

## Brief D

### Message on a Can – Environmental Awareness

Key Stage 3 Key Stage 4 and AS Level

Sponsored by The Can Makers

#### Background

We consume around 8 billion drinks cans in the UK every year. All the drinks cans, whether tinsplate or aluminium are recyclable and the metal is re-processed into new stock for cans and other metal items. The industry wants all the cans they can get back for recycling – there is no limit. There are established energy savings from recycling drinks cans. Recycling one aluminium can saves enough energy to – run a TV for 2 hours, run a computer for 3 hours, run a 100 watt light bulb for 20 hours.

#### Resume of the Brief

You are invited to design a graphic for a drinks can that illustrates the environmental benefits of recycling cans. The graphic can be either applied directly to the surface of a drinks can or with a wrap around label.

You may use any existing size of drinks can that is currently on the market. Do not make a new size or try to change the existing shape. This is a surface graphics packaging brief and requires very effective use of design, colour, type, image and effective overall messaging.

## Prize

The Can Makers Award is £400 to the winning school whose entrants, which in the opinion of the Can Makers judges, has provided the best graphics design for the surface of a drinks can. £100 will be awarded to the runner up school. The Can Makers will also award £25 to the best student entry from the winning school and the runner up school.



Gold and BCME/the Can Makers Sponsored Award.  
Winning School & Best Student Entry  
Sam Balance

Adams Grammar School

“Simple effective ‘mono colour’ logo with strong message and appropriate illustrations. Will appeal to mass market”

Judges comments

“Clear and very positive interpretation of the brief. The “new” logo was inventive and linked very well to the green message”

Gary Aslam, Chairman, the Can Makers

“Excellent interpretation of the brief. Great mix of youth culture and environment, comprehensive storyboards, consistently delivered. Well Done!”

Gary Aslam, Chairman, the Can Makers





“Clever use of existing brand to give a clear recycling message. Could be used instantly.

Judges comments



Silver  
Megan Trickett  
King James's School

Silver  
Chirag Patel

The City of Leicester College

“Great realistic solution to recycling issue. Very strong universal logo.  
Can see this image on Billboards nationwide!”

Judges comments





“Excellent visual storyboard clearly demonstrating the positive messaging we were looking for”

Gary Aslam, Chairman, the Can Makers

“A very impressive array of entrants, illustrating good understanding of the brief. The individual and collective effort linked to messaging was very good”.

Gary Aslam, Chairman, the Can Makers



Bronze and BCME/the Can Makers Sponsored Award Runner Up  
School and Student  
Lily Lowther

Kirkbie Kendal School

## Bronze

1. Esha Thapar, Langley Grammar School
2. Philippa Grayson, The 6th Form College Farnborough
3. Michael Lush, The 6th Form College Farnborough





1



2



3



4

1. Simon Ward, Sprowston Community High School
2. Rebecca Skells, Sprowston Community High School
3. Rebecca White, Sprowston Community High School
4. Laura Bishop, King James's School

Highly Commended

## Highly Commended

1. Jemma Fordham, Bungay High School
2. Randeep Bal, Langley Grammar School
3. James Etherington, The 6th Form College Farnborough
4. Corinne Ackland, Surbiton High School



1



2



3

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