

# Activity Brief

## Secondary Students

### Years 10 to 12

1. Students work individually.
2. The challenge is to create and design packaging for an imaginary Australian product to be sold in Australia. The challenge is not about creating an innovative product.
3. This Challenge encourages young people to research issues relating to packaging in our modern society and produce innovative and creative designs in response to current issues and problems.
4. Students should create two Mock-Ups of their design. The Mock-Up sent for judging will not be returned so students should keep a Mock-Up at school as a backup.

### Students should take into account the following considerations throughout the Challenge:

#### Technical

1. Match the packaging to the shape of the product as closely as possible.
2. Choose packaging material that would best protect the product from being damaged before consumption.

#### Environmental

1. Indicate how the packaging could be reused or recycled when it is no longer needed as packaging.

#### Creative Design

1. Be creative so that the packaging makes the product stand out from others at the point of sale.
2. Label needs to include basic information such as: place of manufacture, any necessary age or health warnings, nutrition/ingredients and barcode.

### Written presentation

A. Page 1/Cover Page must include:

- \* Full name of the student(s)
- \* Name of your entry
- \* Grade/Form level
- \* Name of School
- \* Teachers name

A. Pages 2+ should contain the answers to the **'Demonstrate learning and knowledge of packaging'** questions.

**'Demonstrate learning and knowledge of packaging'** questions should form the basis of introductory lessons and should be completed before students even begin thinking about what product they would like to package and how they would like to design and construct their package.

### Rationale (Reasoning and Design Considerations)

The rationale is a very important part of the entry and judging process. It must tell the Judges your reasons behind your design choices.

- \* It should be no more than 1500 words.
- \* Bullet points and brief sentences are strongly encouraged to be used.
- \* Grammar and spelling is expected to be correct.
- \* It should be neat and easy to read.
- \* All pages must have a white background.
- \* No photographs of students' faces should be used.
- \* **The next pages** should show photographs and/ or drawings of the Mock-Up from different angles. This could be a correctly drawn third angle orthogonal drawing and three-dimensional drawing or photograph of the Mock-Up package.



- \* At least one of these pictures must show the 'product' that is being packaged. This is simply to show the size and shape of the 'product' being packaged. The 'product' can be commercially or student produced. Please note the product itself is not part of the challenge and will not be judged. Judges will only compare the size and shape of the 'product' in comparison to the size and shape of the packaging.
- \* Photographs must be clear and show the Judges all the labelling features. Excellent design ideas and Mock-Ups have lost points in past years because the Judges were unable to see that all labelling information had been included.

### B. Rationale Section 1 (Max 400 words)

- \* What is the product?
- \* Manufacturers/Brandowners name?
- \* What is the general purpose of the package?
- \* Who is the audience/target market?
- \* What is the specific purpose the manufacturer wants to achieve?

### C. Rationale Section 2 (Max 300 words).

- \* Describe your thoughts and considerations and inspiration for both selecting and creating your packaging design.
- \* Market test by surveying your targeted audience. This should assess whether or not the packaging design is appealing enough for the product to be purchased above other similar products. Market testing must focus on the appeal of the packaging for consumers NOT the appeal of the product itself. It should demonstrate your chosen package design is suitable for your target audience and product selected.

### D. Technical Considerations

Judges will judge this from the photographs of your Mock-Up.

### E. Environmental Considerations (Max 600 words)

- \* Respond to all questions on the Assessment Card in order, in as much detail as possible. Use your 'Demonstrate learning and knowledge of packaging' questions to help you answer the question on why you have chosen the best materials for the product and the environment.
- \* Strength testing can involve testing by dropping from various heights, crushing, having items placed on top of the package, travelling in cars, or maybe packed in secondary boxes.

### E. Creative Design Considerations (Max 200 words)

- \* Respond to all questions on the Assessment Card in order, in as much detail as possible.

### F. Presentation and originality

All entries must be completed as PowerPoint presentations or as Word documents. It should be well laid out and easy for the judges to identify which section of the Challenge you are answering. All spelling and grammar must be correct. If you are unable to make your Mock-Up using the materials you wished to use, please use other materials such as Paper Mache and explain in your rationale which materials you would have used and why.

Teachers will burn the top two presentations from the school onto one CD, along with a class list in Word Doc format.

**Post the CD and the Mock-Ups along with a printed copy of each presentation by the 14th June to:**

Prudence Scholtes  
 Education and Community Awareness Manager  
 Packaging Council of Australia Inc  
 Level 3, 15 -17 Park St  
 South Melbourne VIC 3205

**No late entries will be accepted.  
 The Judges decision is final.**