

Packaging Assignment

The purpose of the Packaging assignment is to provide a visually appealing, interest arousing, marketing tool for your product. Remember that your product should pique the interest of the judges and make them want to pick it up to find out more about your product.

Please take into account the following criteria for your product packaging:

- Make your packaging visually appealing
 - Unique shape/design
 - Color coordinated
 - Make people want to know more about your product just by looking at it
- Make your packaging informative
 - Include the name of the product
 - Include the function of the product
 - Include any directions for use
 - Include any safety/allergy warnings
- Provides Appropriate Protection
 - The package opens and closes easily but won't spill
 - The shape of the packaging makes it easy to deliver/ship
 - The product is stored appropriately for shelf-life and stability (physical, chemical, microbial)

Packaging Assignment Rubric

Categories	25	20	15	0	Total Points
Visually Appealing	This packaging grabs your attention / interest	This packaging is interesting but I wouldn't pick it up in a store to find out more about it	This product does not pique my interest	This packaging does not meet the criteria listed above	
Informative	All information is clearly defined and easy to read	Some of the information is listed and easy to read	Most of the information is missing or hard to read	This packaging is not informative	
Protection	This packaging is consumer and manufacturer friendly	This packaging is lacking in one of the areas listed above	This packaging is lacking in at least two of the areas listed above	This packaging is not consumer or manufacturer friendly	
Assignment Turned in on time with advisors' signatures	Turned in at meeting with advisors' signatures	Turned in after the meeting with advisors' signatures	Turned in after the meeting with no advisors' signatures	Turned in late	
Total Points					/100 Not Pass

You must earn a 90% or better to continue in the competitions. You will be given one opportunity to redo this assignment if you do not earn a 90% or better. Even if you earn a 90% on this assignment you may be asked to redo a portion of this assignment to more accurately meet the rubric criteria. If you are asked to redo a portion of the assignment and it is not turned in by the due date set by one of the competition administrators your team may be eliminated from the competitions.

If your team has any questions regarding this assignment please direct them to:

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