



Notes:

Back Packs

Interview Questions:

- Who purchased your back pack? Does anyone you know have the same back pack?
- What brand of back pack do you own? What are the features of your back pack that make you like it? What do you wish your back pack had that it doesn't? What items do you keep in your back pack? What is the strangest thing you have carried in your back pack? Describe how you organize your stuff in your back pack. Tell me your most interesting back pack story. What color or pattern of back pack do you prefer?
- When do you carry your back pack? Tell me when you find your back pack to be a pain? For sports, do you use your back pack or a gym bag?
- Where do you store your back pack at school? At home? Where did you shop for back packs? Where did you finally make your back pack purchase?
- How much did you pay for your back pack? How much do you estimate that your packed back pack weighs? How often do you clean out your back pack?
- Why do you use a back pack? Tell me how your back pack keeps you organized.

Poll/Survey Question:

- How do you personalize your backpack?
 - Patches
 - Buttons
 - Original art
 - Zipper pulls
 - Other (explain):

Photo Possibilities:

- Still life of a pile of back packs
- Students with back packs
- Back pack illustration with all of types of personalization
- Personalizing back packs
- Packing back pack at home on kitchen table or in middle of bed
- Restocking back pack at locker

Module Ideas:

- News feature story
- Back pack personalized with pull out of poll/survey results
- Photo illustration of back packs with quote call outs
- Group of students standing with back packs
- Photo montage of miscellaneous back pack uses