



SNACK FOUNDER

Year 10

**Food Product Development
Assessment Task**

NAME:

Design Brief

Every month new movies are released at the cinemas and although new movies come out, the snack bar generally stays the same.

Your task is to develop a new 'movie long' snack to entice movie guests and promote the movie.

Select 3 cards and discover the **constraints** of your product.

Write in the boxes below the card you received so that you'll remember.

You'll be creating a new food product for this company:

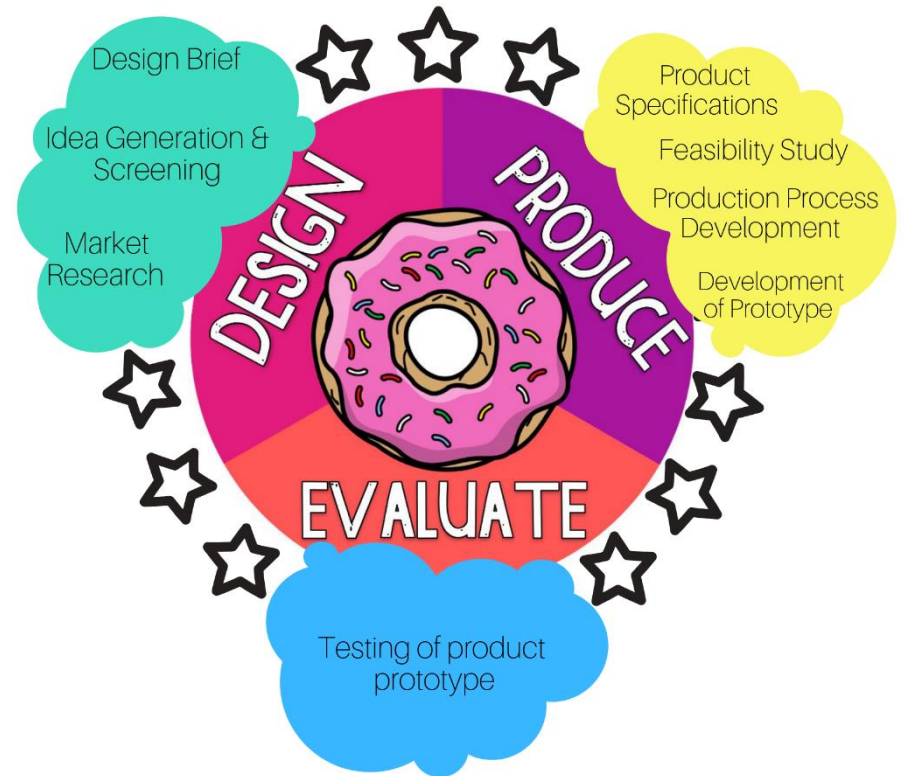
Write the company card you picked above.

The packaging will be:

Write the packaging card you picked above.

The movie you'll be promoting is:

Write the movie card you picked above.




Design Brief: In your own words

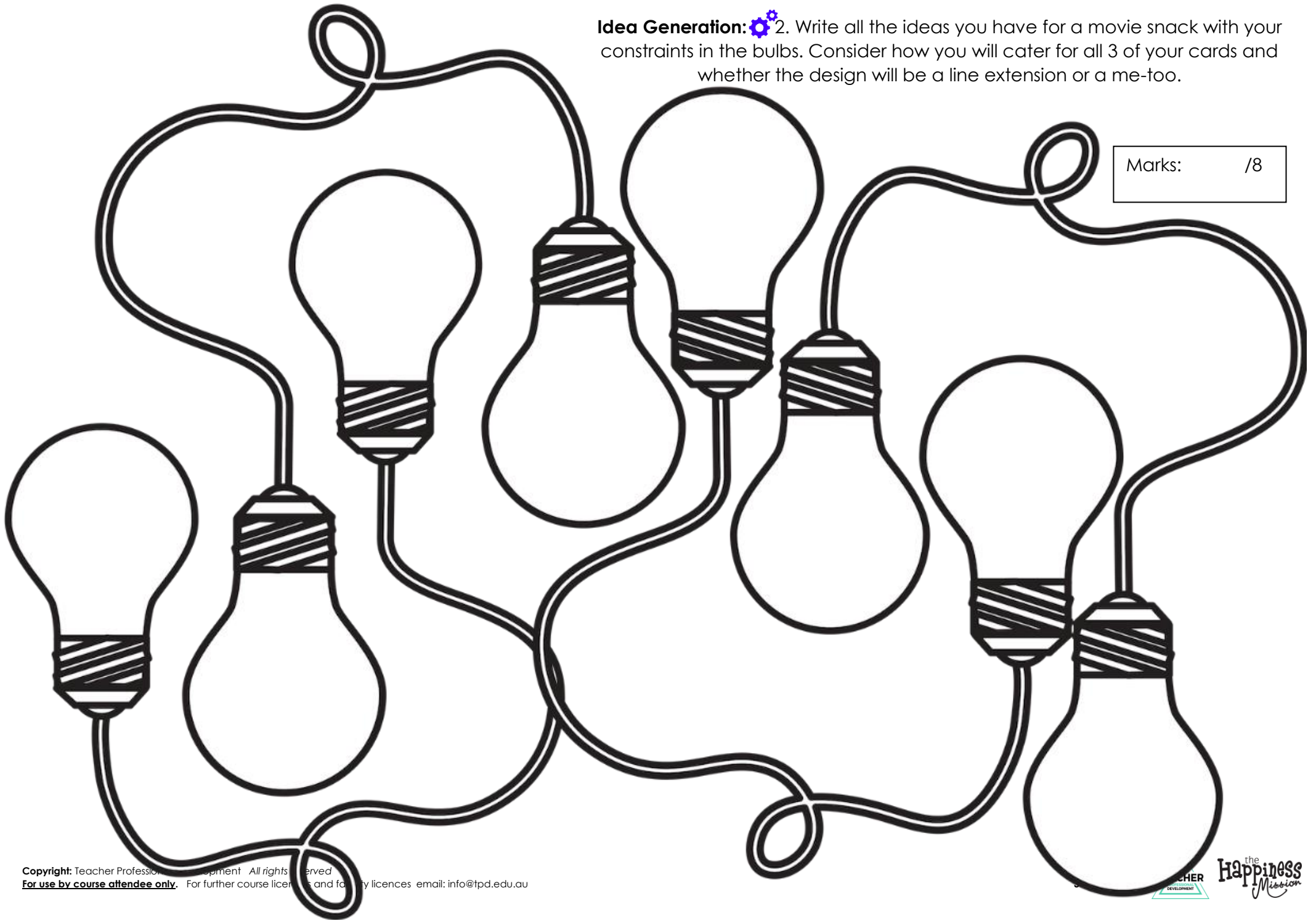


1. Identify what the design brief requires you to do?

Marks: /2

Idea Generation:  2. Write all the ideas you have for a movie snack with your constraints in the bulbs. Consider how you will cater for all 3 of your cards and whether the design will be a line extension or a me-too.

Marks: /8





Idea Screening:

  3. Choose your favourite idea and **outline** why it would be most appropriate:

Outline Sketch in general terms; indicate the main features of

Marks:	/4
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Market Research:

  4. **Describe** your target market? **Justify** why you have chosen this audience with 2 examples.

Describe Provide characteristics and features
--

Justify Support an argument or conclusion
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Marks:	/8
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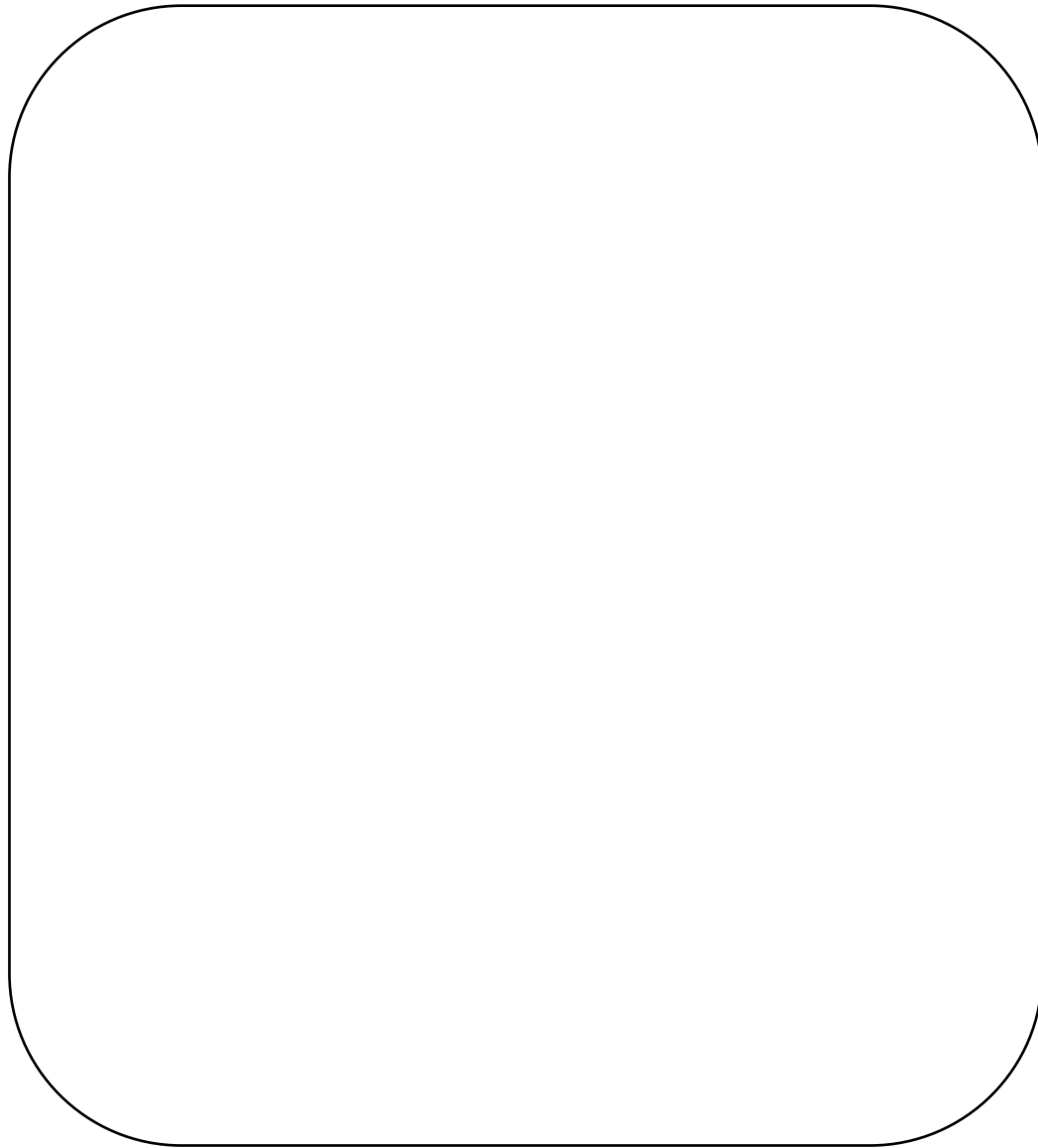
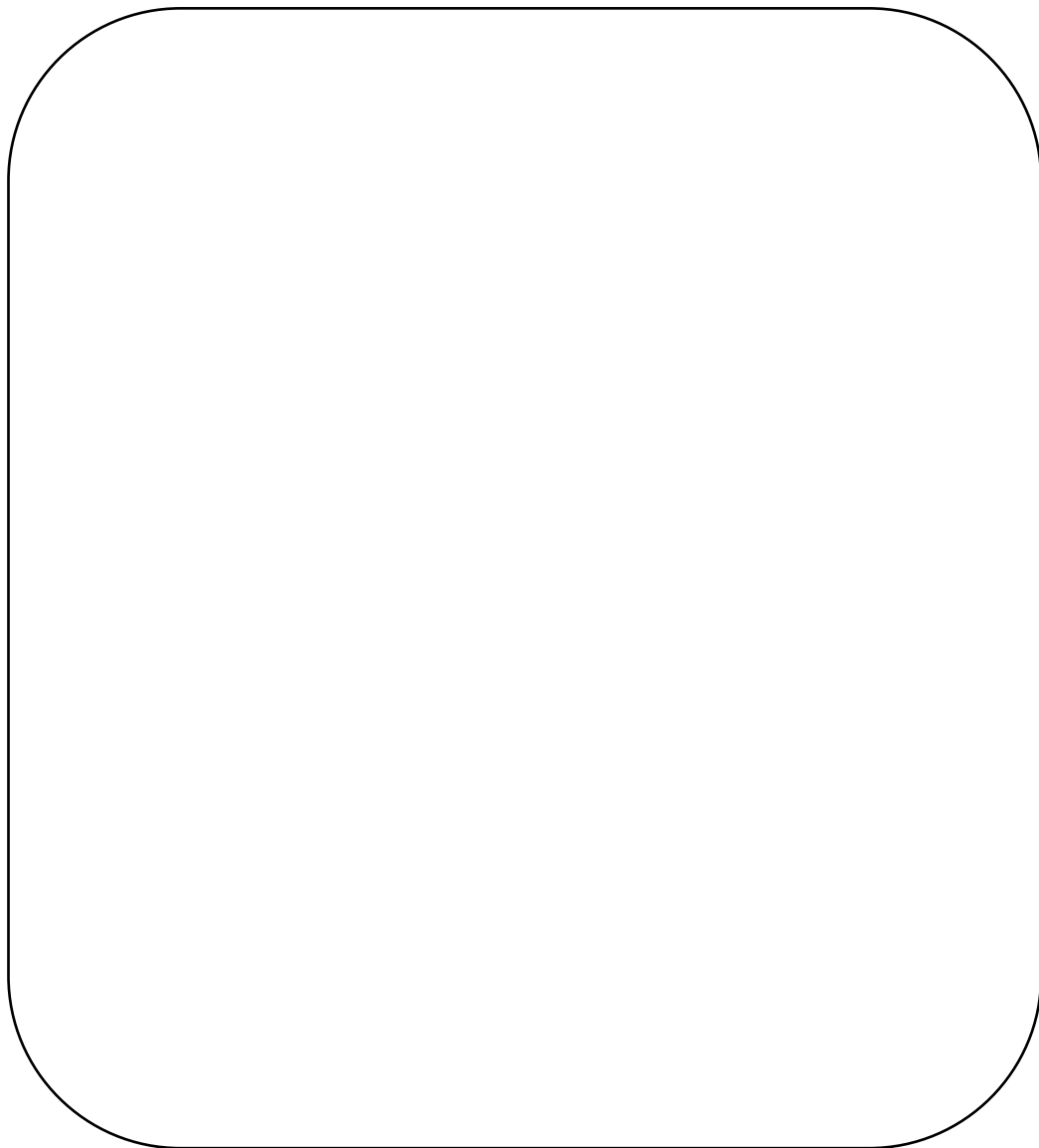


Product Specifications:

Add notes to (a text or diagram) giving

Marks:
/8

 5. Sketch your initial ideas in the boxes below. Annotate them to show the ingredients you'd like to use.



Feasibility Study:



6. Research possible recipes for your idea.

Ensure that a single portion of the recipe will be under the \$4.00 price point. You will have time in class to complete this.

Production Process Development:

Marks: /8




7. Design your food product development recipe.

Ingredients:

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

Method:

Development of Prototype:

 8. Design your product packaging. Sketch the front, back and side of your package. Consider sustainability and the environment and how you will promote the product on the package.

Front

Marks: /4


Back

Marks: /4

Side

Marks: /4

Testing of the product prototype

 9. Use the practical lesson to test your recipe. **Evaluate** its sensory properties using the food evaluation survey sheet (on the following page). Have a friend complete one sheet so you can make a valid judgement.

Evaluate Make a judgement based on criteria; determine the value of

Food Evaluation: Descriptive Test and Hedonic Scale

Student: _____

The **colour** of the recipe is: (tick all boxes that apply)
consistent too light too dark correct incorrect

Other: _____

The **texture** of the recipe is: (tick all boxes that apply)
consistent correct mushy grainy crumbly
crispy crunchy doughy dry moist
greasy soggy hard chewy soft

Other: _____

The **aroma** of the recipe is: (tick all boxes that apply)
correct comforting delicate fresh
pungent savoury sweet unusual

Other: _____

The **flavour** of the recipe is: (tick all boxes that apply)
bitter sweet bland spicy savoury
rich salty tasty sugary scrumptious
sour flavourful fruity harsh strong
mellow peppery rancid putrid tart

Other: _____

9-point Hedonic Scale: Circle the answer which best describes how much you liked the recipe:

- | | | |
|------------------------------|------------------------------------|------------------------------|
| 9. Like extremely | 8. Like very much | 7. Like moderately |
| 6. Like slightly | 5. Neither like nor dislike | 4. Dislike slightly |
| 3. Dislike moderately | 2. Dislike very much | 1. Dislike extremely. |

Student: _____

The **colour** of the recipe is: (tick all boxes that apply)
consistent too light too dark correct incorrect

Other: _____

The **texture** of the recipe is: (tick all boxes that apply)
consistent correct mushy grainy crumbly
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Other: _____

The **aroma** of the recipe is: (tick all boxes that apply)
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The **flavour** of the recipe is: (tick all boxes that apply)
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Other: _____

9-point Hedonic Scale: Circle the answer which best describes how much you liked the recipe:

- | | | |
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| 9. Like extremely | 8. Like very much | 7. Like moderately |
| 6. Like slightly | 5. Neither like nor dislike | 4. Dislike slightly |
| 3. Dislike moderately | 2. Dislike very much | 1. Dislike extremely. |



**10. Describe how you would market your new food product to entice your target market to purchase the product when they go to the movies. Justify your strategy.

Marks: /8



*11. How would you assess whether your marketing strategy is working?

Marks: /4

Assessment Task One: Food Product Development

Snack Founder- New Movie Food Product

Student Name: _____

Class: _____ **Teacher:** _____

PART A: New Movie Food Product

Outcomes and specific dot points

	OUTSTANDING	HIGH	SOUND	BASIC	LIMITED
Circle mark earned □	2	1.5	1	0.5	0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate <p>1. Identify what the design brief requires you to do?</p>	<p>Design brief has been recognised and named with consideration of what it requires the student to do; with reference to the particular cards the student drew.</p> <p>Student has recognised and named the cards picked in the identification response and demonstrated an understanding of what the design brief expects with clarity.</p> <p>Student has demonstrated a clear, cohesive response with correct grammar, punctuation, spelling and capital letters.</p>	<p>Design brief has been recognised and named with reference to the cards picked.</p> <p>Student has demonstrated some understanding of what the design brief expects.</p> <p>Student has demonstrated a cohesive response with less than 2 literacy errors.</p>	<p>Design brief has been rewritten in students' own words.</p> <p>Student has mentioned the cards picked and has provided some relevant information.</p> <p>Student has demonstrated a response with less than 3 literacy errors.</p>	<p>Design brief has been written out again with small variations.</p> <p>Student has mentioned the cards picked up.</p> <p>Literacy errors present.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information. Literacy errors present.</p>
Circle mark earned □	8	7-6	5-4	3-2	1-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate <p>2. Write all the ideas you have for a movie snack with your constraints in the bulbs.</p>	<p>Student has demonstrated critical and creative thinking and problem solving in the eight ideas.</p> <p>The ideas demonstrate the students' deep knowledge of line extensions and me-too designs.</p> <p>Student has considered all 3 card constraints in the answers provided. The solutions are logical and creative, and the student has used appropriate terminology.</p>	<p>Student has provided responses for all of the eight bulbs.</p> <p>The ideas demonstrate the students' knowledge of line extensions and me-too designs.</p> <p>Student has considered all 3 card constraints comprehensively in the answers provided.</p>	<p>Student has provided responses for 6 or more of the eight bulbs.</p> <p>The ideas include line extensions and me-too designs.</p> <p>Student has considered 2-3 card constraints in the answers provided.</p>	<p>Student has provided responses for 4 or more of the eight bulbs.</p> <p>Student has considered all 1-2 card constraints in the answers provided.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

Circle mark earned □	4	3	2	1	0.5
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design <p>3. Choose your favourite idea and outline why it would be most appropriate:</p>	<p>Student has sketched in general terms and included the main features of their favourite idea.</p> <p>Student has demonstrated critical and creative thinking in their choice.</p> <p>The idea is aligned with successful line extensions or me-too products sold at the movies.</p>	<p>Student has sketched in general terms and included the main features of their favourite idea.</p> <p>The idea meets the criteria set and could be sold at the movies.</p>	<p>Student has sketched in general terms their favourite idea.</p> <p>The idea could potentially be a successful item sold at the movies.</p>	<p>Student has recognised and named an idea.</p>	<p>Student has not attempted this question <u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>
Circle mark earned □	8	7-6	5-4	3-2	1-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate describe elements of the marketing mix, for example: <ul style="list-style-type: none"> product planning price placement and distribution promotion <p>4. Describe your target market? Justify why you have chosen this audience.</p>	<p>Student has provided characteristics and features of the ideal target market for their food product.</p> <p>Student has supported their conclusion with 2 or more clear examples of why this market is ideal demonstrating critical and creative thinking in the process.</p> <p>The reasons provided are well suited to the constraint cards picked.</p> <p>Student has demonstrated a clear, cohesive response with correct grammar, punctuation, spelling and capital letters.</p>	<p>Student has provided characteristics and features of the chosen target market for their food product.</p> <p>Student has supported their conclusion with 1 or more plausible examples of why this market is ideal.</p> <p>The reasons provided are suited to the constraint cards picked.</p> <p>Student has demonstrated a cohesive response with less than 2 literacy errors.</p>	<p>Student has provided characteristics and features of target markets in general.</p> <p>Student has supported their conclusion with 1 or more incomplete examples.</p> <p>The reason/s provided are suitable.</p> <p>Student has demonstrated a response with less than 3 literacy errors.</p>	<p>Student has provided characteristics and features of target markets in general.</p> <p><u>OR</u></p> <p>The reason/s provided are suitable.</p> <p>Student has demonstrated a response with less than 4 literacy errors.</p>	<p>Student has not attempted this question <u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

Circle mark earned □	8	7-6	5-4	3-2	1-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate <p>5. Sketch your initial ideas in the boxes below. Annotate them to show the ingredients you'd like to use.</p>	<p>All student's sketches demonstrate critical and creative thinking.</p> <p>All ideas are drawn clearly with attention to detail. Lines are clear and annotations show logical ingredient inclusions and idea formulation.</p> <p>Annotations are cohesive and reveal the direction of the student's plans.</p>	<p>Sketches demonstrate ideas well and are drawn clearly with attention to detail.</p> <p>Annotations show possible ingredient inclusions and idea formulation.</p>	<p>Student's sketches are drawn clearly in 1-2 boxes.</p> <p>Annotations show some ingredient inclusions.</p>	<p>Student has attempted to sketch ideas in 1 of the boxes.</p> <p>Student has attempted to annotate ideas without clear ingredient inclusions.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

6. Feasibility study completed in class

Circle mark earned □	8	7-6	5-4	3-2	1-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate <p>7. Design your food product development recipe.</p>	<p>Student has demonstrated critical and creative thinking in the design of the recipe.</p> <p>Student has considered the 'movie-length' snack part of the brief and the recipe would compete strongly with the other items available.</p> <p>The recipe has clearly identified ingredients in correct ratios and amounts.</p> <p>The method includes logical, cohesive steps.</p> <p>The recipe considers the style of food that consumers usually enjoy at the movies.</p>	<p>Student has completed the recipe and has clearly identified ingredients in correct ratios and amounts.</p> <p>The method includes well-thought out steps.</p> <p>The recipe considers the style of food that consumers usually enjoy at the movies.</p>	<p>Student has identified ingredients in mostly correct ratios and amounts.</p> <p>The method includes steps with 1-2 small errors.</p> <p>The recipe considers the style of food that consumers usually enjoy at the movies.</p>	<p>Student has identified ingredients in mostly correct ratios and amounts. 1-2 items have been added or left out.</p> <p>The method includes steps with 3 or more errors.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

Circle mark earned □	10-9	8-7	6-5	4-3	2-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> outline steps in food product development, for example: <ul style="list-style-type: none"> design produce evaluate <p>8. Design your product packaging. Sketch the front of your package, the back of your package and the side of the package. Consider sustainability and the environment and how you will promote the product on the package.</p>	<p>Student has demonstrated critical and creative thinking in sketching the front, back and side of the package.</p> <p>Student has made ethical, sustainable decisions when designing the package, choosing recyclable or low impact materials.</p> <p>Student has investigated established promotional techniques in the design of the package, using a variety of strategies to catch the consumers attention.</p> <p>The package drawings are neat, logical and legible.</p>	<p>Student has presented neat sketches of the front, back and side of the package.</p> <p>Student has made ethical, sustainable decisions when designing the package, choosing recyclable or low impact materials.</p> <p>Student has used strategies to catch the consumers attention.</p> <p>The package drawings are neat, logical and legible.</p>	<p>Student has sketched front, back and sides of the package.</p> <p>Student has considered strategies to attempt to get the attention of consumers.</p> <p>The package drawings are mostly neat.</p>	<p>Student has sketched front, back and/or sides of the package.</p> <p>The package drawings are unclear, however effort has been demonstrated.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

9. Use the practical lesson to test your recipe. Evaluate its sensory properties using the food evaluation survey sheet. Completed Not completed

Circle mark earned □	8	7-6	5-4	3-2	1-0
<p>> plans, prepares, presents and evaluates food solutions for specific purposes FT5-11</p> <ul style="list-style-type: none"> describe elements of the marketing mix, for example: <ul style="list-style-type: none"> product planning price placement and distribution promotion <p>**10. Describe how you would market your new food product to entice your target</p>	<p>Student has provided detailed characteristics and features of how they would market the new food product.</p> <p>The features of the product that would entice the consumer have been illustrated in the justification.</p> <p>The justification illustrates and supports the marketing strategy using logical examples.</p>	<p>Student has provided characteristics and features of how they would market the new food product.</p> <p>The justification illustrates and supports the description using clear examples.</p> <p>Student has demonstrated a cohesive response with less than 2 literacy errors.</p>	<p>Student has outlined how they would market the new food product.</p> <p>Student has provided example/s supporting their target market strategy.</p> <p>Student has demonstrated a cohesive response with less than 3 literacy errors.</p>	<p>Student has identified how they would market the new food product.</p> <p>Student has provided example/s supporting their target market strategy.</p>	<p>Student has not attempted this question</p> <p><u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

market to purchase the product when they go to the movies. Justify your strategy.	Student has demonstrated a clear, cohesive response with correct grammar, punctuation, spelling and capital letters.			Student has demonstrated a cohesive response with less than 4 literacy errors.	
Circle mark earned □	4	3	2	1	0
<p>> evaluates the impact of activities related to food on the individual, society and the environment FT5-13</p> <ul style="list-style-type: none"> evaluate the effectiveness of a range of marketing strategies in promoting new products, for example: (ACTDEK040) 🛒 📱 📺 📺 social media promotional strategies, eg taste testing in supermarkets pricing strategies - <p>*11. How would you assess whether your marketing strategy is working?</p>	<p>Student has made a clear judgement of how they would assess the effectiveness of the marketing strategy selected.</p> <p>Student has demonstrated a cohesive judgement on the value of a variety of marketing strategies and the suitability for their particular product.</p> <p>Student has demonstrated a clear, cohesive response with correct grammar, punctuation, spelling and capital letters.</p>	<p>Student has made a clear judgement of how they would assess the effectiveness of the marketing strategy selected.</p> <p>Student has demonstrated a cohesive response with less than 2 literacy errors.</p>	<p>Student has made a judgement of how they would assess the effectiveness of marketing strategies in general.</p> <p>Student has demonstrated a cohesive response with less than 3 literacy errors.</p>	<p>Student has suggested how they would assess marketing strategies in general.</p> <p>Student has demonstrated a cohesive response with less than 4 literacy errors.</p>	<p>Student has not attempted this question <u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>
Circle mark earned □	10-9	8-7	6-5	4-3	2-0
<p>> evaluates the impact of activities related to food on the individual, society and the environment FT5-13</p> <p>***12. Evaluate the impact of eating your new food product regularly. Comment on its <i>nutritional value</i> and <i>impact on the environment</i>.</p>	<p>Student has made a judgement on eating the new food product regularly; using nutritional value and environmental impact as criteria for the overall value of the product.</p> <p>Student has provided 6 or more logical and cohesive examples and statements to support the conclusion.</p> <p>Student has demonstrated a clear, cohesive response with correct grammar, punctuation, spelling and capital letters.</p>	<p>Student has identified impacts of eating the new food product regularly; using nutritional value and environmental impact as criteria.</p> <p>Student has provided some 4 or more examples to support the conclusion.</p> <p>Student has demonstrated a cohesive response with less than 2 literacy errors.</p>	<p>Student has recalled the meaning of nutritional value and environmental impact without a clear relationship to the new food product.</p> <p>Student has included 3 or more unclear examples.</p> <p>Student has demonstrated a cohesive response with less than 3 literacy errors.</p>	<p>Student has made comments about eating the new food product without providing a clear relationship to their product.</p> <p>Student has provided some unclear examples.</p>	<p>Student has not attempted this question <u>OR</u></p> <p>Student's answer is incomplete without relevant information.</p>

Circle mark earned □	10-9	8-7	6-5	4-3	2-0
<p>➤ Demonstrate safe and hygienic work practices for example; FT5-1</p> <ul style="list-style-type: none"> - personal hygiene - food safety e.g. danger zone, cross contamination - safe work practice use of PPE 	Student applied safe and hygienic work practices when participating in practical lessons.	Student applied safe and hygienic work practices when participating in practical lessons.	Student usually applied safe and hygienic work practices when participating in practical lessons.	Student occasionally applied safe and hygienic work practices when participating in practical lessons.	On the few occasions student participated in practical lessons, (Name) applied safe and hygienic work practices.
<ul style="list-style-type: none"> • Demonstrate appropriate selection of equipment and techniques used in food preparation.FT5-10 	Student always chose appropriate equipment and used appropriate techniques when preparing food.	Student chose appropriate equipment and used appropriate techniques when preparing food.	Student usually chose appropriate equipment and used appropriate techniques when preparing food.	Student sometimes chose appropriate equipment and used appropriate techniques when preparing food.	Student seldom chose appropriate equipment and used appropriate techniques when preparing food.

Positive aspects:

Needs improvement:

PART A: Theory	/ 70
PART B: Practical	/20
Combined	/90
Total	/20 %