



CRYSTAL CLEAN TOOTHPASTE

ROLE-PLAY



Use the Organize Success Skill to come up with a design for a new toothpaste.



Career Cluster

Sales



Success Skill

Organize



Estimated Activity Time

35 – 45 mins



Group Size

Individuals, Pairs, or Group

Prepare ahead of time

Note: This activity can be modified for younger children or be made more challenging for older children. For younger children, have children skip the **Planning Your Design Handout**.

- Print materials
- Create your own example of the **Planning Your Design** and **Crystal Toothpaste Handouts** as a reference for children.

Materials

- **Example of Packages Picture** (projection or printout)
- **Planning Your Design** (1 printout per child and educator)
- **Crystal Clean Toothpaste Handouts** (1 printout per child and educator)
- **Reference Pictures** (projection or printout)
- Tape or glue
- Scissors
- Crayons, markers, or colored pencils
- Old magazines, stickers, construction paper, or glitter (optional)

Organize ASL Sign:

Each time you say **Organize** in this activity, please do the ASL sign:
Face the left and right palms towards each other and sweep from left to right.

10 MIN: INTRODUCTION

1. **Say,** "When you visit a store, how do you know the items inside the package are any good? It helps to see the colors, shapes, and fun characters on the outside of the package. If you saw a package of cookies at a store and it was just a box with no pictures or images, would you want to buy it? The pictures on the outside of the packaging are important because they help people decide whether they want to buy something or not."
2. Display **Example of Packages Picture.** Point out the different colors and pictures Graphic Designers used for the packaging of the products.
3. Have a brief discussion with children about any images they have seen in packages that have made them want an item. Ask children about what they looked like.
 - "What colors were used?"
 - "What characters or shapes did they have?"
4. **Say,** "Graphic Designers are people who make the images on the packaging of an item. When a person wants to sell something but needs help picking the packaging, they have a Graphic Designer figure it out. They make these images, or designs, with paper and pencils or computers."

*To do this work, Graphic Designers need to use Success Skills. Success Skills are important skills we all use in our life. Graphic Designers use the **Organize** Success Skill to do their work. **Organize** is a skill that is important as a child and as an adult. It's important to **Organize** supplies for a craft based on what you need to use first or **Organize** your day so you can do all the things you planned to do. You will get a chance to be a Graphic Designer today and use the **Organize** Success Skill to make your own design for a customer who needs your help!"*

20 MIN: ROLE-PLAY

5. **Say,** "Crystal Clean Toothpaste is a brand-new toothpaste that wants you to make their design. This toothpaste is for children and will make their teeth sparkle and shine. It also has a fruity flavor. They are looking for a creative design that will make people want to buy their toothpaste. As the Graphic Designer, you will need to use the **Organize** Success Skill to come up with a design for this new toothpaste."
6. Display **Reference Pictures** of the different toothpaste packaging and tubes. Point out the colors, shapes, and characters that are used in each of the designs. Point out how the toothpaste tubes and packages have a similar style, or look, to them.

Say, "Graphic Designers used colors, shapes, and characters to design the packaging for each of these toothpastes. First, Graphic Designers draw out different designs, thinking about who is buying the product, and what colors, shapes, and characters would make them want to buy the product. After finishing their practice designs, they choose a final design for the product. As a Graphic Designer, you will also need to do the same for Crystal Clean Toothpaste. You will need to come up with main colors, shapes, and characters for the toothpaste you design."

7. Explain to children that before they draw their final design to give to their customer, they will have to brainstorm and **Organize** their ideas. Tell children that this means

they will have to plan out how they want their final design to look like using three steps:

Step 1:

- Display the blank **Planning Your Design Handout**. Point to each box. Display the **Reference Pictures** as needed.

Say, “*The first step of creating your final design will be to use this handout with two blank boxes to test out designs. You will need main colors, shapes, and characters, similarly to the examples I showed you of the toothpaste with the crocodile, or the mandarin toothpaste. The toothpaste tube and box will need to have a similar look to them; they don’t need to look exactly the same, but they should look like they go together.*”

- Point to the first box on the **Planning Your Design Handout**.

Say, “*You will draw some quick ideas in these two boxes that you can use for your final design of the toothpaste. The first box is for you to explore different main colors that you may want to use. The second box will be for characters. While you are planning your design, think about what colors could go well together or what interesting characters or shapes you could add. Graphic Designers Organize their ideas like this all the time.*”

- Display your example of the **Planning Your Design Handout**. Point to the colors, characters, and shapes you used.

Step 2:

- Display the blank **Crystal Clean Toothpaste Handout**.

Say, “*The second step of creating your final design is to Organize what colors, characters, and shapes you want to use from the Planning Your Design Handout.*”

- Display your example of the **Crystal Clean Toothpaste Handout**. Explain that before you started drawing, you selected the colors, characters, and shapes that you wanted to use from the **Planning Your Design Handout**. Point to any items that you had to cut out. Explain to children that before you glued anything or started coloring, you placed the cutouts on top of the blank toothpaste to **Organize** the pieces where you wanted them to be.
 - Remind children as needed that the toothpaste tube and package should look like they go together. Explain to children that they may use

the Crystal Clean Toothpaste name to color and paste it on the tube or package, or they can do their own.

Step 3:

- Display your example of the **Crystal Clean Toothpaste Handout** and show any colors, characters, and shapes that you used from the Planning Your Design Handout.

Say, *"The third and last step in creating your final design is putting everything together and coloring and gluing things down on the toothpaste image."*

8. Hand out a copy of the **Planning Your Design Handout** to each child. Allow children about 5-7 minutes to draw out some quick designs.
9. Once children are done, they can move on to the second step and start cutting out magazines. After organizing how they want their design to look, they can move on to the third step.
 - Note: Children may complete certain steps sooner than others and that is okay. They can work on each section at their own pace.
10. As children are working, remind them that the customer is trying to get more people to buy the toothpaste. Remind children of the three steps of creating their final design as needed. Explain that it is okay if they change their mind about using certain designs from the **Planning Your Design Handout**.
11. Once children have completed their final designs, ask a few to share their design with the group. Prompt children to think about why their toothpaste box would stand out on the shelf at the store.

Say, *"Why would someone want to buy your toothpaste?"*

5 MIN: REFLECTION

1. Have a brief discussion with children about the activity.

Say,

- *"What Success Skill did you use today?"*
- *"Why is it important for a Graphic Designer to Organize?"*
- *"It's important to Organize in a lot of careers. What is another career that also uses Organize?"*

SUCCESS SKILLS

Use these words when talking with children. Listen for children to use these words.

| Success Skill | Definition |
|-------------------|--|
| Focus | Pay attention to something, even when distractions happen around you. |
| Organize | Keep track of different information and belongings and put them in an order that makes sense to you. |
| Think Differently | Try new things and find creative ways to solve a problem. Learn from your mistakes and make changes. |
| Remember | Hold new information in your mind to use when you need it. |
| Feel | Check and show your emotions. |



EXAMPLE OF PACKAGES



REFERENCE PICTURES



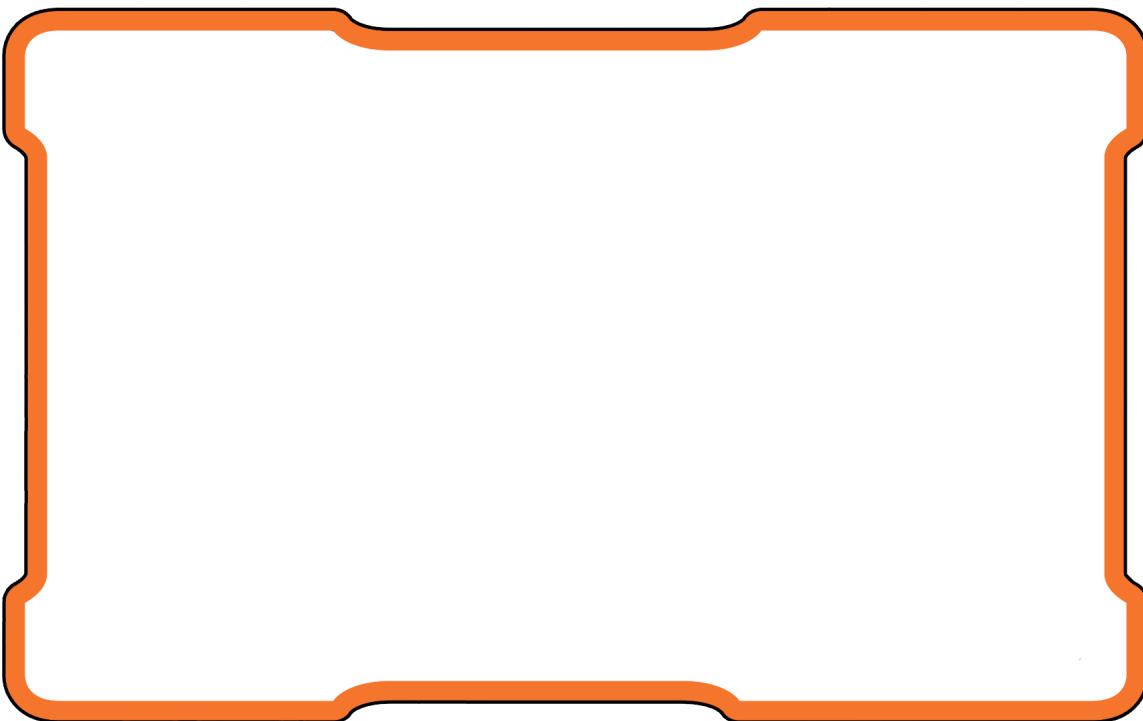
REFERENCE PICTURES



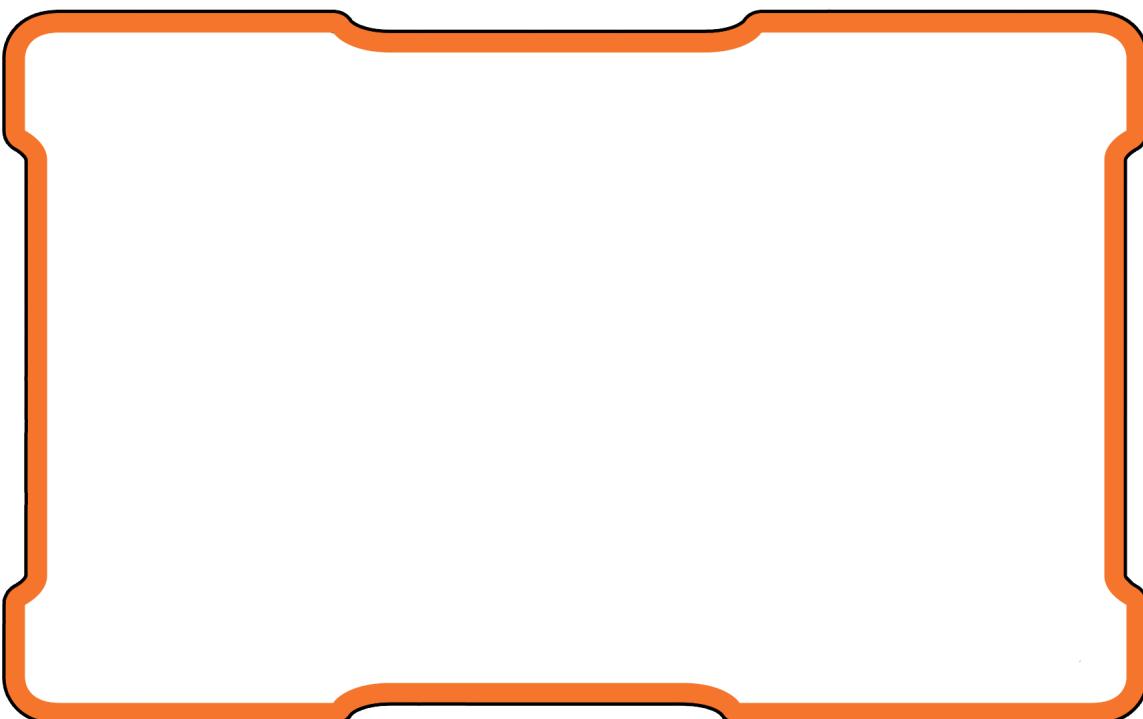
PLANNING YOUR DESIGN

Name _____

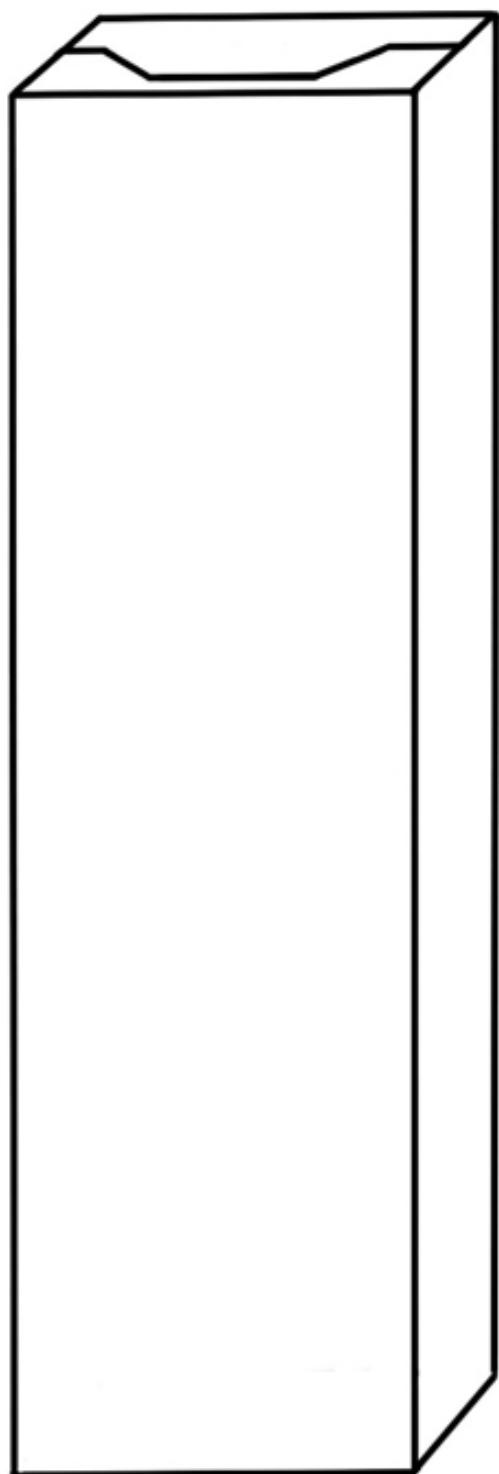
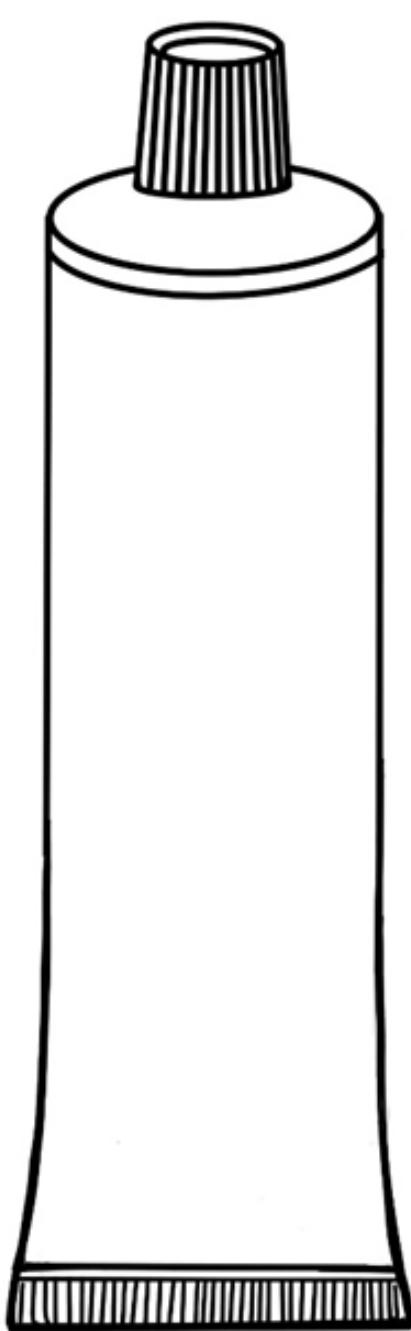
Colors



Characters and/or Shapes



CRYSTAL CLEAN TOOTHPASTE HANDOUT



Crystal Clean

Crystal Clean