

New Primary Resource

The PACK Pack: Packaging Unwrapped



Packaging. We're aware of it and often critical of it, but do we really know why it's used?

The PACK Pack: Packaging Unwrapped, a comprehensive new resource developed by the Curriculum Corporation in conjunction with the Packaging Council of Australia, reveals the many benefits of packaging and provides some surprising insights. *The PACK Pack: Packaging Unwrapped* is a valuable and fascinating teaching resource that meets the requirements of a number of curriculum areas.

Full of activities that promote competence in Mathematics, English, Science, Art and Design activities, *The PACK Pack: Packaging Unwrapped* will prove to be a valuable addition to the resources of all teachers who wish to broaden their students' understanding of the modern world. All activities in *The PACK Pack: Packaging Unwrapped* are aligned to state curriculums and may also be incorporated into Values and Sustainability studies.

Website resources

www.packcoun.com.au

(Packaging Council of Australia Incorporated. Includes educational resources such as fact sheets, lessons, awards programs and weblinks, plus extensive support to help *The PACK Pack: Packaging Unwrapped* gain maximum classroom use.)

The PACK Pack: Packaging Unwrapped includes:

- extensive Teacher's Guide and Notes
- real-life activities that examine the role of packaging in our lives
- inquiry-based learning activities that will stimulate creative minds
- opportunities for students to explore issues such as food preservation, protection of goods, protection of the environment, health and safety, packaging technology, packaging design and marketing and waste issues
- research resources relevant to all dimensions of packaging including the roles, functions, benefits and future possibilities of packaging
- materials which enable students to learn that packaging is a response to human behaviour and that, by being informed, they can make a difference when purchasing packaged products and disposing of packaging
- fascinating case studies of great innovations in packaging by award-winning Australians with opportunities for students to create their own innovations.





Short-listed for the Thomson Learning Best Designed Primary Education Book category in Australian Publishing Design Awards. Winners announced 28 May.

Contents of *The PACK Pack: Packaging Unwrapped*

Teachers are invited to download samples of the following components by visiting www.packcoun.com.au/education.htm

Additional online teaching support may also be found at that location.



Teacher's Guide

An easy-to-use guide to getting the most out of *The PACK Pack: Packaging Unwrapped*, designed with the busy teacher in mind.

Twelve Big Cards

These A3 thematic cards have colourful, highly engaging graphics on one side and small 'nuggets' of text on the other. The text is laid out to encourage students to explore, consider, question, debate and investigate the concepts portrayed or introduced in the graphics.



Ten Innovation Cards

These A4, double-sided, full-colour cards look at ten innovations in packaging. The purpose of the cards is to present students with challenges such as 'Why did the designer take this approach?', 'What would I do if I were presented with the same problem or challenge?' and 'Could I do this better?'.



Student Investigations Activities (Reproducible Blackline Masters)

There are 37 integrated activities, 27 using the Big Cards and ten using the Innovation Cards. The activities work across key learning areas and can provide students with 'real world' tasks that utilise their knowledge and skills.

The Glossary

A comprehensive glossary of technical and other terms is provided to assist students and teachers in their research. The Glossary can be found in the Teacher's Guide or online at

www.packcoun.com.au/education.htm



TEACHERS... HAVE YOU ORDERED YOUR COPY YET?

At just \$44 (plus \$10 for postage and handling), *The PACK Pack: Packaging Unwrapped* provides excellent value for money. Download the order form from our website (or from the Teachers' Toolkit website) and fax or mail to:

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Please note payment must be received before shipment.



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