

Name: _____

Group Members: _____

Date: _____



Packaging Improvement Project

~ VoiceThread Checklist ~



Use this checklist to help you meet requirements and ...

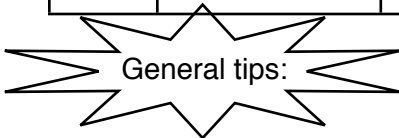
✓ **Check-off each box as you complete the item.**

Fill in missing information where requested.

Slide #	Title of slide...	Image of...	Narrative to address... (This is spoken!)	Additional details...
1	Title Page	Product and other information <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;"> Document name: Location where saved: </div>	Briefly give an introduction to your project: <input type="checkbox"/> Group members names <input type="checkbox"/> Product studied <input type="checkbox"/> Imperfection with packaging Keep narrative interesting and engaging. <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: fit-content; margin-left: auto; margin-right: auto;"> Comments posted by: </div>	To create this slide please use Microsoft Word, a PowerPoint slide, or a pdf file. The text of slide should include: <input type="checkbox"/> Your product's name <input type="checkbox"/> Photo of product <input type="checkbox"/> Date <input type="checkbox"/> Voice Thread Created by: (group members names here) You title slide should be visually appealing - make it grab the viewer's attention.
2	Introduction	Product <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;"> File name: Location where saved: </div>	Give and an overview of your product: <input type="checkbox"/> Purpose of product. <input type="checkbox"/> How it is used. <input type="checkbox"/> How often it is used. <input type="checkbox"/> How long it will last / stay fresh <input type="checkbox"/> Where the product is stored in your home. <input type="checkbox"/> Possible locations of purchase <input type="checkbox"/> Approximate cost and size. <input type="checkbox"/> Size and cost comparisons to other options / similar products. <div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: fit-content; margin-left: auto; margin-right: auto;"> Comments posted by: </div>	This slide should be a photograph. Focus on strong and engaging visuals (photos). Does your narrative specifically address the photo? Be creative but stay on topic. Make your project interesting. Would you want to watch and listen to your work? If not, change it! This slide is about the product and the consumer's experience. You can create more than one slide for this information. Just title the slides Introduction - Part I, Introduction -Part II, etc.

Slide #	Title of slide...	Image of...	Narrative to address... (This is spoken!)	Additional details...
3	Impressions (Packaging Overview)	Packaging <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">File name:</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">Location where saved:</div>	Give and an overview of your impressions of the packaging : <input type="checkbox"/> List / explain the materials used to make the packaging. <input type="checkbox"/> Describe a specific feature that does / does not make this packaging convenient . <input type="checkbox"/> Describe a specific feature that does / does not make this packaging protective . <input type="checkbox"/> Describe a specific feature that does / does not make this packaging sustainable . <input type="checkbox"/> Describe a specific feature that does / does not give this packaging shelf appeal (image) . <input type="checkbox"/> Do the above features work effectively? <div style="border: 1px solid black; border-radius: 50%; padding: 10px; display: inline-block;">Comments posted by:</div>	This slide should be a photograph. Remember: Focus on strong and engaging visuals (photos). Be sure image focuses on the package . Does your narrative specifically address the photo? Use examples that are visible in the photographs. Remember: Keep us engaged through a high quality, well planned, and informed presentation! Remember your audience: other students, teachers, and <u>industry experts</u> ! You can create more than one slide for this information. Just title the slides Impressions - Part I, Impressions -Part II, etc.
4	Imperfections <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">Our featured imperfection is:</div>	Packaging <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">File name:</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">Location where saved:</div>	Give an overview of the imperfection with the packaging : <input type="checkbox"/> Clearly describe the annoyance/frustration that accompanies using this product. <input type="checkbox"/> Explain how/why is this imperfection really a problem? <input type="checkbox"/> Why should companies change this feature? <input type="checkbox"/> What else do consumers and companies need to know? <div style="border: 1px solid black; border-radius: 50%; padding: 10px; display: inline-block;">Comments posted by:</div>	This slide should be a photograph or video. Be persuasive! Make your case! Use strong visuals that support your focus. Does your narrative specifically address the visuals? Use examples that are visible in the photographs. Keep the viewer interested and impressed! You can create more than one slide for this information. Just title the slides Imperfections - Part I, Imperfections -Part II, etc.

Slide #	Title of slide...	Image of...	Narrative to address... (This is spoken!)	Additional details...
5	Improvement	Suggested Improvement <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">Our suggested improvement is:</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content; margin-top: 10px;">File name:</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content; margin-top: 5px;">Location where saved:</div>	Clearly explain your suggestion for improving this packaging: <input type="checkbox"/> What exactly will the improvement do? What is its function? How will it work? <input type="checkbox"/> Give two or more specific reasons how your suggested improvement will enhance the consumer's experience. <input type="checkbox"/> What would it take (materials, etc.) to physically make this improvement? <input type="checkbox"/> Why should a company make this change? <input type="checkbox"/> Share your research - What are companies doing to address this problem? <div style="border: 1px solid black; border-radius: 50%; padding: 5px; width: fit-content; margin-top: 10px;">Comments posted by:</div>	THIS SLIDE IS THE MOST IMPORTANT PART OF YOUR PROJECT! Be persuasive! Make your case for change! Remember your audience: other students, teachers, and <u>industry experts!</u> Be sure your work is thoughtful, creative, and polished. This slide COULD be a photograph, illustration, diagram, screenshot, or video. Does your narrative specifically address the visuals? You can create more than one slide for this information. Just title the slides Improvements - Part I, Improvements - Part II, etc.
6	Closing	Your Choice <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content;">File name:</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: fit-content; margin-top: 5px;">Location where saved:</div>	Summarize: <input type="checkbox"/> Clearly state the product, imperfection, and improvement <input type="checkbox"/> Thank the viewer for watching <div style="border: 1px solid black; border-radius: 50%; padding: 5px; width: fit-content; margin-top: 10px;">Comments posted by:</div>	To create this slide please use Microsoft Word, a PowerPoint slide, photograph, or a pdf file. Remember: Would you want to watch and listen to your work? If not, change it!



- Digital photos should be saved as jpeg files and uploaded to your VoiceThread project.
- All images should be uploaded to one student's account. Organize the project from this account, but add comments using your personal log-in.
- Be sure each slide has a title. Hint: The slide's title is found in the first column of this handout.
- Keep slides short. Do not ramble. No slide should last longer than 2 minutes.
- Use arrows and other drawing tools only when it enhances the content. Practice using these while speaking your part. (Tip: Have one person speak and other person draw.)
- Focus on the packaging not the product.
- Keep the viewer engaged with high quality work...not silly antics.

Congratulations! You are almost done with this project!

You will finish the Packaging Improvement Project by completing a self assessment, group assessments, and peer assessments.



Packaging Improvement Project

~ VoiceThread FINAL Checklist ~



(Complete 1 form per group)

Group Members: _____
Product studied: _____
Specific packaging imperfection: _____
Idea(s) for packaging improvement: _____

- 1) Make sure your group has only ONE VoiceThread project.
- 2) Give your VoiceThread project a title using the following format:
Packaging - Name, Name, Name
For example: Re-sealable Cheese - Bob, John, and Tom
- 3) Make sure your slides are in the correct order:
 - 1) Title Slide
 - 2) Introduction
 - 3) Impressions
 - 4) Imperfection
 - 5) Improvements
 - 6) Closing Slide
- 4) Make sure each slide has a title.
- 5) Make sure all photos are in focus.
- 6) Make sure all narrative comments are audible.
- 7) Remember: Your project must feature a packaging improvement! Your project should be engaging and interesting.
- 8) In VoiceThread, officially “SHARE” your project with everyone from JHPS and EMS.
- 9) Turn in the following forms (one per group): Final checklist, Checklist, and the Product Request Form.
- 10) Complete your Self Assessment and Group Member Assessments. Turn those in as well.

All Group Members Sign Below When All Steps Are Complete:
