

COLOURS AND SELLING PRODUCTS

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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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1. List the most popular / frequent colours seen on the packaging of everyday goods, such as, washing powder, washing up liquid, and general household goods. You may need to visit a supermarket to carry out this research. List the colours in order, most frequent to least frequent.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Look at confectionery products such as chocolates and sweets.

List in order, colours frequently seen on the packaging of expensive boxes of chocolates.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

List in order, colours frequently seen on the packaging of childrens everyday sweets and chocolates.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Analyse your research in question three. What does it tell you about the use of colours on the packaging of expensive confectionery products and cheaper childrens confectionery?

4. In the space below, draw a package / net that you have seen. Add colour and shade. Add details such as sell by date, customer services information, ingredients etc...