

# Product Lines

A product line is made up of multiple products that go together. Every product in the line has the company logo with it. A logo is like a symbol, like the apple for Apple products. Take a look at these examples! Can you think of other examples of product lines?



This is part of a product line by Oreo. All of these packages of cookies go together. You can tell that the products go together because the packages look similar. The colors, pictures, and fonts are also similar. When you look at the packages, you can tell they are all made by the same company.



Take a look at this product line by Apple. The phone, tablet, computer, and headphones go together. You can tell that the products go together because they have similar names and come in similar packaging. The colors and fonts also are similar.

# First Amendment in the Bill of Rights

The first amendment is the right to freedom of speech, religion, press, assembly, and petition.

The right to freedom of speech means the government cannot stop you from giving your opinion. For example, you can say that you don't like the president or that you don't agree with a law.



The right to freedom of religion means you can practice any religion you want. For example, you can go to a church, mosque, or temple to pray.



The right to freedom of press means the government cannot stop people from writing and publishing their opinions. For example, the government cannot stop you from writing a book or newspaper with your opinions in it.



The right to freedom of petition means that the government cannot stop you from signing a petition. A petition is a document that people sign their names on. The document has a request that people want. For example, people could sign a petition because they want to change the laws about going to school.



The right to freedom of assembly means that the government cannot stop you from getting together with a group of people and peacefully protesting. Peacefully protesting means that you are protesting in a calm way that isn't violent. Holding up a sign is an example of a peaceful protest. For example, you can stand with a group of people and hold up a sign that says, "Don't sell hamburgers! Be a vegetarian!"



# Steps to Design Product Line

Follow the steps below to design your product line!

## Step 1: Choose a product line

Circle which product line your group wants to create. Each product line will include 4 products. Each person in your group will design one product.

### Dessert Line

You will create a product line of 4 different desserts. For example, one person might design a donut and another person might design a cake mix.



### School Supplies Line

You will create a product line of 4 different types of school supplies. For example, one person might design a jumbo pencil and another person might design a cool eraser.



### Poster Line

You will create a product line of 4 posters that can be hung in museums or libraries. For example, one person might design a poster that talks about people's freedom of speech. Another person might design a poster that talks about the right to a speedy trial.



## Step 2: Read Requirements

- Team must work together to create a cohesive product line. A cohesive product line uses similar colors and fonts. The product line must also have a logo.
- Each product must be inspired by one part of the first amendment to the Bill of Rights.
- Each product must have a label attached to the back. The label should explain how the product is inspired by the first amendment and why you chose that part of the first amendment.
- Each student will create one product in the product line. First, write what each person will be creating on the next page.

Group's Product line: \_\_\_\_\_

**Product 1:**

Student's Name : \_\_\_\_\_

Description of Product: \_\_\_\_\_

**Product 2:**

Student's Name : \_\_\_\_\_

Description of Product: \_\_\_\_\_

**Product 3:**

Student's Name : \_\_\_\_\_

Description of Product: \_\_\_\_\_

**Product 4:**

Student's Name : \_\_\_\_\_

Description of Product: \_\_\_\_\_

**Step 3: Brainstorm Ideas**

Answer the questions below. You do not need to use complete sentences.

- What colors and fonts will your group use to create a cohesive product line?

