

Happy Meal® Project



Did you know that 20% of McDonalds sales are for Happy Meals®?

In fact, so many are purchased that 1.5 billion toys are distributed yearly worldwide as a result.

That is more than Hasbro and Mattel!!

You work at the corporate offices of McDonalds® and have been given the task to create a partnership with a television show, movie or video game entertainment property in order to produce a themed Happy Meal®.

The show, movie or game must be one that is rated for children 10yrs or younger.

The Happy Meal® must include the following:

1. Themed Box
 - a. Side 1 = McDonalds® logo
 - b. Side 2 = character(s) from the show/movie/game
 - c. Side 3 = activity that can be completed on the box
 - d. Side 4 = some type of digital interaction that can be completed
2. Toy Design
 - a. Sketch out on a notecard the toy that would be included
 - b. Briefly describe the toy as well

Grade Rubric			
Show/Game/Movie is age appropriate	10	0	
Themed Box			
Side 1 McDonalds logo and the box echoes the famous red/yellow coloring scheme	15	10	5
Side 2 Character(s) that most represent the entertainment property	15	10	5
Side 3 Age appropriate activity that can be completed	15	10	5
Side 4 Activity that allows the child to engage in a digital interactive experience	15	10	5
Creativity/Effort	15	10	5
Toy Design			
Compliments the box theme	15	10	5

TEACHER NOTES:

- ✦ I used 18x12 sheets of manila construction paper – it provided enough sturdiness to be able to create the box
- ✦ I created a box to use as a display example to help the student visualize what they were going to make
- ✦ The design needs to be done while the paper is still flat, before it gets folded into the box
- ✦ I did not let students simply print off pictures from the Internet. They had to free draw or trace the images
- ✦ I think next year I will pull together some art supplies and require the toy to be constructed
- ✦ Below is an example created by one of my students:

