

# Art & Design Yr 3 and 4 Home Learning

## LO: I can design my very own chocolate bar packaging



### STEP 1:

Have a look at the wide range of different chocolates available for us to buy from shops. Do you have a favourite?

Think about:

Which chocolates are you most drawn to (which are you most likely to buy)?

Why would you buy it?

Which bar has the most attractive packaging?

What features makes a bar of chocolate look attractive and make you want it?

Is your chocolate for children, adults or both?

Think about the colours you would use to appeal your customer

Also look at chocolates when you go to the shop!



What else should your chocolate bar include?



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## What you will need to include:

Name of your chocolate

Price

Short Description to attract the buyer

Appropriate colours depending on the type of chocolate. If you are designing a dark chocolate bar packaging would you use bright colours?

Logo

Ingredients on the back (very important for people with allergies)

Maybe a picture of some sort or pictures of the main ingredients – if it is a chocolate with chilli flakes you may want to draw red flakes of chilli falling down or maybe you want the writing to be red to represent the chillies.

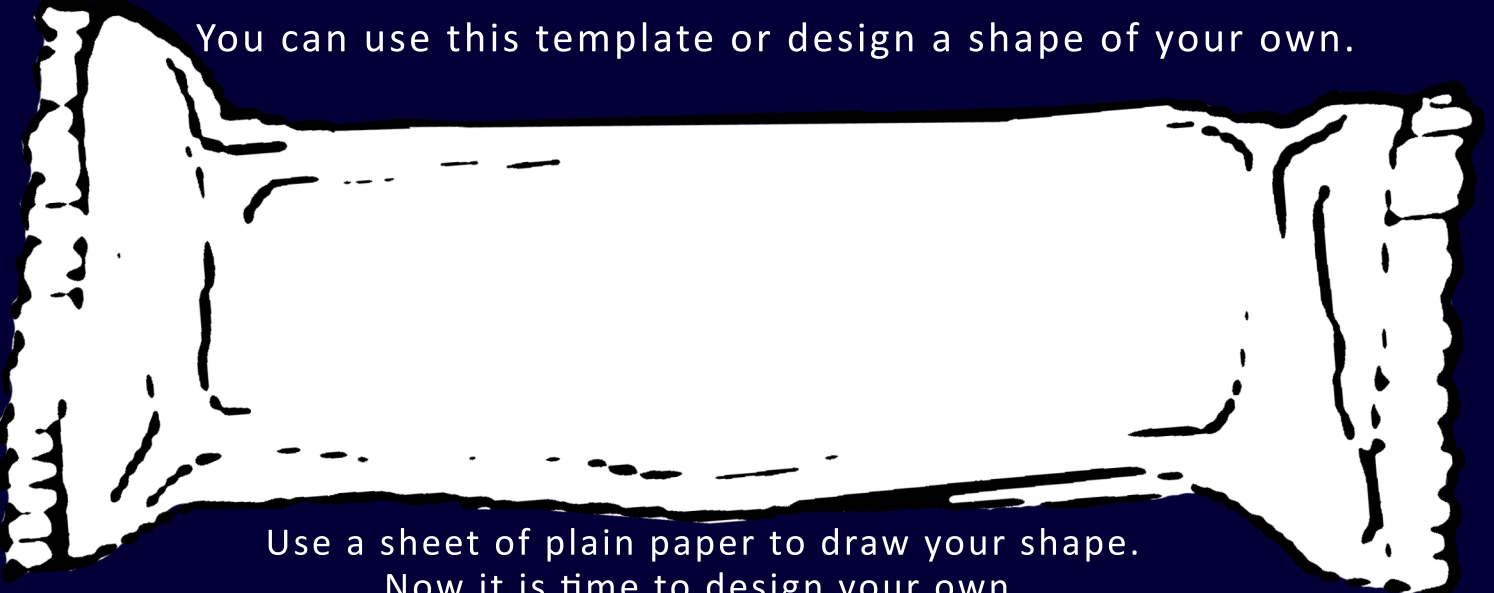
Your typography, font style is very important. We used this word when we were designing front covers for 'I WAS A RAT'.



WHAT ELSE  
CAN YOU  
INCLUDE?

## CHOCOLATE PACKAGING TEMPLATE

You can use this template or design a shape of your own.



Use a sheet of plain paper to draw your shape.

Now it is time to design your own  
MARVELLOUS CHOCOLATE BAR!

WE WOULD LOVE TO SEE YOUR IDEAS! PLEASE EMAIL YOUR WORK TO FRONTDESK