

Year 12 Graphic Design

OCR Cambridge Technical Level 3

Task 1 - Research Packaging Design (Unit 30)

Task set on Google Classroom.

This task will link directly to the next project - Premium Packaging Design.

Select four different food packaging types, this could be baked beans, biscuits, cereal or even pet food. Then identify and compare three different market levels - Value for money, mid market and premium comparing and contrasting these designs and how they represent themselves.

For each design you will also need to identify how the design has been made using digital technology.

Task 2 - Complete the Branding guidelines Questionnaire (Unit 36)

Task set on Google Classroom.

From the bank of your own Branding Guidelines, complete the questionnaire on at least 6 other branding guidelines. Make sure you detail which one you are giving feedback on and be honest in your opinion. This will be anonymous, and used by yourselves for the last part of the coursework.