STEM Career Adventures: Graphic Designer
Candy Product Line

🔍 Adventure Description:

In this adventure, you will be a graphic designer in charge of creating a new candy line for a food company.

Step 1: Background on Graphic Design and Product Lines (5 minutes)

- Show **Discovery Picture: Is This a Product Line**?
- Explain to explorers that each of these products on the first page is part of a product line.
  - A product line is a set of products made by the same company. The products share similar features and look similar, but they may perform different tasks or be used for different reasons.
- Ask explorers why companies would want a product line instead of having a lot of different, individual products that aren't related.
  - Most people buy multiple items from the same company. So, it makes sense for a company to have products that go together. For example, a company that sells a device that plays music will also sell headphones in that same product line. A soda company will also sell sodas of different flavors within a product line. Companies can make more money by selling sets of items.
- As a class, discuss why the products on the second page are not part of a product line.
  - The products on the second page are not in a product line because they are made by different companies and they do not have the same colors or features.
- Explain to explorers that people called graphic designers are in charge of designing packaging for items. The packaging is the boxes or wrappers the items come in. Designers may also help create the products.
- Show **Discovery Picture: Information on Graphic Designers**.

Step 2: Designing a Product Line as a Class (10 minutes)

- Explain to explorers that they will be working in a small group to create their own packages for a product line by a candy company.

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- Provide explorers with **Discovery Page: Creating a New Product Line**. As a class, read through the steps that groups will follow to create a new product line for candy.
- Have explorers work in their groups to design the plan for the new packaging in their product lines.

Step 3: Creating Prototypes for a Product Line (30 minutes)

- Provide groups with art supplies and building materials so they can create prototypes of their candy and packaging.

Extra time?
Have each group present their new candy product line to the class.

Materials List

Provided online:
- Discovery Picture: Is This a Product Line?
- Discovery Picture: Information on Graphic Designers
- Discovery Page: Creating a New Product Line

Not provided:
- Art supplies and building materials

Contact Allison, Director of Customer Service, with any questions or feedback at 314-272-2560 or allison@rozzylearningcompany.com

Send photos of your explorers and their projects to allison@rozzylearningcompany.com to be featured on Rozzy's website, social media pages, and blog!