

Graphic Design:
Ice Cream Carton

Middle School Activity
4-5 Days

(Lots of WI state standards are covered.)

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Name _____
Hour _____

Graphic Design:
Ice Cream Carton

Instructions:

Layout and design an ice cream carton to sell your brand of ice cream. Your carton is the only way for consumers to judge your ice cream when shopping. You need to create a package that will stand out among the other brands of ice cream in the store.

Evaluation:

Student	Instructor	
_____	_____	Logo: List of 10 original ideas with final full size color design.
_____	_____	Brand name: List of 10 possible brand ideas.
_____	_____	Flavor: List of 10 original flavors.
_____	_____	All sides of carton are in color.
_____	_____	Original logo appears on five sides of carton.
_____	_____	Original flavor appears on five sides of carton.
_____	_____	Original brand name appears on five sides of carton.
_____	_____	Ingredients label.
_____	_____	Nutrition label.
_____	_____	Carton accurately measured and cut.
_____	_____	Overall neatness and quality of work.

Key:

√= Great job

~= So-so job

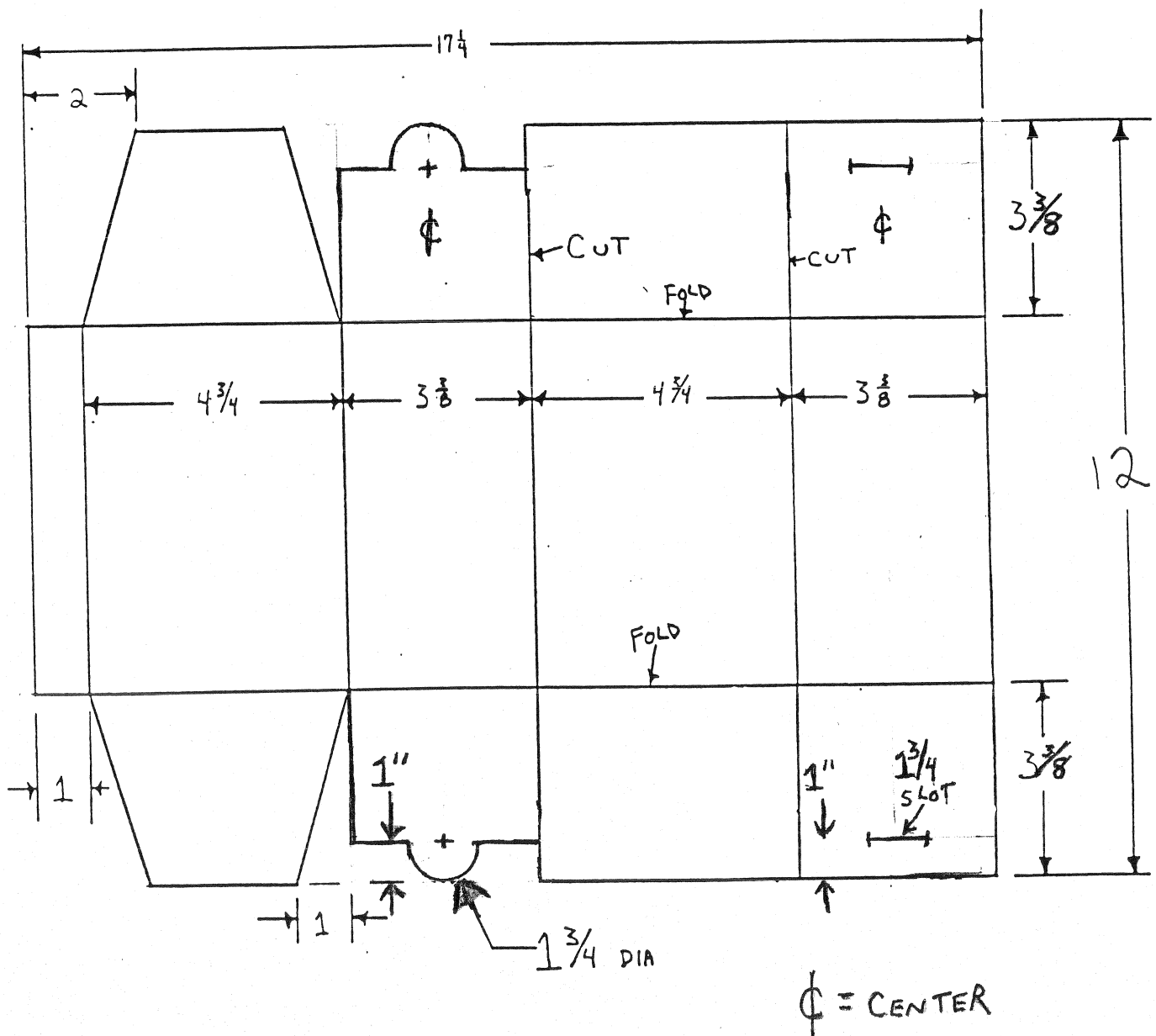
0= Not very good job

% or letter grade for this project:	Student	Instructor
	_____	_____

Hour _____

Ice Cream Container

Design and make an ice cream carton using the layout design below. Make sure all of the measurements are accurate. Cut and fold the carton when your designs are done and glue together the sides to form the box. Make sure that your design includes all of the information needed to sell your ice cream to consumers. **ALL DESIGNS, NAMES, ETC. MUST BE ORIGINAL.**



ICE CREAM CARTON