

# Kids Meal Project

Did you know that 20% of McDonald's sales are for Happy Meals? In fact, so many are purchased that 1.5 billion toys are distributed yearly. That is more than toy companies Hasbro and Mattel!

You work at the corporate offices for \_\_\_\_\_(*insert your food truck name here*).

You have been given the task of creating a "Kid's Meal" to sell out of your food truck.

Your kids meal will be themed from the movie, television show, or video game of your choosing, but is intended for *children 10 years or younger*.

Your kids meal should include the following:

## **Themed Box**

- Side 1 = your food truck logo
- Side 2 = Characters or scene from the show/movie/game
- Side 3 = activity that can be completed on the box
- Side 4 = some type of digital interaction that can be completed
  - Example: A QR code that children can click on to see a video or play a game

## **Toy Design**

- Sketch out the toy to be included on a piece of paper or notecard.
- Briefly describe the toy, who is it, what it does, etc.

## **Food Inside**

- Create a menu or a choice of menu items that you sell on your truck that can be included in the "Kids Meal".

Grading Rubric			
Show/Game/Movie is age appropriate		10	0
Themed Box			
Side 1 Business logo Same color scheme as truck / logo	15	10	5
Side 2 Character that represents show/movie/game	15	10	5
Side 3 Age appropriate activity that can be completed	15	10	5
Side 4 Activity that allows children to engage in a digital experience	15	10	5

Creativity and Effort			
The box goes well with your food truck theme	15	10	5
Food Menu			
Printed appropriate choice menu for children	15	10	5
<b>Total possible points 100</b>			

- This can be completed on Canva and glued to your box.
- You may choose to redesign the shape of your box to make it more appealing