

A New Cereal on the Shelf



Objective: Students invent a cereal based on a fictional book and design a cereal box that presents information about the story in a fun, creative format.

The guidelines for each part of the box are as follows:

Front:

Write the name of your cereal and draw an illustration. Think of a fun and enticing name—for example, for *Harry Potter and the Sorcerer’s Stone*, you might invent a cereal named Wizard’s Wands, a toasted oat cereal in the shape of lightning bolts. The name and shape of the cereal should relate to your book. Notice the various characters, logos, and other elements on actual cereal boxes. Make your cereal box look like a real product while relating it to the book. The colors and style of text and the use of “bursts” including additional information are used to entice customers to buy the product.

Back:

Design a game that is based on the story. It can be a puzzle, a word game, or any other fun activity that might be found on the back of a cereal box. Discuss ways that students can incorporate information from their book into their game. You might include information about the characters, setting, plot, etc.

Right Side:

Under the heading “Ingredients,” list the main characters and write a complete sentence about each one. Also write a sentence or two about the setting.

Left Side:

Write a summary that describes the main conflict and the resolution of the book. Make the language sound appealing, as if you are advertising the book.

Top:

Write the title and author of the book along with your name.

You will need to plan a short commercial advertising your cereal and present it to the class.

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If you could invent a cereal based on the book you read, what would it be? After you think of a name and shape for your cereal, you'll design a cereal box for it.

Materials:

empty cereal box, white or light-colored paper, scissors, markers or crayons, construction paper, glue, tape

Directions:

1. Book Title: _____
Author: _____
2. Think about what you will name your cereal. Choose a name that sounds enticing and that relates to the story in some way. Then, choose a shape for the cereal, as well as colors and ingredients that also relate to the book. For example, for *Harry Potter and the Sorcerer's Stone*, you might invent a cereal called Wizard Wands, a toasted oat cereal in the shape of a miniature lightning bolt.
3. Cover an empty cereal box with white or light-colored paper. Or you might want to write and draw on appropriate-sized sheets of paper and then glue them onto the box. Write a rough draft and draw sketches before moving on to your final copy:

Front:

Write the name of your cereal and draw a picture to go with it. You might draw characters or other pictures to help sell your product. Make your cereal box look appealing and fun. Look at actual cereal boxes for ideas.

Back:

Design a game that is based on the story. It can be a puzzle, a word game, or any other fun activity that might be found on the back of a cereal box. Make sure it includes information from the book. Describe your idea below.

Right Side:

Under the heading “Ingredients,” list the main characters and write a complete sentence about each one. Then describe the setting (place and time). Write your rough draft below.

Left Side:

Write a summary of the book. Describe the main conflict and resolution.

Top:

Write the title and author of the book and your name.

4. Plan a short commercial for your cereal, and present it to the class.

Name _____ Date _____

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Book Title: _____

	Possible Points	Points Earned
1. Did you hand in your project on time?	15	
2. Is your cereal box neat, colorful, and attractive?	10	
3. Is the front of the box complete and thoughtfully done?	15	
4. Is the back of the box complete and thoughtfully done?	15	
5. Is the right side complete and accurate?	10	
6. Is the left side complete and accurate?	10	
7. Is the top complete and accurate?	5	
8. Are the spelling, punctuation, and grammar correct?	10	
9. Was your commercial informative and interesting?	10	
Total:	100	

Comments: _____
