Lesson 3

The final part to designing your package is the nutritional label on the back. The next page has some examples.

It must clearly show:

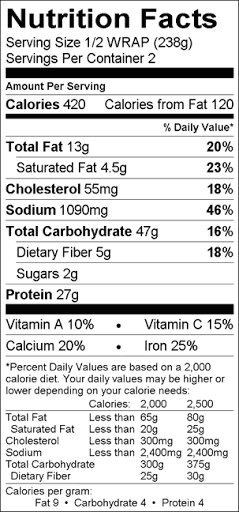
The ingredients.

Nutritional value – look online to work these out.

Allergy advice

What will your label look like?

If you can make your wrap at home, maybe take a picture and send it to us at the school email address.



Now you need to write your pitch.



When facing the dragons you will need to prepare a script outlining – what your product is

- Why it is healthy (nutritional values) ?

- Why it is affordable?

- What makes it unique from the other designs?

- Why your packaging is not wasteful?

Create a script for this. Remember to be persuasive!

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Think ahead:

What questions might you be asked by the dragons?

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What answers would you give?

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