

Time Travel Design Challenge: Revamping Retro Cereal Boxes and Advertisements!

Analyze the historical cereal boxes you've seen in the Museum London digital archives gallery! Pay attention to design elements, color schemes, logos, product information, and marketing messages.

Consider how these advertisements or designs reflect the time period in which they were produced and the cultural context of the era. Now, choose a cereal box, food package or other historical advertisement to redesign.

Brainstorming: Based on your examination of the historical artifacts, brainstorm ideas for redesigning the artifact. Think about how you can modernize the design while still respecting the original brand identity and historical context. Consider incorporating elements such as updated logos, contemporary imagery, and relevant marketing messages.

Sketching: Create rough sketches of your redesigned, exploring different design concepts and layout options. Experiment with colors, fonts, images, and other visual elements to convey the desired message and appeal to your target audience.

Design: Using your sketches as a guide, create a final design for your redesigned artifact. Use art supplies such as markers, colored pencils, or digital design tools such as Canva or Google Draw to bring your vision to life. Pay attention to details such as clarity of product information, placement of logos, and overall aesthetic appeal.

Showcase: Display your redesigned cereal box for your classmates to see. Consider writing an advertising pitch to explain the rationale behind your design choices, highlighting how you've incorporated elements from the historical cereal box while giving it a modern twist.

Discuss and showcase how your redesigned box reflects changes in consumer preferences, technological advancements, and cultural trends.