

# Student Design Brief 1

## Bass Tech Ltd

### Introduction

You are the new packaging designer for Bass Tech Ltd – a company that manufactures wireless headphones in a variety of colours. The headphones are ordered online and posted to the customers. Unfortunately, the company has received a number of complaints that the headphones are damaged when they are received. So, as packaging designer, it is your job to produce some new packaging, which will provide better protection. Bass Tech Ltd would also like a brand new logo design as the company feels it will give them a fresh look and encourage new business.

### Company name:

Bass Tech Ltd

### Product:

One pair of headphones (they do not fold)

**Product size:** Height 19cm Width 13.5cm (Ear cup size: Height 7.5cm Depth 6cm)



### Logo description:

A new logo for Bass Tech Ltd is needed. The company's products need to appeal to all ages, but in particular to teenagers, and the logo should reflect the fun and colourful headphones they produce.

### Packaging description:

Your box should fit one pair of headphones and hold them securely during postage. The box needs to be easy to open on arrival with the customer and display the company logo clearly.

Each box needs to be easily stored and posted to the customer. The box should reach the customer securely with no damage to the headphones.

### Your task:

Using the hints and tips to help you:

1. Decide on what the logo will look like. Consider which colour, text and images could feature. Draw a few different logos and decide which one works best.
2. Sketch some ideas for the design of the box. Think about how to fit the headphones in it securely, how it will be stored before posting, how it will open and where the logo will fit. Assess your ideas and make a final choice.
3. Use a CAD system to create a net of your chosen package and add the logo, making sure the branding is clearly visible. Cut out your design using a CAM or scissors, then make your prototype and test the box.

# Student Design Brief 2

## Smile Surprise

### Introduction

This new company has been created to make toiletries available to a younger generation wanting to regularly give presents to their friends that are inexpensive and have the assurance that they have been produced with great concern for the environment.

Toiletry Gift Packs is a competitive market where often the packaging is the selling point of the overall product. With a focus on packaging's 3 R's (reduce, reuse and recycle) these styles of pack are under increasing scrutiny to improve their environmental credentials, yet retain their shelf appeal. Smile Surprise wants an innovative pack to display the toiletries.

### Company name:

Smile Surprise

### Product:

Miniature toiletry items such as shampoo, conditioner, body wash and deodorant.

### Logo Description:

Design a logo for Smile Surprise. The logo should appeal to a younger generation.

### Packaging description:

Design a toiletry gift capable of holding a range of miniature toiletry items such as shampoo, conditioner, body wash and deodorant. Anticipate that the selection could vary so as to enable the gift to be personal each time. Develop the pack for the Smile, Surprise brand, taking into consideration brand identity and target user market. The packaging must showcase the products and concept of choice, have a clear brand identity and must attract a purchase. The packaging must enable the product to be delivered safely from factory to home without damage.

### Your task:

Using the hints and tips to help you:

1. Decide on what the logo will look like. Consider colour, text and images that will be featured. Draw a few different logos and decide which one works best.
2. Sketch ideas for the design of the box. Think about how the toiletries will be kept secure inside the box. Think about the size of the box, how it will open and where the logo will fit. Consider the end of life of the packaging, focus on the 3 R's. Assess your design and make a final choice.
3. Use a CAD system to create a net of your chosen package and add the logo, making sure the branding is able to be clearly read. Cut out using a CAM or scissors to make your prototype and test the size and strength of the box.

# Student Design Brief 3

## Taste of Eastern Promise

### Introduction

'Takeaways' have always been a popular choice for couples wanting a treat, but unable to have a meal out. There are many different oriental food outlets on the high street meeting this demand and now many supermarkets are developing their own brand of easy take home meals so as to gain their share of this increasing market. The current packaging for these food items tend to be standard size food trays and sleeves within an outer bag or carry unit.

'Taste of Eastern Promise' is a new brand created by an established producer of frozen food who has so far only supplied goods for other brands. Now they want to make an impact among supermarkets that look to offer a wider choice to their customers.

### Brand name:

Taste of Eastern Promise

### Product:

Oriental takeaway meal for two.

### Logo description:

Design a logo for the brand 'Taste of Eastern Promise'. The branding must reflect the cultural qualities of the food and country of origin.

### Packaging description:

The producer of 'Taste of Eastern Promise' wants a new packaging concept for the 'oriental takeaway meal for two'. The pack must be functional, using shape and form effectively to contain the contents securely, without any leakage or contamination.

### Your task:

Using the hints and tips to help you:

1. Sketch ideas for what the main logo will look like. Think about who is likely to buy the product and how you can show the culture and country of the food.
2. Sketch ideas for the design of the box using cardboard economically to provide a pack that contains the food products and presents items within the pack in an unusual way. Consider incorporating additional elements such as a carry handle. Also think about adding eating utensils within the design for consumer convenience. Your final solution must reflect a new and innovative approach to packaging for the 'oriental takeaway market', ensuring maximum visual impact in store to attract and encourage customer purchase and continuing the oriental experience through to serving and the consuming of its contents.
3. Use a CAD system to create a net of your chosen package and add the logo, making sure the branding is clearly visible. Make up your prototype and test the size and strength of the box.

# Student Design Brief 4

## Green Geranium Ltd

### Introduction

Green Geranium Ltd is a new organic plant growing company. It has decided to sell direct to the public and is opening a shop in London, where it thinks there is the most demand for its products. Its main plant growing site is 200 miles away in Devon, so the company needs to design a new piece of packaging that will enable it to transport its geraniums safely to the shop. In order to save time and money, the company wants to be able to put the geraniums straight onto the display shelves in its shop, using the same packaging.

### Company name:

Green Geranium Ltd

### Product:

Geranium plants in plastic pots. The pots are 8cm diameter and each plant is approximately 15cm in height.

### Logo Description:

Design a logo for Green Geranium Ltd. The logo should appeal to a wide range of people as the company knows that many different types of people enjoy gardening. It is looking for an eye-catching logo which reflects elements of gardening and will be appealing to both experienced and novice gardeners. The company is also keen to make sure people know the product is organic.

### Packaging description:

A Corrugated box that will fit six geranium pots and hold them securely. The boxes will be stored in stacks of three in the van, but must be capable of being opened up to display the plants in an attractive way when they arrive at the shop.

### Your task:

Using the hints and tips to help you:

1. Decide on what the logo will look like. Consider colour, text and images that will be featured. Draw a few different logos and decide which one works best.
2. Sketch ideas for the design of the box. Think about how the plants will be kept secure inside the box. Think about the size of the box, how it will be stored in the van, how it will open and where the logo will fit. Assess your design and make a final choice.
3. Use a CAD system to create a net of your chosen package and add the logo, making sure the branding is able to be clearly read. Cut out using a CAM or scissors to make your prototype and test the size and strength of the box.

## Student Hints & tips

Before you start working on your own design, try to look at some other logos on packaging. Think about who they are aimed at and what they are trying to say about the product.

- 🌱 For your logo, what is the customer's target audience for its product?
- 🌱 How can you get the audience's attention? What type of colours and images would appeal to them?
- 🌱 How can your logo reflect the product inside the packaging?
- 🌱 What clues can you get from the product and customer descriptions?

Sketch out ideas and ask a partner which they think is best.

### Your package:

Think carefully about the product you are designing the packaging for:

- 🌱 Is it fragile or strong?
- 🌱 Is it sensitive to temperature or moisture?
- 🌱 Are there hygiene considerations?
- 🌱 Does the product need to be held securely inside the box?
- 🌱 How many units of product do you need to get into the box?

### Also think about the packaging:

- 🌱 How to create packaging that uses the minimum amount of material to do the job?
- 🌱 Does the packaging need to be stacked and, if so, is it strong enough to take the weight of boxes on top?
- 🌱 Is the packaging strong enough to prevent damage if dropped?
- 🌱 What does that mean for the design of your box?

How can your packaging protect the product while being transported and also form an attractive display for the person who might buy the product?

If your packaging needs to be shelf-ready, how can you design the package so that it fulfills both purposes? Try to look in grocery shops to see how some companies do this.