

Brief B

INSTANT PICNIC PACK

Key stage 3

Sponsored by British Polythene Industries (BPI)

Background

Polythene is a plastic material that is very versatile. It is used in many of our day to day food and non food packaged products. It can be used for plastic bags, films or as hard rigid plastic containers. It is a material that is easily recycled by collecting the waste and regrinding it into granules so that it can be re-melted and blown into new film.

Resume of the brief

Your brief is to design and produce an environmentally friendly 'Instant Picnic Pack'. The Pack is to contain compostable knives, forks, plates, cups and serviettes. At the end of the picnic – no need to mess around clearing up – just bundle the whole pack into the original bag or container you have designed, and put it on the compost heap, even with the food leftovers.

75% of the pack must be polythene but you may use a degradable carton board for 25% of the pack if you think appropriate. This will help to give it structure, form and stability on the shelf. You may develop your own branding and graphics for the pack.

Prize

British Polythene Industries Award of £400 to the school which in the opinion of the judges has had the greatest success with its pupil's entries.

IOP: The Packaging Society will award £50 for the best supporting portfolio.



Gold

1. Edmund Cooper, Reigate School of Art and Design and Media East Surrey College

“Great mock up with Eco concious graphics. Contemporary pack and boards hitting ‘compostable’ theme throughout. Very well presented”

Judges comments

2. Ross Hewitt, Reigate School of Art and Design and Media East Surrey College

“Two superb boards with a classy futuristic pack. Satisfying brief in all respects. Extremely suited for theatrical outdoor events”

Judges comments



1



2



1

1. Olivia Lutwyche, Camphill School for Girls

“The judges particularly liked this pack because it was ready to “go”. Good theme developed throughout. Functional and aesthetically a well designed pack”

Judges comments



2

2. Bhavick Patel, The City of Leicester College

“Original developed graphics, functional pack. Could imagine this pack retailing in garden centres”

Judges comments



Silver

Highly Commended IOP: The Packaging Society Sponsored Award for Best Portfolio Brief B and Bronze

1. Highly Commended - Amar Gorania

“Good graphically designed supporting portfolio showing an excellent awareness of the environmental issues contained in the brief”.

Gordon Stewart, IOP: The Packaging Society

2. Bronze - Shannen Hilder, The City of Leicester College





1. Sofia Jaffa, Camphill School for Girls
2. India Miller, Camphill School for Girls
3. Jane Overton, Camphill School for Girls
4. Alisha Kumar, The City of Leicester College

Highly Commended

British Polythene Industries (BPI) Sponsored Award

Awarded to
The City of Leicester College

“Some interesting and functional pack designs, complimented with sympathetic and supporting graphics”.

Michael Baxter, British Polythene Industries (BPI)

