student Agency:

Students have control over their learning by researching and creating their own packaging for their product.



Pathway:

- Engineering
- Maker Centered Learning/ Fabrication



Duration: ½ -1 hour (depending on complexity)





Essential Question(s):

- How can a package affect the success of a product?
- How can packaging be made affordable and easy to display in a store?



Objectives:

- Students will be able to design a template to create a package for their product.

 <u>Competencies & Practices</u>	 <u>Student Artifacts/Evidence</u>
Collaboration	Students will work together to create the packaging for their product.
Automation	Laser cutters/engravers may be used to cut box templates into cardboard.

Teacher Preparation:

Familiarize yourself with packaging templates and techniques.



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Materials for Students:

- Computer
- Paper, cardboard, card stock
- Writing/coloring utensils
- Random craft supplies

Students Prior Knowledge:

- Students should know who their target market is to reference to while creating their packaging. **See Lesson #3**



Concepts:

- **One-time costs**- are usually things that you pay for initially. These can include design work, machine setups, company stamps, etc.
- **Per-item costs**- are things that you need to pay for each time you package an item. These can include tape, tissue paper, labor, etc.



Habits of Mind:

- Persisting
- Thinking Flexibly
- Creating, Imagining, Innovating
- Thinking and communicating with clarity and precision



Lesson Sequence:

1. **Anticipatory Set:** Show the video below to show students how designers come up with packaging ideas.



Video Connection: <https://www.youtube.com/watch?v=B2MWJiqqacs>



Questions to Ask Students:

1. What materials are the designers using to create their package prototypes? *Paper, cardboard, etc...*



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2. Why do you think that prototyping a package is just as important as prototyping a product? *The package defines the product and a poorly packed product can lead to the failure of a product.*

2. Engaging Activities:

- a. **Research-** Students will research package design and templates.



Teacher Tip: Students can start their research with the articles and videos below, but may find additional resources online.

i. Box Templates


1. <https://www.youtube.com/watch?v=U5zWc8i-wjE> (video)
2. <https://www.templatemaker.nl/> (template generator)
3. <https://www.youtube.com/watch?v=K9TcKIFXxjw> (video)

ii. Package Design

1. <https://99designs.com/blog/tips/ultimate-guide-to-product-packaging-design/> (article)
2. <https://www.youtube.com/watch?v=NaBM9yz86RU> (video)
3. <http://lovelypackage.com/> (article)

- b. **Activity:** Students will use the information that they learned using the resources above to create their own packaging for their product.

3. **Wrap Up:** Have the class present their packaging and reasoning for the design to the class.

 Assessment Questions	Yes	No
Did students create a professional looking package?		
Do students have an understanding of why packing is so important for the success of a product?		

Activities for Relearning:

Have students research packaging techniques real businesses use.



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Activities for Enrichment:

SHave students redesign the package for a product that already exists.

Resources for Teachers:

- <https://www.youtube.com/watch?v=NaBM9yz86RU>
- <https://www.youtube.com/watch?v=B2MWJiggacs>
- <https://www.youtube.com/watch?v=U5zWc8i-wjE>
- <https://www.templatemaker.nl/>
- <https://www.youtube.com/watch?v=K9TcKIFXxjw>
- <https://99designs.com/blog/tips/ultimate-guide-to-product-packaging-design/>
- <https://www.youtube.com/watch?v=NaBM9yz86RU>
- <http://lovelypackage.com/>



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