

Brief C

## 2012 olympic sports drink pack

MATERIALS RESEARCH BRIEF. KEY STAGE 4

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### Background

The Olympics is an event that showcases the world's fastest, strongest and fittest in virtually every sports discipline. Over time, advances in materials have been helping designers and engineers to produce equipment and clothing to help improve sporting performances not only in the participants' discipline but also in the environments in which they perform.

### The Resume of the Brief

With this brief students were asked to look at new developments in materials and intelligent packaging in order to design a 'new drinks pack' for either water or an energy drink for the Olympics 2012. The drinks pack you design may be made from one or a combination of appropriate materials.

### Prize

IOM3: The Institute of Materials, Minerals and Mining will award a prize of £250 to the school whose entrants provide the most in-depth research project on a material and show innovative and considered thought in their choice of new pack specifications.

IOM3 wishes to acknowledge the individual commitment of the entrants and will also award a voucher of £25 to each of the winning participants.



**Gold**

Andrew Johnson & Dom Harris

Bungay High School

Comprehensive research and materials, waste and different design.  
A good range of ideas explored and evaluated. Excellent easy to read presentation.

*Judges' comments*

(ScC27)

**Gold**

Jessica Prasertsri

Bromsgrove School

A clean presentation layout, good focus in product area.  
Appropriate evaluation including use of CAD. Well done.

*Judges' comments*





## Silver

H Linger, S Hallinan, S Taylor & H Small

Bungay High School

Well produced product and material research.

Good developmental evidence and product association.

Comprehensive portfolio of concept.

*Judges' comments*

# Silver

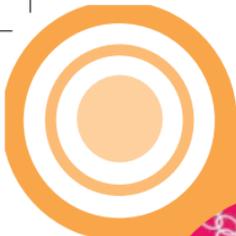
Mark Bellamy & Connor Ismay

Bungay High School

Super research leading on to a good range of creative ideas. Aspects of materials, process and manufacture explored, with clean visuals.

*Judges' comments*





## Silver

Holly Brown, Serena Byron, Gerri Wong

St Swithun's School

Nicely produced development sheets. Good links to the 'Olympics'. Evaluation of similar products undertaken. Appropriate creative ideas produced, with a final mock-up.

*Judges' comments*

# Bronze

1. G Shipley, G Crickmore, J Wright & K Howlett  
Bungay High School

Good initial evaluation of task. Appropriate research into material and production process. Shapes are explored and visually shown.

2. Micaela Lei • Bungay High School

Interesting concept which shows how the idea has been explored and materials have been researched and evaluated. Little focus on the Olympic theme though.

3. Lydia Noakes • Bromsgrove School

Super presentation with good use of CAD to enhance ideas and development work. Some areas of interpretation of the brief unclear.



## Bronze

1.



2.



3.



1. Olivia Morris • Bromsgrove School  
Very colourful visuals and good use of CAD to enhance ideas.  
Interesting final solution. Limited research but good annotation.
2. Harriet Jones • Bromsgrove School  
Excellent range of ideas explored and good use of CAD to show  
different shapes. Creative final solution well represented.
3. Cici Ng, Nicole Fowler, Kate Knowles  
St Swithun's School  
Relevant research into materials and evaluation of existing products, taken  
forward into ideas and development.

# Highly Commended

1. Rebekkah Turner • Reigate School of Art, Design & Media
2. Holly Plumb, Fran Rowe • Bungay High School
3. Alex Hung • Bromsgrove School





## IOM3 Sponsored Award Winning School

Bungay High School

Overall the entries from Bungay High School were of a very high standard. The research & evaluation of the task was appropriate to the identified market. The teams had not only developed creative innovation in their design ideas but also considered materials, process & manufacture. Their individual presentations were unique and visually stimulating with good reference and rendering of images and clear annotation. Team ScC27's submission was the most outstanding entry, not only for its depth of research design and materials but for a clear and precise presentation with a very viable & functional solution.

*Annette Bigglestone, IOM3*