

TICE CREATE Stage: **GRAPHICS** Project 1

**Title: GREAT PRODUCT, POOR PACKAGING**

**Project Outline:** Global brands are becoming more and more aware of the importance in sustainable packaging and how this affects our environment on a global scale. This issue is a key discussion across global news with plastics and materials simply thrown into the sea...can you imagine if these materials were **biodegradable**...they would simply disintegrate without harming the environment.

Brands sell great products but the fact that some of these products may come in a piece of packaging that is NOT sustainable / and harmful to our environment, becomes an issue and can affect not just the brand, but sales in products as consumers will simply NOT buy a product unless its packaging is ticking all of the sustainable boxes (pun intended).



Pick this project if you are interested in Packaging Sustainability, Packaging concepts, Materials and finishes, social media / campaigns / advertising.

For this project we are looking for no more than 10 people – we will discuss your choice at your interview.

**Why Sustainable packaging?** – It's simple...to help protect and better our environment for many years to come. Renewable, recyclable and biodegradable packaging is the future for many brands around the world, but this doesn't mean the packaging needs to look poor.... with simple consideration on what materials, inks and finishes will be used, packaging can look even better than it's ever looked before! Now we need to tell the world about it!

**The brief:**

As the new home to promote a brand, Instagram is the ideal place to, reach new customers, engage with your audience, and advertise a new product or service. This is where an Instagram marketing campaign is needed. The purpose of an Instagram marketing campaign is to try and reach as many people as possible to get a message out!

You are required to create an Instagram campaign for a new range of sustainable packaging used by one of the following brands:

Have a look what's been going on: Website: [www.thisiscreativeenterprise.com](http://www.thisiscreativeenterprise.com)  
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Marks and Spencer / B&Q / Nestle / Tesco / John Lewis.

You will first need to research and understand what sustainable packaging is and what problems / answers this has identified. This will also be discussed on day 1 of your create stage with Trevor Lowes, CEO of Reploflex 3...who are a packaging company specialist helping brands to achieve the best possible packaging solutions for sustainability on a global scale.

Working in no larger groups of up to 4 people, you will research your chosen brand and decide what product you want to re design the packaging for, what materials, inks and finishes you want to use, this just needs to be highlighted by way of annotation. Make sure you choose the correct product and WHY? There must be a good idea behind your packaging / product you choose...the better the packaging idea, the better your campaign will be. Once you choose your product to re package, you will need to understand what makes a good campaign, research is key in understanding what message to get across to the possibly thousands of followers.

#### Inspiration websites:

<http://dielineawards.com>

<http://www.designbridge.com>

<https://www.wordstream.com/blog/ws/2018/03/28/instagram-video-ads>

Which companies you will be working with: Trevor Lowes, CEO [www.reproflex3.com](http://www.reproflex3.com) and Northumbria University Graphic Design Department.

#### Your 3 Training Days may look like this:

*\*Please note: you must attend all three training days to showcase your work at the Final Show.*

**Day one:** (10<sup>th</sup> June) Your first day will be to research what sustainable packaging is... gather 3/5 examples of sustainable packaging solutions, there's lots out there!. Pull your findings together by way of a moodboard...this will showcase in your final show. We will have guest speaker **Trevor Lowes** to discuss and give you advice and guidance, and to give tips on what makes a great piece of sustainable packaging, materials and finishes. Finally, research what brand you will choose and what product you want to re design packaging for.

Let's get organised! Who is doing what? Discuss who will be designing the packaging and who will be creating ideas for the campaign. You will start to draw your ideas onto paper...sketch out what the packaging will look like and annotate what materials are being used and how this packaging is sustainable. Start to map out your ideas for the campaign and what you want to say about this amazing piece of packaging.

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**Day two:** (19<sup>th</sup> June) Bringing your ideas to life on computer. You should have your ideas firmly mapped out. Using the industry standard software, you will start to create how the packaging / campaign is looking. This will be the time to really tighten up what is working and what is not! You will present your ideas throughout the day; your mentor will give ongoing advice. All packaging visuals **MUST** be complete at this stage.

**Day three:** (24<sup>th</sup> June) With the packaging design now complete, you will all work as a team to finalise your campaign and present to the rest of the group.

**Final deliverables:** A chosen product from a brand selected that has been re designed and will offer a more sustainable packaging route. An **Instagram campaign** to support the sustainable packaging created.

**Your Mentors are:** Mark Pattinson / Trevor Lowes

**Need help or guidance?**

If you would like to choose this project but have a few questions please get in touch with your mentor.

**Mark:** [graphics@tice-uk.com](mailto:graphics@tice-uk.com)