

Communicating and interpreting: What ideas do these images communicate? WHAT ROLE DOES PACKAGING DESIGN PLAY IN TELLING THE STORY OF MILK?

ESSENTIAL QUESTION

How does package design help tell the story of what is inside?

WHAT ARE WE LEARNING?

- To identify the visual ideas in the work of others.
- Ways in which meaning and stories can be visually communicated.
- How does milk packaging influence the way a consumer feels about a product.

TRY THIS WITH

- Years 4 - 8
- Students who have an interest in aesthetics and design
- Students who love looking for clues

FIND

- | | |
|------------|-----------|
| Select | Recognise |
| Generalise | Predict |
| Compare | Discuss |

Investigate [The Dieline](#) website, using the [Go Fru](#) and the [Lovely Package](#) as a starting point.

As a class, predict the colours, images, language and information you would expect to see on milk packaging, and the reasons for this.

Record your thinking on a Popplet.

Review the [Milk Packaging](#) Pinterest board and compare the class prediction on what the packaging might be like with the examples on the board.

Find and collate images of milk packaging on their own class Pinterest boards.

Sort them in different ways. e.g. colour, product, size, material, where they are from.



APPLY

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|------------|------------|
| Categorise | Reason |
| Connect | Analyse |
| Compare | Reorganise |

Talk about the idea that all these containers contain the same thing - milk, and yet each container tells a different story.

Identify the different types of stories about milk that the packaging conveys

Support the class to identify multiple different stories - e.g. a story of small family farms, a story of clean green origins etc.

Explore the [Milk Packaging](#) Pinterest board and the class boards. Are there any surprising examples?

Categorise the packaging by story using a Pic Stitch.

Use colour, type of image, style of language, style of font and information as reasons to support placement of container against a story.



PRODUCE

- | | |
|-----------|---------|
| Develop | Imagine |
| Choose | Create |
| Interpret | Design |

Support students to choose a story from the selection you have just reviewed as a class.

Have each student (or group of students) create a ShowMe of all the elements they have reviewed (colour, type of image, style of language, style of font).

In groups create a Puppet Pals story that explains the story of your milk container design.

What did the designer want people to feel or think about when they put this design on the container?



SUCCESS CRITERIA

Students can check they have completed the task successfully by:

- Identifying a range of stories that are articulated through the design of the milk containers
- Categorising those examples against stories via a Pic Stitch
- Justifying their choices using the Puppet Pals story format for one story.

PRINCIPLES	VALUES	KEY COMPETENCIES	LEARNING AREAS	WORD BANK	RESOURCES REQUIRED
Coherence High expectations	Diversity Innovation, inquiry and curiosity Excellence	Thinking Using language, symbols and texts Relating to others	Technology English	Design Categorise Container Messages	Milk Packaging Pinterest board The Dieline website Go Fru webpage Lovely Package Pinterest board