

## Brief A

# Carton board charity money box design

KEY STAGE 4 & AS LEVEL

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### Background

Charities and aid associations need donations by the public to support and aid people in difficult situations and those who are caught up in disasters both in the UK and all over the world. There are also many animal charities that could not survive without the help of donations.

It is often difficult to know which charity to support and to identify what they stand for, and it's sometimes not immediately clear who they are helping.

### The Brief

Students were required to design and produce a 'charity money box'. You are to develop your own branding and graphics for the charity money box and ensure its shape and styling reflect an aspect of the charity.

You are to look at creative and interesting shapes that could be used for the pack and it should be easy for the public to use. It must be able to take both coins and notes.

### Prize

Pro Carton Award of £500 to the school which, in the opinion of the Pro Carton judges, has provided the best overall cartonboard entries.

Pro Carton also offers the winning school the opportunity to display its winning entries in the Museum of Brands, Packaging and Advertising in London. IOP: The Packaging Society will award £50 for the best supporting portfolio.



**Gold**

Rebecca Beech

The City of Leicester College

Nice play on words, good use of graphics – pack a bit traditional in shape. Lots of ideas indicated, good ICT visuals.

*Judges' comments*

**Gold**

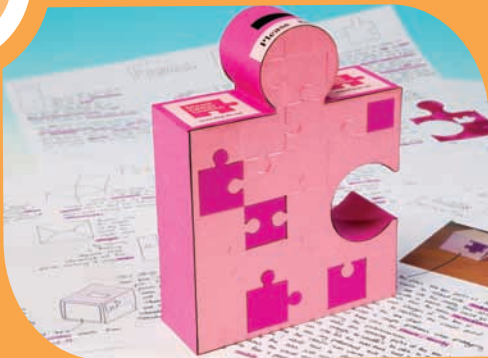
Patricia Eijkemans

New College, Swindon

Great pack, good development of concept through research boards. Good specification/  
modification of idea shown. Folio made sense.

*Judges' comments*





**Gold**

Matthew Bullock

The Sixth Form College, Farnborough

Excellent design idea and well presented mock up using embossing and textures to create interest. Well done for a really nice product.

*Judges' comments*

**Gold**

Evan MacKrill

The Sixth Form College, Farnborough

Very good portfolio and an excellent concept and model.  
Clearly a lot of thought has gone into the workings.

*Judges' comments*





1.



2.

## Silver

### 1. Katie Azulay • Queen Elizabeth School

Simple concept that is appropriate for the market. Eye-catching with good retail presence. Portfolio competent, good research.

*Judges' comments*

### 2. Rebecca Witt • Queen Elizabeth School

Superb concept and model making – good accuracy – however minimum research showed. Good use of CAD to support idea.

*Judges' comments*

# Silver

## 1. Georgie Merry • Hull College School of Art & Design

Clever use of branding – nice follow through on shape to concept.  
Development sheets show well considered thought.

*Judges' comments*

## 2. Lucy Thompson • The City of Leicester College

Well produced construction and effective graphics and final finish. Good use of colour and overall use of space for primary and secondary use.

*Judges' comments*





## Silver

### 1. Hetal Keshwala • The City of Leicester College

Visually appealing pack with strong imagery and typography relevant to charity.  
No links shown with progression of ideas and development.

*Judges' comments*

### 2. Michael Hodkinson • New College, Swindon

Fun image with lots of appeal – good use of colour. Research follows through to final solution – good use of ICT.

*Judges' comments*



## Silver

### 1. Catherine Leung • The Sixth Form College, Farnborough

Excellent development of creative concept, with good use of an interactive challenge to encourage donations. Well developed portfolio and sketches.

*Judges' comments*

### 2. Desislava Staytcheva • The Sixth Form College, Farnborough

Good visual impact with a well made mock up. Supported by a strong portfolio.

*Judges' comments*





## Bronze & IOP Sponsored Award Winner

Charlotte Richardson • Queen Elizabeth School

### Best Portfolio in Brief A

Interesting and interactive concept. Nice use of coin slide and movement. Security may be an issue – good fun.

*Judges' comments*

In a very strong field this year, this portfolio demonstrated a high level of research and presentation coupled with good self analysis of the process of making the pack.

*Gordon Stewart: IOP: The Packaging Society*



The Packaging Society

# Bronze

1. Rebecca Buttery • Hull College School of Art & Design  
Lovely use of colour and 'poppy image'. An interesting modern take on a traditional appeal.  
Well considered placing of images for best effect.
2. Monica Ip • Hull College School of Art & Design  
Effective use of colour on box, and concept appropriate for market – enhanced appeal –  
with type. Aesthetic quality really good (portfolio thin).
3. Ron Evangelista • Cardinal Vaughan Memorial School  
Good interactive product. Quite well constructed. Would appeal to children. Not a clear  
indication on how concept has developed.
4. Reece Constable • Reigate School of Art, Design & Media  
Nice appealing concept and structure to pack. Fun appeal. Interesting and focused research.





## Bronze

1. Nicole Greenhalgh • New College, Swindon  
Good graphics, lively and appealing. Colourful boards. Interesting shape.
2. Dale Croft • New College, Swindon
3. Jessica Craig • St Mark's Catholic School, Hounslow
4. Ben Kettleborough • Wyvern Community College

We really like the model which includes well considered details helping the pack to stand out.

## Highly Commended

1. Melissa Jessop • Hull College School of Art & Design
2. Titamenji Zulu • Hull College School of Art & Design
3. Ashleigh Anderson • Endeavour School
4. Georgina Hackett • Reigate School of Art, Design & Media
5. Sarah Rafique • New College, Swindon
6. Bethan Strange • New College, Swindon





## Highly Commended

1. Kim Taylor • Bungay High School
2. Amy Patrick • Bungay High School
3. Honor Hicks • Oakham School
4. Janine Dela Cruz • St Mark's Catholic School, Hounslow
5. Vlad Cochintoui • The Sixth Form College, Farnborough
6. Joseph Barlow • The Sixth Form, Farnborough

## Pro Carton Sponsored Award Winning School

### Queen Elizabeth School

How could you resist giving money to these charity boxes? The set showed a wide range of imaginative ideas – all strong and very creative. The supporting material showed the thought and research that had gone into the chosen charities and was also reflected in the pack designs.

*Jennifer Buhaenko, Pro Carton*



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