

DRINKS CONTAINER - PROMOTIONAL PACKAGING DESIGN FEATURES

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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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2. The promotional packaging you design must have the following design features:

Explain why the packaging should be sustainable.

Explain why it would be an advantage for the packaging to be educational.

Explain why the use of colour and images on promotional packaging, is an important design feature.

The packaging should allow ease of stacking on a supermarket shelf and during transport.

The packaging should promote a healthy diet.
