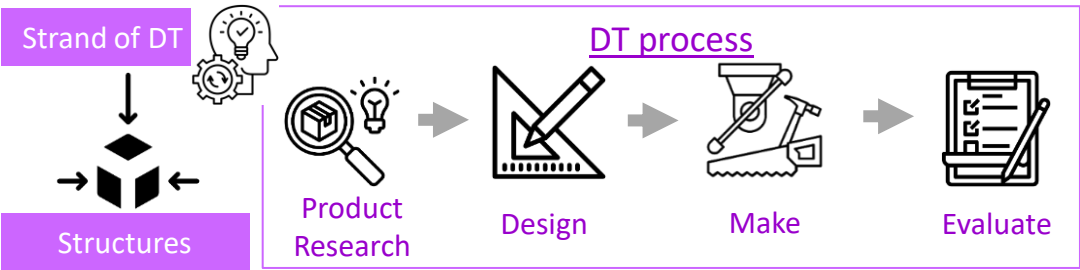




Design Brief: To make a graze box for a chosen target market.




Vocabulary	
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




- 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.



- 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 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.




- 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.





- 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.



- 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.