



PACKAGING IMPROVEMENT PROJECT:

Project Guide



How can we improve packaging?

By now your group has already brainstormed how the convenience, protection, sustainability, and image (shelf-appeal) of packaging can be improved. Your group has even selected one packaging imperfection to study in-depth.

During this project you will share your innovative ideas with both EMS students and with students at our partner school in India, Jubilee Hills Public School. To communicate your ideas you will publish your work in a web-based program called "VoiceThread". Additionally, your published work will be shared with packaging experts at MWV. You want the experts to take your idea seriously! Who knows, perhaps they will even incorporate your idea into future packaging.

Each group will create one VoiceThread project. VoiceThread allows your group to post photographs, drawings, word documents, PowerPoint slides, movies, and comments to digital "slides" for each other to see.

Here is an outline of your project:

1. Title slide
2. Introduction to product/package
3. *Impressions of product/package*
4. *Imperfections in package*
5. *Suggested improvements to package*
6. Closing slide

As you read the following directions below, please think about how you can divide work evenly between each of your group members.

Step One: ***Take photos of your product(s) and the selected packaging imperfection.***

Collect examples of the packaging you are focusing on and/or images of the packaging (preferably in use) that demonstrate your area for suggested improvement.

Upload all photos to the to the appropriate folder as directed by your teacher. Be sure to use the correct group folder for saving!

Tips:

- a) Take at least 10 digital photographs of your product's packaging from every angle possible. Make sure that some or most of the words are legible.
- b) Showcase all significant parts of the packaging/product in your photos.
- c) Photograph the packaging in a variety of backgrounds: in the store, at home, in use, etc.
- d) Make sure your pictures are in focus.

DUE DATE FOR UPLOADED

PHOTOS: _____

****** Important - do not throw away your packaging! We will conduct tests on your packaging later. ******

Step Two:
Finalize ideas for packaging improvements.

Draw, photograph, and/or create another visual way to show your suggested improvements to your packaging.

Remember: This step is very important! The suggested improvement and analysis are the overall purpose of this project.

DUE DATE FOR IMPROVEMENT VISUALS: _____

Step Three:
Research - what are companies currently doing to reduce this packaging imperfection?

Research on the internet, contact the company directly, and/or talk to a packaging expert. Find out how your packaging imperfection is being addressed. How does your research compare to your group's idea(s)? Are your ideas similar or very different?

DUE DATE FOR RESEARCH: _____

Step Four:
Log-in to VoiceThread. Personalize your profile and create your title slide.

- 1) Log-in to VoiceThread using your username and password.
- 2) Add a photo to your profile under "My Identity".
- 3) Create your title slide using Word or PowerPoint. Use the VoiceThread Checklist: Packaging Improvement Project to follow specific instructions.

DUE DATE FOR PERSONALIZATION/TITLE SLIDE: _____

Step Five:
Organize VoiceThread project. Plan and write narratives for each slide.

Your group must have a written plan!
As a group, use the VoiceThread Checklist to organize, plan, and write narratives for your slides. To make your project interesting, be sure that your narratives address what is seen in the photo/visuals. Be sure to cover each point in the checklist!

All together, read and edit your group's comments and photo choices. Make changes to the narratives! Decide who will share the final draft of each comment.

Be sure to rehearse your spoken material several times. Practice speaking slowly and clearly.

DUE DATE FOR WRITTEN PLAN & NARRATIVES: _____

Step Six:
Create VoiceThread slides and post comments.

Upload photos/visuals to VoiceThread. Using a microphone, record narrative comments. Use the VoiceThread Checklist to make sure that you have followed all directions.

DUE DATE FOR PROJECT COMPLETION: _____

Step Seven:
Project Wrap-up!

Complete your Self Assessment and Group Assessments. Watch projects from **both schools** and leave comments. Complete the required Peer Assessments while viewing additional projects.

DUE DATE FOR ASSESSMENTS:
