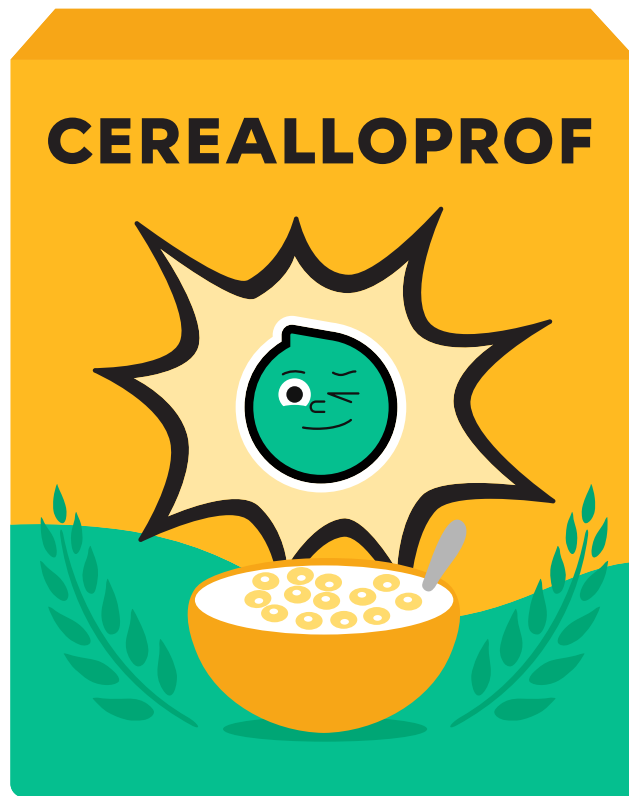


Deconstructing the Cereal Box



Grade: Elementary (Grades 4 to 6)

Duration: 2 periods

Student Booklet



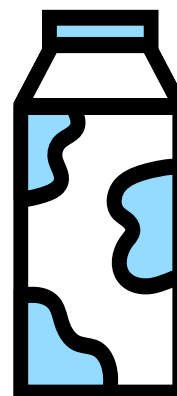
1. Group discussion:

What kind of information does a cereal box provide? (5 minutes)

2. Identify the various elements on or inside the cereal box.

Here are a few examples:

- ☐ Product name
- ☐ Slogan
- ☐ Logo
- ☐ Graphics (mascot, pictures, image of the cereal, etc.)
- ☐ Contest details (if applicable)
- ☐ Toy or other prize inside the box (if applicable)
- ☐ Images of other foods (e.g., fruit)
- ☐ Activity/recipe suggestions
- ☐ Nutritional information
- ☐ List of ingredients
- ☐ Health claims (if applicable)



3. Think about the purpose of the elements you identified in step 2. Which ones do you think the manufacturer is required to include? What do you think the other elements are for?



4. Create your own cereal box!

A. Choose a target market:

- ☐ Children
- ☐ Teens
- ☐ Men
- ☐ Women
- ☐ Other (Feel free to use your imagination!)

B. Design a cereal box for your target audience using the template on the next page. Your design must include the following elements:

- ☐ Company name
- ☐ Product name
- ☐ Slogan
- ☐ Logo
- ☐ Image of the cereal
- ☐ List of ingredients
- ☐ Nutritional information

You can also incorporate any of these optional elements:

- ☐ Mascot
- ☐ Toy inside
- ☐ Contest
- ☐ Activities
- ☐ Recipes
- ☐ Images of other foods

C. Present your design to the class and explain your choices.



**You can find a guide to making
your own cereal box on the next page!**

