

Brief C

Studio design and desk tidy

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DS Smith Packaging

DS Smith Packaging is a division of DS Smith plc, which turns over £1.6bn annually, and employs over 11,000 people in 16 different countries. Their network of manufacturing sites includes conventional corrugated, speciality and decorative, heavy-duty, sheet feeding and sheet plants

Resume of the Brief

To design and produce a primary pack that contains up to six stationery items within a corrugated pack that has a secondary use in assembling and keeping or displaying the items for one of the target customer markets list below:

- + **The Business Executive** Office based.
- + **The Travelling Executive** Train or car based.
- + **The Student** Studio, classroom or home based

The pack design must have good shelf appeal and be able to be displayed well within the retail environment. You may only use corrugated board for this brief, however different weights and specifications are available depending on the products

you decide to use and how the pack will be re-used for its secondary role.

Creative shapes and innovative structures are essential. Assembly of the pack must be simple and easy for the consumer to make up. You are to use interesting and effective graphics on the pack to identify its proposed consumer market.

The Prize

The DS Smith Packaging Award offers three monetary prizes of £500 for 1st prize, £250 for 2nd prize and £125 for 3rd prize for the three most outstanding entries.



DS Smith Sponsored Award – 1st Prize

Laura Busby

University of Wolverhampton

The 'outstanding' entry in our brief with minor tweaks, could go to production immediately for a targeted market. Fun to assemble and totally hit the marketing criteria. A well thought through project and very well presented.

Peter Redfeam, DS Smith Packaging

DS Smith Sponsored Award – 2nd Prize

Gavin Miller

Glasgow Caledonian University

Simple and effective design using minimal material, the design meets the brief with pleasing graphic appeal.

Peter Redfeam, DS Smith Packaging





DS Smith Sponsored Award – 3rd Prize

Janine Shaw

Blackpool and the Fylde College

Effectively using the materials, this design is simple with excellent graphics complementing a compact 'traveller' stationery kit/desk tidy idea.

Peter Redfeam, DS Smith Packaging