

**021106T4GPH**

**Graphic Designer Level 6**

**VA/OS/GD/CR/10/6**

**Produce Packaging Design**

**July/August 2025**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**PRACTICAL ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. In this practical assessment, you are required to perform the following tasks:
  - a) Analyse the project brief
  - b) Develop hand-drawn sketches
  - c) Create a digital mood board
  - d) Create packaging concepts
  - e) Develop the packaging prototype

**Packaging Brief**

Superb Cookies Manufacturers are introducing a cookies brand that caters to health-conscious buyers. The cookies will have fruit flavour and fairly coarse whole meal oats. You are required to design a package that is unique, attractive and able to appeal to school going children.

### **Task 1: Sketches and mood board**

- i. Develop hand done sketches for the company logo and name
- ii. Create a digital mood board and design the company corporate brand identity of logo and name and corporate colours.

### **Task 2: 3D Package Concept**

You are tasked with the responsibility of developing a digital 3D concept for oat cookies consumer package as per the brief. The quantity is 200 grams. Use relevant shapes, images, typography and colours that can appeal to the buyers.

### **Task 3: 3D Dummy (Physical)**

Using a manila paper, manually execute a 3D dummy of the 3D package expression in Task 2. Fold appropriately and glue it for presentation.

### **Task 4: 2D Package Concept**

You are required to create a packaging prototype for the cookies' package concept. Create a 2D net of the chosen package shape in the packaging design software. Ensure all dimensions are accurate and include necessary elements like folding lines, tabs, and locking mechanisms.

Include the following information on your package net design: brand name, product name, net weight/quantity (200 grams), and eco-friendly message. Apply package graphics which could include:

- Use of natural colours or textures.
- Simple typography.
- Sourced illustrations or graphics.

### **Task 5: Submission**

Submission requirements:

- Hand-done sketches
- Digital mood board
- A package concept
- A package prototype
- Submit your designs in digital formats (PDF) in a well-labelled folder.

2. You are required to have the following resources to carry out the tasks:

- Computer with professional design software
- A3 Manila
- A3 CARTRIDGE PAPERS
- Cutting tools (craft knife / scissors).
- Adhesive (stick glue).
- Ruler.
- HB pencil.

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