Graphic Design and Packaging Pre-Workshop Activity

**Packaging design is an essential part of the brands we love. Make a sketch of one of your favourite products’ packaging below.**

**Annotate your sketch to show what is effective about its design.**

**Does the packaging design appeal to a particular type of customer? How?**

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**Logo design challenge:**

**Take a look at the table below;**

**Select an audience from column 1, a topic from column 2, and a product from column 3.**

**Invent a name for your product and design it’s logo below.**

|  |  |  |
| --- | --- | --- |
| Audience | Topic | Product |
| **Businesspeople** | **The Environment** | **Water Bottle** |
| **Teenagers** | **Art& Culture** | **Toy** |
| **Teachers** | **Sports** | **Backpack** |
| **Elderly** | **Technology** | **Chocolate Bar** |
| **Children** | **Vintage/Retro** | **Headphones** |