

# EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

## W.A.T.T.



World Association of Technology Teachers

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Thomsons manufacture soft drinks. One of their most popular is 'fruit Attack'. This is soft drink composed of a mixture of fresh fruits. The drink shown opposite is one of Thomsons traditional drinks with the main flavour being 'apple'.

Recently, Thomsons have found that sales of this drink have been falling. It has been decided to improve and modernise the main label so that it is more appealing to young children - aged 5 to 9 years of age.



TOP BANNER

MAIN LABEL

LOWER BANNER

1. What could be added to the label to make it more interesting and appealing to young children?

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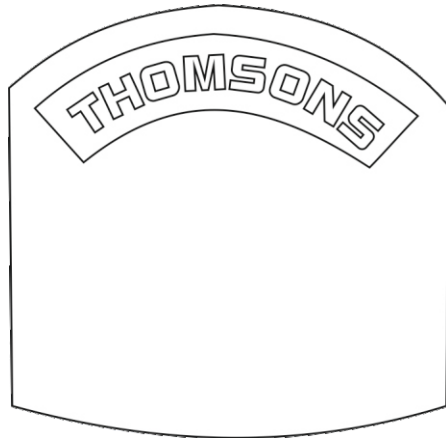
2. The container is a type of flexible plastic. Name a suitable plastic for the container.

MATERIALNAME: \_\_\_\_\_

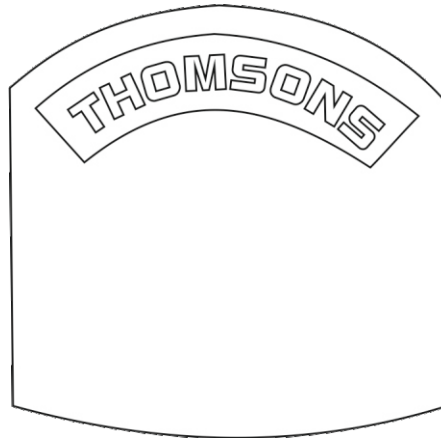
3. Use diagrams 'A' and 'B' to produce draft / rough ideas for a new label for 'Fruit Attack'. The drink's name 'fruit attack' must remain the same although the style of writing can be changed. You may wish to alter the colour scheme, add pictures / logos etc.....

4. Select your best design and present this as a colour rendered version using diagram 'C.'

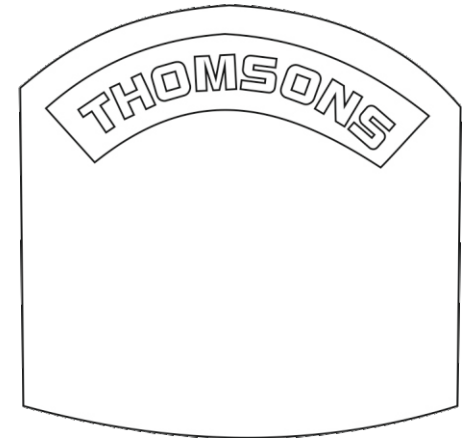
DIA. A



DIA. B



DIA. C



5. The lower banner is empty. Write a short slogan that could be printed in this area.

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