Pack It Up

Rubric

A rubric is a scoring tool that helps you understand how your work will be evaluated. This rubric is provided to show you the expectations for your performance and engagement during the lesson based on specific tasks.

Name_____ Date_____

Task	4	3	2	1
Plan Your Packaging Worksheet (Individual)	Notes are detailed, complete, and neat. Responses to focus questions are thorough and correct.	Notes are mostly detailed, complete, and neat. Responses to focus questions are correct, though may lack some detail.	Notes lack detail or are difficult to read. Some responses to focus questions are incorrect.	Notes are incomplete.
Redesigned Packaging Prototype (Individual or group)	New packaging is realistic; it fits the appropriate dimensions of the product. Prototype is neatly constructed; design is original and reduces waste.	Most aspects of new packaging are realistic; it fits the appropriate dimensions of the product. Prototype is constructed; design is somewhat original and reduces waste.	New packaging has realistic elements; it approaches the appropriate dimensions of the product. Neatness, originality, and function of prototype could be improved.	New packaging is unrealistic and/or does not match the dimensions of the product. Prototype is either incomplete or does not reduce waste.
Presentation	Presentation is professional, well paced, clear, and focused. Presenters understand their task, packaging, and audience. Facts and details are used to support claims.	Presentation is mostly professional, well paced, clear, and focused. Presenters mostly understand their task, packaging, and audience. Facts and details are sometimes used to support claims.	Presentation has elements that are professional and clear. Presenters do not seem to completely understand their task, packaging, and/or audience. Few facts and details are used to support claims.	Presentation is not focused or clear. Presenters may have misunderstood their task, packaging, and/or audience. Facts and details are not used to support claims.

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Directions: Observe the items that group members brought from home, and answer the questions below for each item.

Name_____ Date_____

Name of Item	Does this item come in unnecessary packaging?	If yes, how would you **REDUCE** this item's packaging?
1.	☐ Yes ☐ No	
2.	☐ Yes ☐ No	
3.	☐ Yes ☐ No	
4.	☐ Yes ☐ No	
5.	☐ Yes ☐ No	

Pack It Up

Plan Your Packaging — Part One

Congratulations! Your team has been hired as engineers to redesign the bulky, excessive packaging of a product. The company who makes this product wants the new packaging to be as minimal as possible. You should also consider designing packaging made of materials that are not harmful to the environment, and might even save the company money. Be prepared to present your design to the company executives (aka your classmates). Follow the directions below to get started.

Name_____ Date_____

Analyze the Current Packaging

Answer the questions below about the current packaging on your product.

1. What is the product?

....

2. How is the product packaged? Describe the materials it's made from, how it looks, and how much packaging there is.

....

....

....

....

3. Which parts of the packaging do you think should be kept the same, if any?

....

....

....

4. Which parts of the packaging seem excessive or unnecessary (i.e., "too much")?

....

....

....

5. Sketch how the package currently looks.

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Design & Research New Packaging — Part Two

Name_____ Date_____

1. Brainstorm and sketch two ideas for new packaging. Then, describe the new packaging.

Idea A	Idea B
Sketch	Sketch
Material(s)	Material(s)
Physical Description	Physical Description
Differences from "old packaging"	Differences from "old packaging"

Pack It Up

Design & Research New Packaging — Part Two

Name_____ Date_____

2. Research to determine if your design will work.

Reference (book, website, etc)	Important facts or details	My Conclusion How will this information impact your design?
1.		
2.		
3.		
4.		
5.		

Design & Research New Packaging — Part Three

Construct a Prototype

A prototype is a preliminary or first model of something. The purpose of a prototype is to test the product, get feedback, and use the information to redesign and improve the outcome. In this case, you will create a prototype of the newly designed, reduced packaging for your product.

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Design & Research New Packaging — Part Four

Name_____ Date_____

Present Your Design and Prototype

Now that your team's sketch, research, and prototype are complete, plan a presentation for the company's executives (e.g., if you are redesigning an orange juice container, you are presenting to the people in charge of the orange juice company.) Your presentation should convince the company why your redesigned packaging is a good choice for their company. Be sure to include multimedia and visual elements in your presentation.

Design & Research New Packaging — Part Five

Reflection

Answer these questions when the process is complete.

1. In what ways did the new design reduce the amount of packaging used?

....

....

....

2. In what ways were the new materials used more effective for conservation and waste prevention?

....

....

....

....

3. What do you believe was the most convincing part of your team's presentation?

....

....

....

4. What would you do differently next time? (packaging design or presentation)

....

....

....

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