



Stage 6: Advertising and packaging

Learning objectives:

- To promote a pizzeria
- To design and make takeaway packaging

Stage overview:

In this stage, the children use their Design & Technology skills to design and make takeaway packaging and promotional material for their British pizzerias. Cross-curricular English opportunities are built in when the children plan and perform their own television advertisements.

Materials needed:

- Food advertisements from magazines
- Coloured paper and card
- Pencil crayons/ felt tip pens

Presentation notes:

Slide 2: Promotion	<ul style="list-style-type: none"> - Ask the children to talk to their partners about what they understand the term 'advert' to mean and explain that businesses use advertisements to tell people about their product or service and encourage customers to come.
Slide 3: Exploring food advertising	<ul style="list-style-type: none"> - Give the children a selection of food advertisements from magazines and ask them to look at what the businesses have done to persuade customers to buy their product. Do they think it has worked? Would they be persuaded? How does the advert use photographs and persuasive language?
Slide 4: Designing promotional material	<ul style="list-style-type: none"> - The children take inspiration from the promotional material that they have examined to design their own written advertisement for their British pizzerias. - Remind them to describe/ explain how their pizzeria is better than their competitors' restaurants. - Remind them to include the price and special offers e.g. lower introductory prices, buy one get one free etc. - Programs such as Adobe Spark Post or Pic Collage could be used to complete this task.

Slide 5: Performing promotional material	<ul style="list-style-type: none"> - Ask the children to work in groups to plan and perform a simple television or radio advertisement for their pizzeria. - Remind them to speak at a clear pace and volume when they are presenting. - Assess spoken language during their performance. - Free 'Audacity' software could be used to record their adverts and carry out basic edits, including removing mistakes, adjusting volume levels and adding music and/or sound effects. These could be played as part of the 'market place' activity in the next stage.
Slide 6- 11: Plastic packaging	<ul style="list-style-type: none"> - Use the power point to lead a discussion about the environmental effects of non-recyclable plastic packaging. - In business groups, ask the children to imagine that their restaurant has a take away service and brainstorm how they could package their pizzas without using plastic (paper plates, boxes, paper bags etc.)
Slide 12: Designing and making packaging	<ul style="list-style-type: none"> - Ask the children to draw and label a sketch of their take away packaging. - The children should then make and decorate an example of their take away packaging. - Alternatively, the Foldify iPad application could be used to design packaging nets. The children could select an appropriate template, add custom artwork and then print, cut out and fold their nets to create packaging.

National Curriculum Links:

Subject	Topic	Objective
Design and Technology	Design	<ul style="list-style-type: none"> - Design purposeful, functional, appealing products for themselves and other users based on design criteria. - Generate, develop, model and communicate their ideas through talking, drawing, templates, mock-ups and, where appropriate, information and communication technology.
Computing		<ul style="list-style-type: none"> - Use technology purposefully to create, organise, store, manipulate and retrieve digital content.