

PROJECT FOOD TRUCK



Technology Class Project

Pierce's Very own Food Truck

Tinkers

CONCESSIONS & CATERING
PIERCE, NE 402-329-4489

Where You Can
find
Tinkers

What will you create?

WHY FOOD TRUCKS?

Many people start food trucks because they love food-creating food, sharing food, making money from food, etc. Food trucks offer a sense of freedom.

[12 Reasons We Love Food Trucks](#)

[What it takes to make it in the Food Truck Industry](#)



WHAT IS A FOOD TRUCK?

Food trucks are a trend that has taken the U.S. by storm. In the past several years, the number of food trucks has continued to increase. There are now over 4000 registered in the U.S. Find out more about food trucks, watch this video or explore on your own.

[Starting a food truck business](#)

[NYTimes article](#)



Most Popular Food Trucks in America

Food trucks are limited on the amount of items they can offer on their menu. Most food trucks specialize in one type of food and often have unique names and eye-catching designs. Check out this [slideshow](#) of the most popular food trucks in America. Links to the food truck websites embedded in the article.



Assignment

In your group, you are to design a food truck concept for your town that offers great tasting, interesting and diverse food. The food must be able to be prepared in a food truck and must be able to be eaten with your hands or using only one utensil. The concept must be original (your own) and not copied off of a TV show, movie, etc. As a group you must come up with:

- ☐ The type of food you will serve
- ☐ The name of the truck
- ☐ Colors and design of the truck

Before choosing a color, read this article: [Psychology of Color](#)

When you have your idea, fill out this form: [Food Truck Proposal](#)

Tasks

Design a unique and creative logo	Design and download your logo using a free logo maker such as Free Logo Design or a design of your own done on Google Drawing or other program.
Detailed Menu: Develop a menu of at least 3 main dishes and three side dishes/. Use your imagination and develop creative names for your menu items.	Using Google Docs, create a 3 column table: Include name of the dish, a detailed explanation and price/profit amount.
Construct a menu to display	Using the menu you created, design an attractive and eye-catching menu flyer to display on the side of the truck and hand out to customers. Canva https://www.letterfolk.com/pages/virtual-letter-board
Create your food truck	Using this website Poster , design a poster with your unique food truck for a grand-opening. Remember to include your logo as a main feature!

Survey your classmates	Using Google Forms, prepare a survey for your classmates. Using the detailed menu items, ask them if they would order if they visited your truck and which side dish item they would be more likely to order.
Produce Social Media Marketing	Using these templates, design social media marketing for your food truck. You can also use Adobe Spark to design these items. (you'll need to use this file to log in to Spark correctly) Facebook Twitter Instagram SnapChat Filter using Canva or SnapChat Geofilter
Create a presentation	Using Google Slides, prepare a presentation that will include all of the documents, posters and social media marketing you have prepared so far. Directions

Final Task

As a group, prepare a promotional video to share with the class. Your video should include your logo, grand opening information, menu information and any other fun info, videos, photos you want to include. Remember, this is an advertisement for your Food Truck's grand opening!

[PowToons](#) or [Adobe Spark](#) (you'll need to use [this file](#) to log in to Spark correctly)

You will be sharing your video with the class. The class will vote on their favorite food truck.

Post the link to your video to this [Padlet](#)