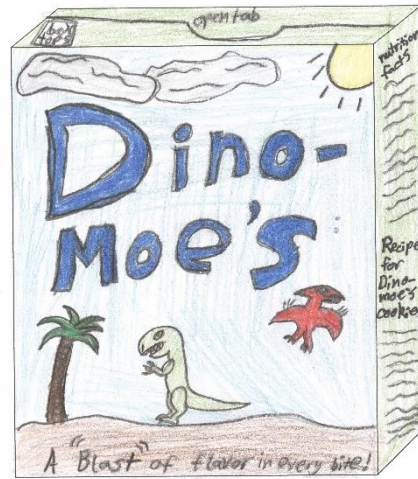
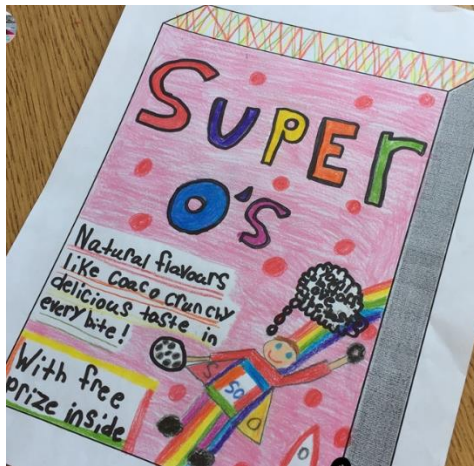


## Marketing Challenge: Design a Cereal Box



You are going to be a designer and create your own cereal box! A cereal company has hired you to be their designer for a new cereal...it is your job to create an eye-catching cereal box design!

### Materials:

- paper, pens, markers/crayons, empty cereal box (optional)

### Activity:

(1) Think of an original name for your cereal.

(2) Questions to think while you are deciding on your cereal design:

What is the name of your cereal?

What age person would buy your cereal?

What is it about the design that would make someone buy the cereal?

(3) Important areas to consider when designing your cereal box:

**Color:** Different colors make people feel different emotions. What type of colors would make someone want to buy your cereal?

**Lettering:** Cereal boxes often have big, bold letters so that someone can easily read. Is there a special way you can make your lettering stand out?

**Images & Graphics:** Designers create graphics on cereal boxes that appeal to the cereal's audience. Would designing a cartoon character for the box help sell your cereal? Sometimes cereal boxes show that there is a prize inside...should you design a picture of the prize that can be found inside? What graphics and images will make someone want to buy your cereal?

(4) Create your box cover on your paper! If you have an empty cereal box—glue your paper to the cereal box once you are done with your cereal box design.