

Activity Brief - Senior Primary Students

Students compete in teams of two.

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

Students should make up two mock-ups of their entry, as state/territory winners will need to be sent to Melbourne. 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 that would best protect the product from damage.

Environmental Considerations

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

Presentation of entries

All entries must be completed as PowerPoint presentations. Teachers will burn the top two entries onto a CD and post CD along with a printed copy of each presentation by the due entry date 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

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:
 - Basic information such as: place of manufacture, any necessary age or health warnings, and barcode.

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 150 words.
 - You should use bullet points and brief sentences.
 - Grammar and spelling are expected to be correct.
 - It should be neat and easy to read.
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).

Activity Brief - Senior Primary Students continued

4. Page 7 Begin Rationale – Answer the following questions:

A) Describe what you thought about and considered when creating your packaging design. (Max. 30 words)

B) What materials (e.g. plastic, cardboard etc) have you used and why? (Max. 20 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 and what were the results? (Max. 50 words) (Consider strength and market testing. More information is available on the helpful hints page. You may include pictures or graphs)

D) How can your package be reused or recycled? (Max. 25 words) (You may include pictures or graphs)

E) What was your inspiration or where did your ideas come from? (Max. 25 words) (You may include pictures or graphs).

Judging

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