

## Brief D CANNY DESIGNS

Sponsored by BCME Can Makers

### BACKGROUND

The Can Makers was formed in 1981 as the body representing the UK manufacturers of drink cans and their raw material suppliers.

This competition is part of a series of initiatives by the Can Makers to increase awareness and understanding of the wide possible uses of drinks cans amongst the design community.

### RESUME OF THE BRIEF

The Can Makers are keen to encourage design and packaging students to think more about using drinks cans when developing new packaging design concepts, particularly for products that are not usually associated with drinks cans.

You are required to create a surface graphic design for a next generation drinks/liquid product can. Use your imagination and creativity as to the type of drink or liquid it could contain, BUT it must not be or resemble an existing product, brand or label to avoid copyright issues with brand owners.

You should use an existing can size , but are able to choose the size of can which you think is most appropriate to the contents you decide should be contained.

Changes to the overall structure of the can are not permitted. You are encouraged to look at how the surface area of the can could be enhanced by both new (future) and existing print technologies. Be adventurous and challenge convention.

### PRIZE

THE CAN MAKERS AWARD is a £500 travel bursary.



## Silver and BCME Can Makers Sponsored Award Winner Bronwen Reeves

Swindon College

“Great concept! Excellent attention to detail throughout from initial research to finished mock up. The graphics work well and suited to the new consumer too. There are further excellent ideas to pursue on the initial research”

Judges comments

“This was the most comprehensive entry. The use of a premium product that could easily transfer to existing technology was excellent”

Gary Aslam, The Can Makers





“What a talking point! 10 out of 10 for originality! Very well presented. Practicalities??? The web image gave a good movie representation but it would have been useful to see the other elements of the can illustrated and graphics represented”

Judges comments



Silver  
Per-Oskar

Lahti Institute of Design