

Vegan Haribo Design

Task 1

Analyse the example packaging below by answering the following questions.



What colours can you see?

Why have these colours been used?

What is the brand of the food product?

Is there a promotional slogan? What is it?

Why is there a clear, transparent section to the packaging?

How does the product packaging appeal to adults and children?

In your opinion, how could the packaging be improved?

Task 2

Design a brand new 'vegan' Haribo product. Use the templates below to design the front and back of the packaging.

