STEM Career Adventures: Designer/Artist
Product & Package Designer

Introduction to Career:

Product and Package Designer Definition: Designers who work with companies to design products and packages that people will want to buy.

Adventure Description: A food company, Crunchy Munch wants to sell a new snack in grocery stores. Explorers will create a new snack and develop an eye-catching package that encourages families to buy the snack.

Activity: Designing A Product and Package (30 – 45 minutes)

- Explain to explorers that product and package designers follow four main steps to complete a project for a company: listening to their clients, designing the product, designing the packaging, and making a prototype of the packaging.
- Have explorers complete the four steps above to complete their project.
- Step 1: Listen to your client
    - Explain to explorers that designers have to listen carefully to what their clients want. In this case, it is important to know what Crunchy Munch wants their snack and packaging to look like.
    - Provide explorers with **Product & Package Designer: Client Needs** so they can read about what the company wants for the new snack and package design.
- Step 2: Design the Product
    - It's time to create a snack! Have explorers create a new snack for Crunchy Munch. Provide explorers with food options and have them create their own snack.
    - We suggest trail mix or another fun snack that has yummy ingredients and fits in a package.
- Step 3: Design the Packaging
    - Next, it's time to design the package! Explain to explorers that product designers create packages that are eye-catching and make people want to buy the product.

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- Ask explorers why package designers would want to create packages that are eye-catching.
    - Explain that because there are so many products that people can buy at a store, package designers want to create a package that will catch people's eyes so they will buy it (show **Discovery Picture: Packaging**).
- Have explorers first sketch their ideas for packing on **Discovery Page: Package Design**. Explain to explorers that package designers should come up with their own creative ideas while still listening to what their client (Crunchy Munch) wants.

• <u>Step 3: Making a prototype of packaging</u>
  - Once explorers have sketched their designs, it's time to build a prototype of the package. Provide explorers with art and building supplies to build their package. Remind explorers that they will need to create a package that can hold the snack they created.

Extra time?
• Explain to explorers that product and package designers present their designs to their client to get feed back.
• Have explorers present their designs to the group and get feedback about changes they can make in the future to make their product and package better for Crunchy Munch.

Materials List

<u>Provided online:</u>
• Product & Package Designer: Client Needs
• Discovery Page: Package Design
• Discovery Picture: Packaging

<u>Not provided</u>:
• Art and building supples (e.g., tissue paper, construction paper, pipe cleaners, popsicle sticks, glitter, ribbon)
• Snack items