

A New Cereal on the Shelf

GUIDELINES

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 cereal box are as follows:

☼ Front

Students write the name of their cereal and draw an illustration. Encourage students to think of a fun and enticing name—for example, for *Harry Potter and the Sorcerer's Stone*, they might invent a cereal called Wizard's Wands, a toasted oat cereal in the shape of lightning bolts. Explain that the name and shape of the cereal should relate to their books. Point out the various characters, logos, and other elements on actual cereal boxes. Encourage students to make their cereal box look like a real product while relating it to the book. Discuss the colors and style of text and the use of "bursts" to include additional information. Explain that the purpose of these elements is to entice consumers to buy the product.

☼ Back

Students 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. They might include information about the characters, setting, plot, and so on.

☼ Right Side

Under the heading "Ingredients," students list the main characters and write a sentence about each one. They also write a sentence or two about the setting.

☼ Left Side

Students write a summary that describes the main conflict and the resolution of the book. Discuss ways to make the language sound appealing, as if they are advertising the book.

☼ Top

Students write the title and author of the book and their name.

Finally, students plan a two-minute commercial advertising their cereal and present it to the class.

Fiction

A New Cereal on the Shelf

If you could invent a cereal based on the fictional 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 Find a fictional book that interests you and is at an appropriate reading level for you. Have your book approved by your teacher.

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 bolts.

- 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. Here are the guidelines for each side of the box:

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.

DUE DATES
Book approved _____
Book finished _____
Project finished _____

Name: _____

Date: _____

☀ **Right Side**

Under the heading "Ingredients," list the main characters and write a 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 the resolution.

☀ **Top**

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

☀ **4** Plan a two-minute commercial for your cereal, and present it to the class.

Name: _____ Date: _____

Fiction

A New Cereal on the Shelf

Book Title: _____

	POSSIBLE POINTS	POINTS EARNED
1 Was your book approved by the due date?	5	
2 Did you hand in your project on time?	10	
3 Is your cereal box neat, colorful, and attractive?	15	
4 Is the front of the box complete and thoughtfully done?	10	
5 Is the back of the box complete and thoughtfully done?	15	
6 Is the right side complete and accurate?	10	
7 Is the left side complete and accurate?	10	
8 Is the top complete and accurate?	5	
9 Are the spelling, punctuation, and grammar correct?	10	
10 Was your commercial informative and interesting?	10	

Comments: _____

