SVEC
SEMINOLE VOCATIONAL
EDUCATION CENTER

TASK SHEET
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DISGUSTING FOOD PROJECT

Years 2 - 4

TASK: Take an existing product that has poor packaging or appeal and rebrand it to make it more appealing. The purpose of this assignment is to put yourself in the shoes of a real ad agency given the task of trying to promote a unique and difficult to categorize product. Throughout the lesson, you will have to rely on teamwork, ingenuity, and creative ideas.

YOU WILL NEED TO CREATE AND DO:

- Assemble a design team. Name it. Create a logo for it. Assign roles.
- Bring your disgusting product in to class. Choose your disgusting food item at random.
- Create 5 thumbnail sketches of ideas for a new label and packaging for the product
- Create 5 thumbnail sketches of ideas for a web and direct mail ad
  ADS are 8 ½ " x 11"   WEB & DIRECT MAIL PIECES are 9" x 4" and under
- Create 5 thumbnail sketches of ideas for a promotional item
- Create a slogan, a catch phrase or a jingle
- Create a one-page web landing page for your product.
- Create a final for the web or print ad in InDesign, provide your new and improved packaging, provide Pantone color breakdowns, provide your promotional item.
- Give a presentation to the class using organizational and presentation methods in line with what industry does. Your campaign also should show the "Before" and "After" to the class.
- What demographic market you are appealing to?

YOU WILL NEED TO KNOW:

Highlight the word, right click, choose "Search (word)". A side bar window will pop up on the right side of the screen. Expand it to see your search results. Also, Google it!

Slogan	Jingle	Print Ad	Direct Mail	Eye Path	Catch Phrase
Headline	Design Hierarchy	Tie-In	Testimonial	Banner Ad	Landing Page

OUTCOME: Students learn about the limitations of print ads, direct mail, web advertising and the impact packaging has on influencing consumers to buy something.

RESOURCES:

- **Web Page Design - www.wix.com**
- **Seven print ad examples and why they're effective**
- **Designing effective print ads** – Adobe.com
- **15 web banner ad design tips to get more clicks**

YOU WILL NEED TO # 1: Brainstorm with your partner(s)

1. Decide how you would like to market your product.
2. Visit the brands own website listed on the front to get ideas.
3. Look up competitors. What makes their product stand out or different?
4. Decide upfront what kind of direction to go in as far as marketing this product. Humorous? Testimonial? Why a customer needs it? Who are you marketing this to?

YOU WILL NEED TO # 2: Pre-Production Work

1. Visit the resources provided with your team.
2. Look up competitor brands.
3. 5 Thumbnail sketches for your print OR direct mail campaign & Web Ad. Each team member is responsible for concepts.
4. 5 Thumbnail sketches for your improved packaging ideas & Logo idea for the product. Compare ideas within your group.
5. Create a Slogan, Jingle and Catch phrase.
6. Ideas for what the website might look like.
7. Get feedback. Choose your best ideas.

YOU WILL NEED TO # 3: Choose your final ideas and start!

1. Create your print OR direct mail campaign & Web Ad in Adobe InDesign Upload a final in InDesign
2. Create your new logo and packaging.
3. Determine the Pantone color scheme.
4. 5 Thumbnail sketches for your improved packaging ideas & Logo idea for the product.

YOU WILL NEED TO # 4: Finals

1. Create a final for your products new packaging & logo
2. Create a final for your products print ad OR Direct mail ad and Web Ad
3. Create a one-page website landing page for your product.
4. Highlight what the theme of the campaign is, including the slogan.
5. Include the promotional item or tie-in campaign.
6. Create a professional presentation that showcases all of this.
   - Before packaging and after packaging
   - Your ad or direct mail piece
   - Your website.
   - New packaging with Pantone colors. Justify why you chose these.
   - Justify your font choices.
   - Do you want to give out samples during your presentation?
   - Extra Credit to those who also produce print or digital coupons or physical promotional item
7. Create a professional presentation that showcases all of this.

GRADING 7 pts total

1 pt	**Team Name and Logo**
½ pt	**Team brought in a disgusting food item**
1 pts	**Thumbnails for brand logo, packaging**
½ pt	**Slogan, Catch-Phrase or Jingle**
1 pt	**Your One Page Print or Direct Mail Ad, Web Ad**
½ pt	**Your website landing page. Provided URL that works.**
2 pts	**Presentation is presented professionally and on point and includes all team members**
½ pt	**Breakdown of who created what. Uploaded to Focus on Time**

Extra credit? Promotional items?
Upload this to Focus.