

Graduate Brief • NEW FOR 2009

Innovation through design

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Open to individuals who graduated in the summer of 2008 from either full or part time design courses at both UK and European colleges and universities.

Graduates are invited to produce commercial solutions to a challenging brief, which will test their creativity, skills and abilities gained whilst attending their design course and essential for a career in the packaging industry.

The brief will allow graduates to explore the broader areas of a packaging assignment and understand the relevance of the supply chain, also the impact of the final design solution on the consumer and the retailer. It will require graduates to explore the broader issues of sustainability, the environment,

the relevance of materials and brand positioning.

Judging criteria will differ from the other Starpack briefs as a more commercial solution will be required. Creativity and innovation, along with good analysis and feasibility, are essential elements of the brief.

For winners of the Graduate Brief, this is a unique opportunity for their work to be showcased to brand-led companies through the IOM3, the competition judges, the sponsors and editorial coverage in the professional press.

The Prize

Two weeks work experience at Pi3, Notting Hill, London – accommodation and expenses included

Pi3 Global is an independent holistic branding and design consultancy specialising in FMCG and Healthcare brands. Iconic branding is a process designed to deliver optimisation of investment in brand communication. Pi3 also understands that packaging solutions must work effectively throughout their client's supply chains, from raw material specification, to production and distribution efficiencies and ultimately through to superior in-store merchandising capability.



Gold

Amundeeep Hothi

Sustainable Paint Container

A well conceived and produced submission. Research is extensive into product category and all aspects of the life cycle of the product considered. Effective and functional concept design with a good representation of ideas produced mock-up and development boards that support and justify the design route.

Annette Bigglestone, IOM3

