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Task 2: Understanding design criteria

Look at one packaged snack (pasty or other snack sold in packaging).

- 1) Describe the design of the packaging.

- 2) What type of person would like this style of packaging?

- 3) How do you think the manufacturers made sure the packaging appealed to this type of person?

- 4) How do you think the snack has been produced?

- 5) How do you think the snack has been promoted and advertised?

- 6) How is the packaging disposed of?

- 7) List the criteria that a designer might have thought about, e.g. cost, size, safety, shelf life, when designing and making the snack.