

Assessment Objective

To evaluate students' ability to:

- Understand Canadian legal requirements for packaging and labelling
- Apply legal principles in a realistic product design
- Demonstrate responsible and ethical marketing practices
- Show how packaging and labelling build consumer trust and ensure safety

Task Description

You are a product designer working for a Canadian company. Your job is to design packaging and a label that fully complies with legal and ethical requirements under the Canadian Consumer Packaging and Labelling Act.

Packaging and Labelling

Step 1: Select a Product

Choose one product from any of the following categories:

- Food item
- Cosmetic or personal care product
- Household cleaning product
- Electronic accessory

Describe:

- Product name
- Target audience
- Purpose of the product

Step 2: Research Legal Requirements

Summarize the legal rules that apply to your product packaging and label, including:

1. Language Requirements

- Labels must be clear and understandable (in Canada, bilingual English and French is encouraged).

Packaging and Labelling

2. Safety Information

- Warnings, allergens, hazards, and instructions must be included to protect consumers.

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3. Additional Information

- Ingredients/materials
- Manufacturer information
- Expiry or best-before date
- Country of origin (if applicable)

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4. Compliance with Standards

- Use of symbols, readable font size, proper formatting, and certifications (e.g., recycling, safety, organic).

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5. Truthful Advertising

- Claims must be honest and not misleading (e.g., “organic,” “eco-friendly,” “100% natural”).

Packaging and Labelling

Step 3: Design the Package with label

Create a package design that includes:

1 Brand name and logo

2 Visual design (colour, layout, images)

3 Ingredients/materials

4 Allergen or hazard warnings

5 Usage instructions

6 Safety precautions

7 Expiry or best-before date

8 Any certification symbols

9 Clear and truthful claims

Your design must:

- Be attractive to consumers
- Follow legal and ethical standards

Build consumer trust through transparency
