

Create and Design the Front of a Cereal Box

Objective: To create the front side of a breakfast cereal box

Project Overview: Walk down the breakfast cereal aisle in any supermarket and you can instantly see that marketing Cheerios® and Froot Loops® is definitely big business. Not only do manufacturers try to appeal to practical parents and other consumers concerned with dietary issues, they're also out to grab the attention of kids. It's no accident that the sweet cereals are located on the lower shelves, at a child's eye level, whereas the more health conscious brands sit on the upper shelves. Simply put, there is a great deal of competition. In this project, you will use your desktop publishing skills to create the front side of a new brand of cereal.

Get to Know What You're Designing: To grab the consumer's attention, cereal box packages have catchy product names, feature easily recognizable logos, and highlight the health benefits of the ingredients. To help consumers identify with their cereal brands, many manufacturers have produced product mascots such as Tony the Tiger™ and Toucan Sam™. A great deal of time and money is spent on the design of cereal packages, which can account for why it remains one of the highest priced food items on the market. Your goal in this project is to create the front side of a cereal box that makes shoppers stop in his or her tracks because your design is "Gr-r-reat!™"

Strategies and Design Tips to Follow:

1. First, you must create a new brand of breakfast cereal. To do so, you must decide who the target market will be for your breakfast cereal. Do you want to appeal to sugar-loving kids or health-conscious adults? Note: You will be designing only the front side of your new cereal's box.
2. Create a catchy name for your new cereal that aligns with its target market. Keep the name short, using no more than three words total. The name should depict what the actual cereal tastes and looks like.
3. When creating a logo for your new cereal, consider the use of a mascot. You could even use your digital picture as the mascot.
4. Obtain some real cereal boxes and study their design and layout to use as a guide for creating your own.
5. Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.

6. List any dietary benefits of your cereal.
7. Carefully read though all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Instructions:

Open the cereal box template, save the file as Your Name Cereal Box.

Possible Points

10 1. Decide on a new brand of cereal to introduce to a specific target market. *Catchy Cereal Name*

2. Include the following on the front side of your new cereal box:

10 • A logo for your cereal (the name of the cereal should be the most prominent element in the logo)

10 • A slogan or tagline that captures the essence of your cereal, *appeals to targeted audience*

5 • The name of the manufacturer producing the cereal

5 • *list of dietary benefits*

• A brief description of the cereal

10 Example: "Sweet corn puffs with a touch of cinnamon"

10 • A graphic image, preferably a photo, of the cereal itself

5 • The net weight of the cereal box (expressed in ounces)

10 • A special offer, premium, or promotion to entice consumers to buy your cereal
Example: "Inside: Mail-in offer to win a free Wii"

5 3. Add additional text and/or graphic elements to help enhance the look and design of the document.

10 4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

10 5. Proofread your work carefully for accuracy, design, and format.

6. Be sure your first and last name and class period is in the upper right corner,

7. Print a copy of the document on the black/white printer. Staple this direction sheet on top of the printed cereal box and hand in.