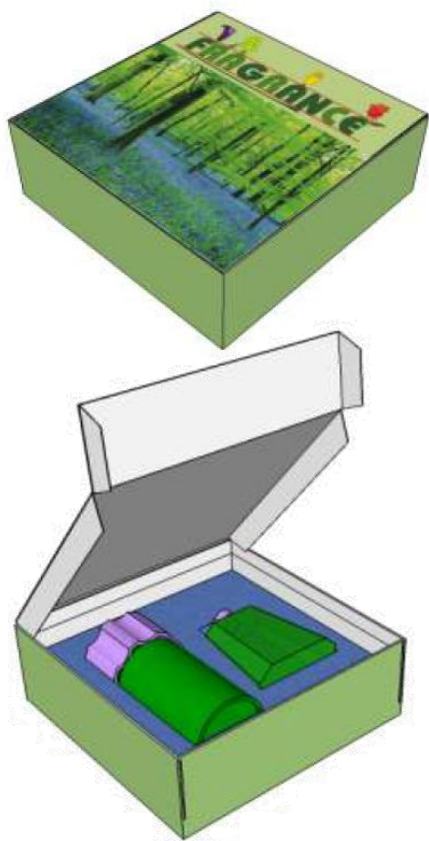


STARTER: How much do you know?

Match up the printing process to the appropriate materials, products and quantities.

| Printing Process | Materials you print onto | Example products | Quantity? |
|---------------------------|---------------------------------------|-----------------------------|--|
| Laser Printing | Fabric, large prints | Wedding invitations | One to hundreds depending on machine used. |
| Photocopying | High quality paper | Newspaper or magazine | Small to large quantities (e.g. currency) |
| Offset Lithography | Office paper | Flyers for a school play | A few to a 500ish |
| Flexography | Rolls of paper | T-shirt | Medium- large quantities |
| Gravure | Metal, plastic, paper (lower quality) | A letter or office document | Large volumes only (1,000+) |
| Screen Printing | Office paper | Sweet wrapper or drinks can | One off (only a few) |



_____ is popular as it is cheap and can be recycled. Also, colour and images can be applied using a number of printing techniques.

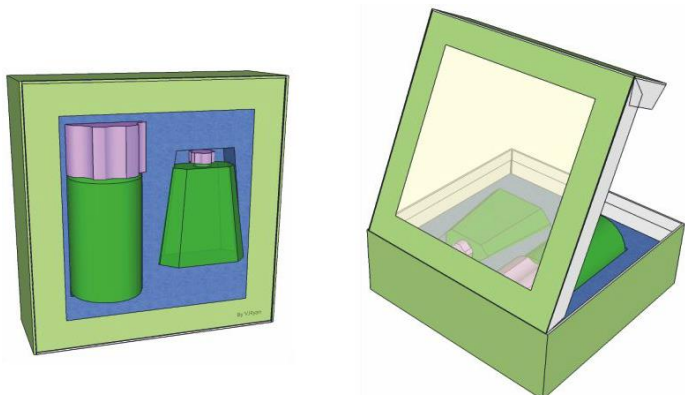
Normally the card is _____ to give the box a gloss / satin finish. High quality card will ensure that the colours printed on its surface, will appear bright and sharp. Quality card has a superior feel when handled by potential customers, suggesting that there is a quality product inside the packaging.

Good quality card is less _____ than cheaper card and can be scored and folded without the surface breaking or being damaged. Flat surfaces hold their shape and are less likely to warp, crease or bend out of shape.

Printing adheres more accurately to good quality card because the cards surface is resistant to bending and breaking. This gives a flat surface on which to print.

Card can be recycled into other paper / card products, making it an environmentally friendly material.

Usually the packages are cuboid in shape, because _____



The addition of a clear _____ window, allows potential purchasers to see the products inside, without opening the package. Although this adds a little complexity to the net / development, a potential customer is more likely to buy the product if he / she can see what is inside..

The card, _____ window and polypropylene insert can be recycled, giving the packaging an environmentally friendly aspect.



The packaging for the perfume product is manufactured from:

Box - quality card - 1000 microns (1mm), 920gsm

Clear window - Polypropylene, to enable viewing of the products

Plastic insert - high impact polystyrene (HIPS), to hold the contents securely in position

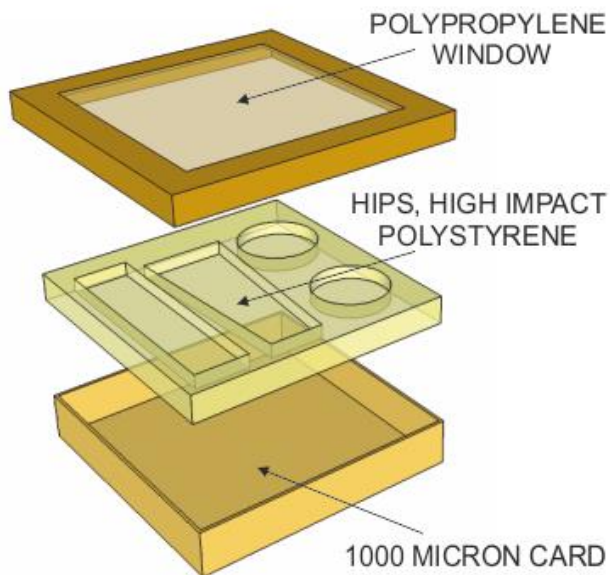
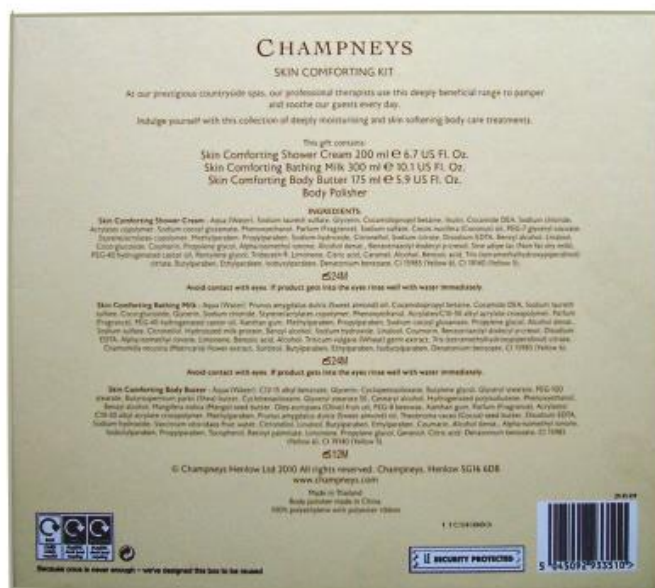
PLAN VIEW



WITHOUT LID



FROM UNDERNEATH



Task 1: Target Market

Products are often designed with a use in mind.

Pick a target market from the list below.

| | | |
|-------------|-------------|----------|
| Adult 24-40 | Elderly 60+ | Teenager |
|-------------|-------------|----------|

Everyone at some point in their lives will wear perfume.

In the space below write three points that you need to consider in the design of a fragrance packaging for your chosen user.

1. _____
2. _____
3. _____

In the space below design fragrance packaging for your chosen target market. Annotate the design idea to show how it meets the needs of the user. You should also show how the packaging would fit together.

Task 2: Materials

Give three examples of specific paper / card

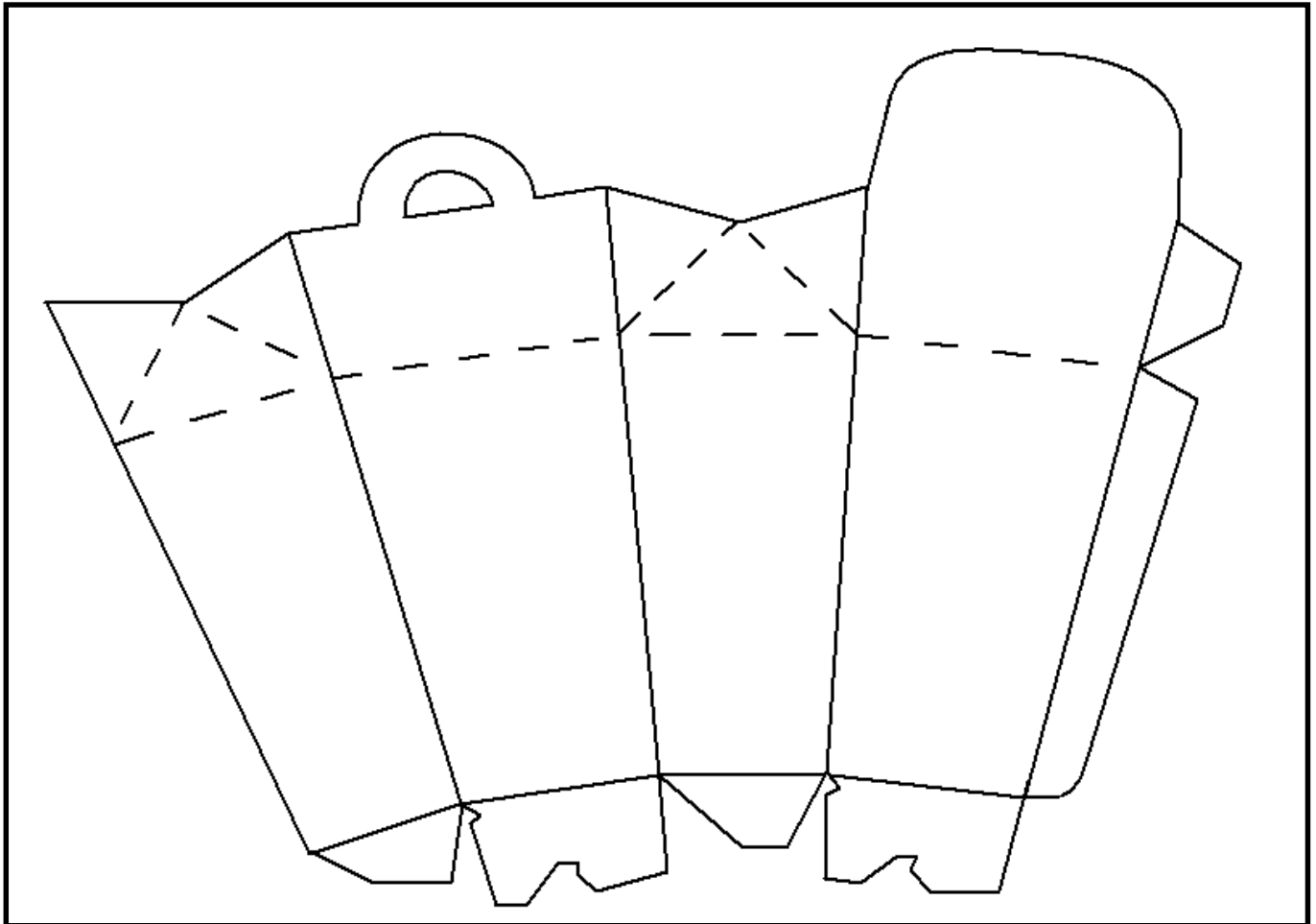
| | | |
|--|--|--|
| | | |
|--|--|--|

In the space below write an explanation stating how your chosen papers/boards would be suitable for fragrance packaging.

1. _____
2. _____
3. _____

Shown below is a net which would be used for a fragrance packaging. Draw a design onto the net for your target market chosen in task 2. You should consider brands, logos and what goes into packaging.

Explain your thinking.



Task 3: Brand Identity

Using Examples Explain what is meant by brand identity.

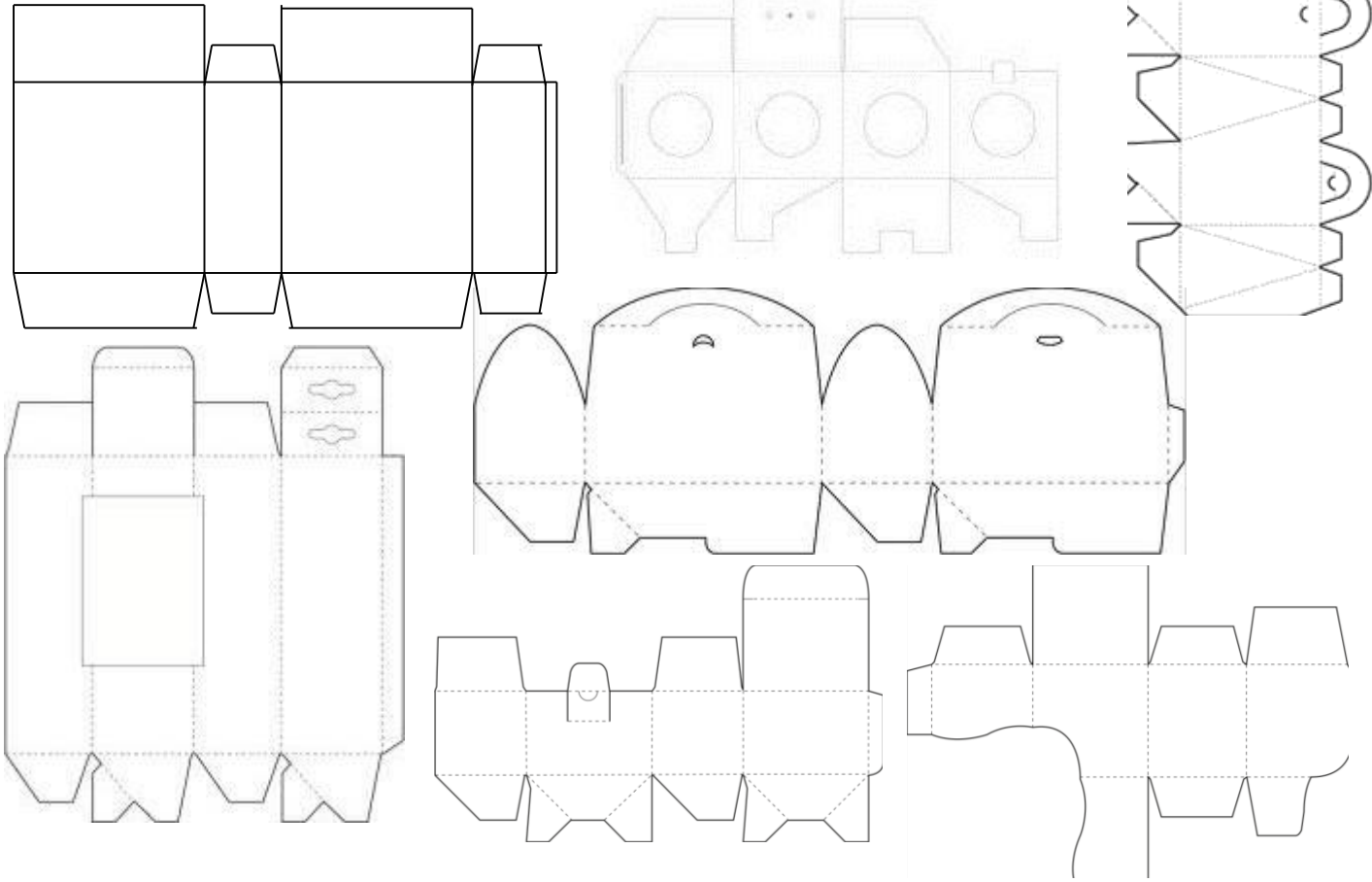
A new brand of fragrance is being launched for males ages 16-24.

The fragrance is to be called 'Zeal' in the space below come up with a brand identity for 'Zeal'.

Annotations should explain colour palettes, the logo design and explain how it meets the target market.



Exemplar Nets- Outer Packaging



Example Products



The content for your mock exam is below.

Exam Theme:

Context: Fragrance Packaging.

Before the exam you need to:

- Analysis different types of fragrance packaging
- Research different types of nets not just fragrance packaging
- Research logos and branding
- Research types of mechanisms that close nets / packaging
- PICT PD
- Know the different labels for packaging— Mobius loop etc

You must be able to:

- Draw a net
- Describe how the supports inside fragrance packaging work
- Describe what the key features of a piece of packaging are (PICT PD)

Other topics in the exam:

- Scale of Production
- Materials & their properties
- Flat pack furniture (knock-down fittings & sustainable issues)
- Basic tools and health & safety
- Inclusive design (ergonomics & anthropometrics)

All revision material that we have used in class can be found under KS4 Product Design on the VLE or on the Public Drive under D&T → KS4 → Y11 Product Design

www.technologystudent.com also has an excellent Product Design section with lots of help and information about Fragrance Packaging and other Product Design theory topics.

Exam Tips:

- Make sure you answer every question, If you aren't sure have a sensible guess.
- Don't Give a one word answer, always give reasons / explanations and where possible facts.
- Be Prepared have all of your equipment ready (Pen, Pencil, Ruler, Rubber, Crayons)
- Read each question carefully twice and check how many marks it is worth!
- Don't forget each question gives you a recommended time.
- If you are feeling stressed or worried about your exam please come and see me.
- Be confident!!