I have decided that this is going to be my final design of the activity pack, although this net is not to scale, it half of the size. I have taken into consider my specification and this is what my final design is.

The packaging is very suitable for young children, as it is bright and interesting. It will occupy and entertain them during the flight. It is quite durable and child friendly.

I think it will appeal to my target market and it fits the criteria specified in the specification, and fits the legal requirements for the children.

It will be educating for the children whilst entertaining them. The activity pack will encourage reading and other mental skills. This will help make a good impression on the young children for later on in life, when they are older.

MAIN PACKAGING

APPROXIMATE SCALE 1 : 2

It is able to hold and withstand the pressure from all the content and is fairly strong. It also able to flat-pack, taking up less room, and is very environmentally friendly as it is all made out of card.

The design is fun and colourful which will catch their eye. The designs are bold and interesting. It is easy to open to get the contents out, and it has been made so that it is child friendly.

The writing on it is informative as it tells you the content inside, it is bold and therefore catches peoples eye. It also has the Thomas Cook's logo on it, promoting the airline company.

Sasha De Almeida