



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 identity of the charity may not always be evident from the collecting box, as initials or unfamiliar words can be used on rather plain money collecting containers. A clear message on a vibrant collecting box will often attract attention and the much needed donations!

+ the brief

You are 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.

You may also consider a first use for the money box, such as a confectionery carton which promotes your charity and once emptied, can be turned into a collecting box. The structure and design of the charity money box should enable security and stability, so packs can be left at certain locations for public donations, as well as given to or taken around individual households.

The charity money box is to be made of cartonboard – which is made from wood fibre, a natural material, originally coming from off-cuts and thinnings of trees, grown in sustainably managed forests. After use, cartons made from cartonboard can be collected and recycled into various other paper products.

When designing your cartonboard pack, you are to consider the economic use of the material and the recycling of the pack.

You may use images, colours, textures or branding that you think appropriate to recognising the charity on the pack.

▶ [brief a]

A finished 3D pack

150 words to support your chosen idea.

A portfolio of visuals, consisting of no more than 6 single sided A3 sheets or boards, to show your research and demonstrate how your ideas have developed into your final solution.

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.

Pro Carton can help teachers to source supplies of cartonboard, by putting teachers in touch with carton makers as near to their location as possible.

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