

Activity Brief - Secondary Students

Students compete in teams of two or individually if in Years 11 or 12.

The challenge is to design packaging for an imaginary Australian product to sell in Australia.

Students should create two mock-ups of their entry, as winning entries need to be sent to Melbourne the day the winners are announced. One mock up stays at school as a back up and one is posted to Melbourne.

Students should:

Technical Considerations

1. Match the packaging to the shape of the product as closely as possible.
2. Choose packaging material(s) that would best protect the product from damage. Students should consider how the internal packaging design affects its strength.
3. The packaging should be safe to be handled by young children, avoiding sharp edges etc. It should be easy to open for the aged or frail.
4. Stack efficiently for transportation and display purposes.
5. Include tamper evident feature(s) on the closure. (Note this can be as simple as a sticker over the opening).

Environmental Considerations

1. Indicate how the packaging could be reused and recycled when it is no longer needed as packaging.
2. It should be strong yet lightweight, space saving in order to fit as many products of its type as possible on pallets, transportation trucks and at point of sale. N.B Judges will consider the size of the product in relation to its packaging, not compare the size of one product to another product.

Creative Design Considerations

1. Be creative so that the packaging makes the product stand out from others at the point of sale.
2. Label needs to include:
 - Information such as: place of manufacture, any necessary age or health warnings, nutrition panel (if food product), barcode etc.
 - Strong visual imagery and branding including logo.
3. It must appeal to your target audience.

Activity Brief - Secondary Students continued

Rationale (Reasoning and Design Considerations)

The final section of your entry must be your rationale. This is the most important part of the entry and judging process. It must tell the judges your reasons behind your design choices. The Judges decision is final.

- It should be no more than 500 words
- It is suggested you use bullet points and brief sentences
- Grammar and spelling are expected to be correct
- It should be neat and easy to read

Presentation of entries

All entries must be completed as PowerPoint presentations. Teachers should burn entries onto a CD and post CD along with a printed copy of each presentation by the closing date for your State/Territory to:

Prudence Frost

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.

PowerPoint presentation

1. Page 1 must include:
 - First and last names of the two students or individuals on the team
 - Name of your entry
 - Grade level
 - Name of School
 - Schools address
 - Schools/Teachers contact number
 - Teachers name
2. Pages 2, 3, 4, 5 should show photographs of your mock-up from different angles. 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 but will not be judged in itself. Judges will only compare the size and shape of the 'product' in comparison to the size and shape of the packaging.

3. Page 6 should have a picture of your packaging mock up laid out flat (or hand drawn/computer generated designs if picture of mock up laid out flat is not possible).
4. Page 7 Begin Rationale – Answer the following questions:
 - A) Describe what you thought about and considered when creating your packaging design. (Max. 200 words)

Include; technical, environmental, target audience and modern lifestyle issue considerations.
 - B) What materials have you used and why? (Max. 100 words)

(N.B. if students are wanting to use materials that they do not have the machinery needed to change its shape etc, they may make the mock up in another material such as cardboard or even clay and then explain in this section what they would have used and why).
 - C) How did you test your package? (Max. 150 words)

Discuss strength and marketing testing and the results of your tests. (More information available on the helpful hints page. You may include pictures or graphs)
 - D) Where did your inspiration or ideas come from? (Max. 50 words)

Judging

- **25 Points** awarded for Technical Considerations and Quality of Construction.
- **20 Points** awarded for Environmental Considerations.
- **20 Points** awarded for Creativity and Innovation.
- **35 Points** awarded for Rationale (reasoning and design considerations).

