

# Project 8 – Cereal Box Design

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Building your team's fan base

## Goal

Your sports league has an advertising deal with a cereal company to showcase each team in the league on the back of a box of cereal. This is a great opportunity to build the team's fan base with younger fans. In this project, you will design the back of a cereal box to appeal to fans of all ages.

## Tactics

- Search online for some images of cereal boxes and study their design and layout to use as a guide for creating your own.
- Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.
- Read through the instructions before proceeding with this project.

## Instructions

1. List at least five fun facts about your team.
2. What is the name of your favorite team member?
3. List five vital statistics or interesting facts about your favor player on your team.
4. Least three things that fans can expect when they come to your stadium to see your dream team play.
5. Using the rectangle tool in Publisher, draw a rectangle measuring 8-inches wide and 10 ½ - inches tall, giving it a 1 pt. border. Align this rectangle with ¼ -inch margins.
6. The contents of the back side of your cereal box should be placed within this border.
7. Add additional elements and/or graphics that will help illustrate and enhance the look of the cereal box.
8. Format the size, style, and placement of the text and other elements on the cereal box so that it projects a professional image.
9. Carefully proofread your work for design, format, spelling, and grammar.
10. Print a copy of the document.