

DESIGN CHALLENGE GUIDE

A new way to use aluminium in packaging



WHAT'S THE PROBLEM?

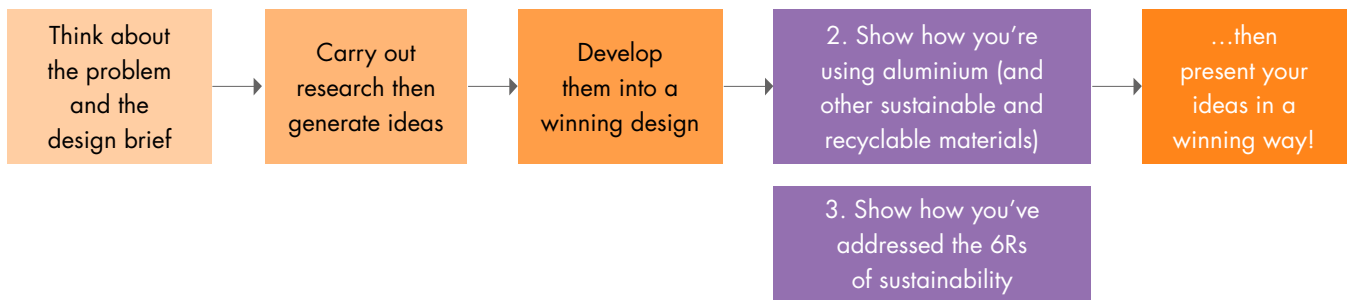
People buy all kinds of products which use packaging to transport, protect and promote them. Many of these products don't come in packaging which is easy to recycle. Buying them can add to waste and landfill.

Design brief

Redesign packaging for an existing product that people might buy but which doesn't currently use aluminium. Your packaging should keep the product safe and in great condition, and be easier to recycle.

- Think about the products you use most often. How could you use aluminium to package one of these products safely and conveniently?
- How will using aluminium make the packaging perform better, or even perform another function so that it can be used in different ways?
- What size and shape would your packaging be?
- How would it open?
- How will you use aluminium to create a design that is eye-catching and appealing to young people?

GET CREATIVE!



GET INSPIRED!

- Read the brief carefully and look at previous successful entries.
- Carry out your own research on design, aluminium and the 6Rs.
- Think of your own original ideas – don't copy ours!
- Do some market research – talk to your friends and family about the products they buy and the packaging in which it comes.

JUDGES' TIPS

- Answer the brief with a really original design.
- Show us how you form, join and finish aluminium.
- Explain how you address all 6Rs of sustainability.