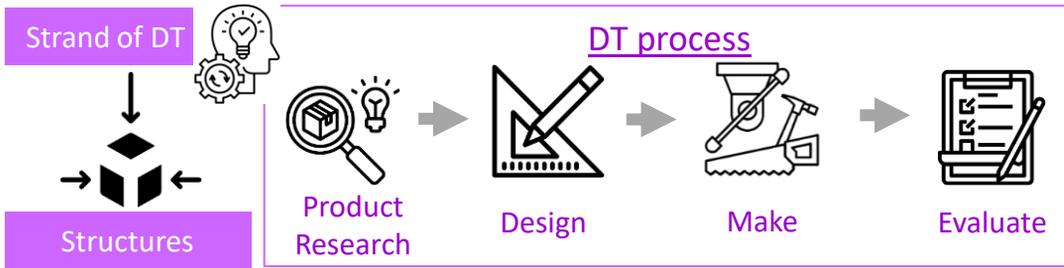


Design Brief: To make a graze box for a chosen target market.



Vocabulary	What?
cuboid	a solid body with rectangular sides
durable	able to last a long time
edge	where two surfaces meet at an angle
face	a surface of a geometric shape
net	the flat or opened-out shape of an object such as a box
scoring	cutting a line or mark into sheet material to make it easier to fold
shell structure	a hollow structure with a thin outer covering
vertex	used to refer to the corners of a solid geometric shape, where edges meet

What?

- Graze boxes are small **snack boxes** containing different snacks.
- The snacks inside graze boxes are **healthy** and don't include things like sweets or chocolate.
- A graze box uses a **shell structure**. It keeps the snacks together and the box can be **taken anywhere** such as to school or on a day out. The box also keeps your snack **fresh** and **hygienic**. Companies usually make the outside of the box **appealing** to customers so that they want to buy it.
- **Market research** is carried out by people/companies before they create a new product to find out about the customers that will buy their product and what other products are already on the market.

Target Market

- The **target market** is the specific group of **consumers** you will be **aiming** your products for.
- There are different **dietary needs** for different people such as vegetarians, vegans and people that have food allergies.
- Different people have **different tastes**. Adults may prefer spicy snacks (chilli nuts), while children might prefer sweeter snacks (popcorn).
- **Different cultures** may have different snacks in their boxes.
- The snacks usually have to be **dry** so that they don't affect the packaging or become inedible over time.

Nets

- **Nets** are what a **3D shape** would look like if it was opened out and laid **flat**.
- A net can be **folded up** to make a 3D shape.
- A **prototype** normally looks like and works like the real thing. It is the **first example** and there may be some problems with it which may be **changed** in the plan before making the product.
- A prototype is used for testing, development and evaluation.
- There are different methods which can be used to split the inside of the packing into sections and secure the sides of the shape to make the packaging effective.

Important Information

- There is important information that needs to be included on the packaging e.g., **the contents and nutritional information**.
- The most common shapes for packaging are usually cuboids and cubes.

Design criteria:

1. Contains four **healthy** snacks.
2. Snack choices are appropriate for the **recipient** (e.g., vegetarian, allergies, low calorie).
3. The packaging is of an **appropriate size** to hold the snacks.
4. The packaging is an **appropriate shape** so that it is practical to open and close.
5. The design of packaging is **simple, original, appealing and contain honest information**.
6. The materials used are appropriate and recyclable.



Production Planning

- When making the net for a product, it is important to be **accurate** with **measurements** and **cutting**.
- **Collaboration** is important to ensure the production process runs smoothly.
- **Production planning** is the process of deciding **how** a product or service will be **manufactured** before the manufacturing process begins.

Evaluation

- Designers **evaluate** their finished products in order to **test** whether they work well and if the design can be **corrected** or **improved**.
- A **pitch** should **promote** a product with an awareness of any **developments, improvements** or **variations** of the product.