

YO!® SUSHI - DESIGN TECHNOLOGY

Student Activity 1

Design Brief

Imagine YO!® Sushi decide to adapt its railway station restaurants to cater for commuters who are leaving in the evening. Rather than sitting to eat at the conveyers, customers can take their dishes and ask for them to be placed in a special 'meal for one' container specifically designed for the train traveller.

Explore existing food takeaway packages from different food restaurants. Note the different materials used and their physical limitations. Some materials are easier to print information on, whereas other materials may be easier for machines to manipulate into complex shapes. Record your findings in a table and find out the package types for: Indian food, Chinese food, traditional fish and chips, burgers and fries, and a pizza. You could even use ideas from chocolate boxes, biscuit cartons and pasta.

YO!® Sushi makes use of bold colours and specific type fonts for its brand image. Remember this, because your package must be an extension of the brand so it stands apart from its competitors.

Teacher's notes Activities 1 & 2

Although students may have designed 'nets' in Maths or Design & Technology in the first three years of secondary school, the activity of producing packaging is a complete design and manufacturing exercise. When accomplished, the results are easy to evaluate and assess by both the teacher and the student. Traditionally a 'box' to hold sweets or toys may have been the focus, but a 'hot meal for one' poses different challenges.

To differentiate discussion in Activity 1, teachers can suggest that the package may need cavities within the design to prevent the temperature of hot food burning the users' fingers. Students may consider the thickness of pizza boxes and the use of corrugated card. In addition, the disassembly of a french fries holder demonstrates some clever card engineering. Gifted and talented students may start to develop their 'nets' in 2D design tools at first, rather than sketch or model in card or paper.

Before students design their box, ask them to consider: fluted sides, compartments within the package to split up the dish, holders or holes to hold chopsticks and a film window to see the product, invite interest and add colour. For further differentiation opportunities, pupils could also consider the environmental effect of this packaging and how YO!® Sushi can promote a reuse/recycle policy in its packaging.

Student Activity 2

Design a 'meal for one' package from a sheet of card no larger than A3. The package must fold into itself and remain self-supporting. Use some of your findings from Activity 1 if necessary. The manufacture of the 'net' (a flat shape of cut card which folds up to make, for example, a cereal box) for the 'meal for one' can be completed by hand or, if possible, for greater accuracy and ease of repeating, on a laser cutter or a plotter fitted with a blade. The package must contain the YO!® Sushi logo, which can be cut out from the card as a silhouette or printed directly onto the card before cutting.

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Lesson plan Design & Technology Suggested lesson structure [one hour/90 minutes]

Lesson objectives

- For students to become aware of the differing physical properties of food packaging.
- For students to develop their own solution to a familiar problem.
- For students to develop their solutions using CAD or card concept models.
- For students to evaluate the outcome of their idea.

Homework

Ask students to open up two empty drinks cartons at home and stick them onto sheets of A4 or A3 paper accordingly. Ask them to annotate around the outside of the carton to show the common pieces of information, including: the barcode, the price, the net weight, the nutritional information, the ingredients and the physical tabs, or areas where glue was used to fasten the card together. These sheets can then be used to help you when doing product analysis in class.

Main

- Activity 1 - Introduction to YO!® Sushi case study. Introduction to design brief. Discussion of what the needs of a single traveller may be on a journey out of the city: commuter, tourist, student, etc.
- Activity 2 - Use of CAD package if possible. Differentiate by allowing simpler cuboid designs and grid paper if needed. For gifted and talented students, use of CAD and fold-up/pop-up packages that can hold additional accessories could be used.