

Crisis

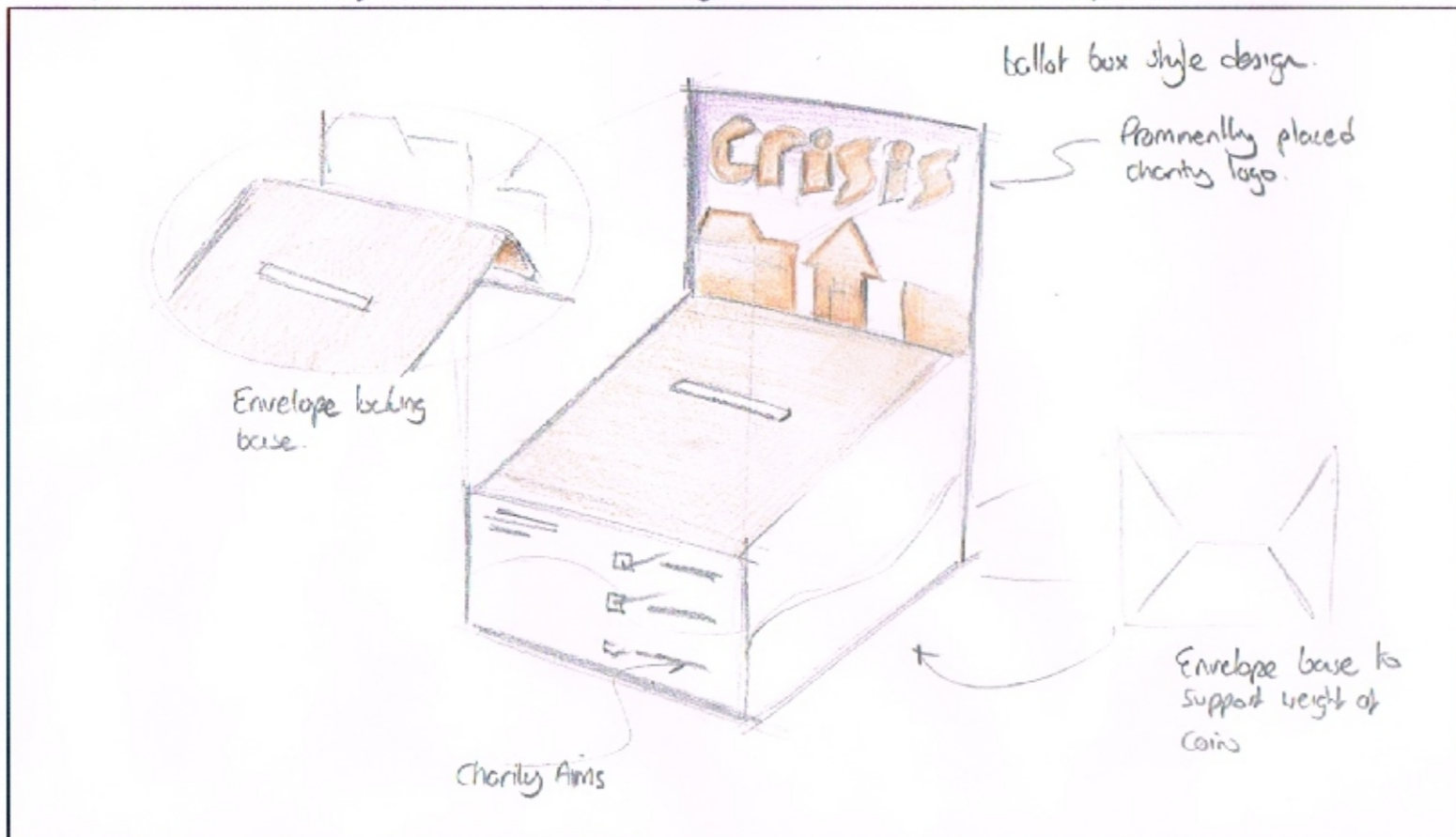
Crisis is a national charity for single homeless people. They want to raise their profile by posting cardboard collecting boxes into every home in the UK.

You are asked to design a card collecting box which will help to raise their profile. The box must be capable of folding flat for easy storage.

Marks will be awarded for:

- A creative solution which clearly promotes the charity
- Details of materials and construction
- Surface graphics and use of colour
- Details of how the box will fold flat

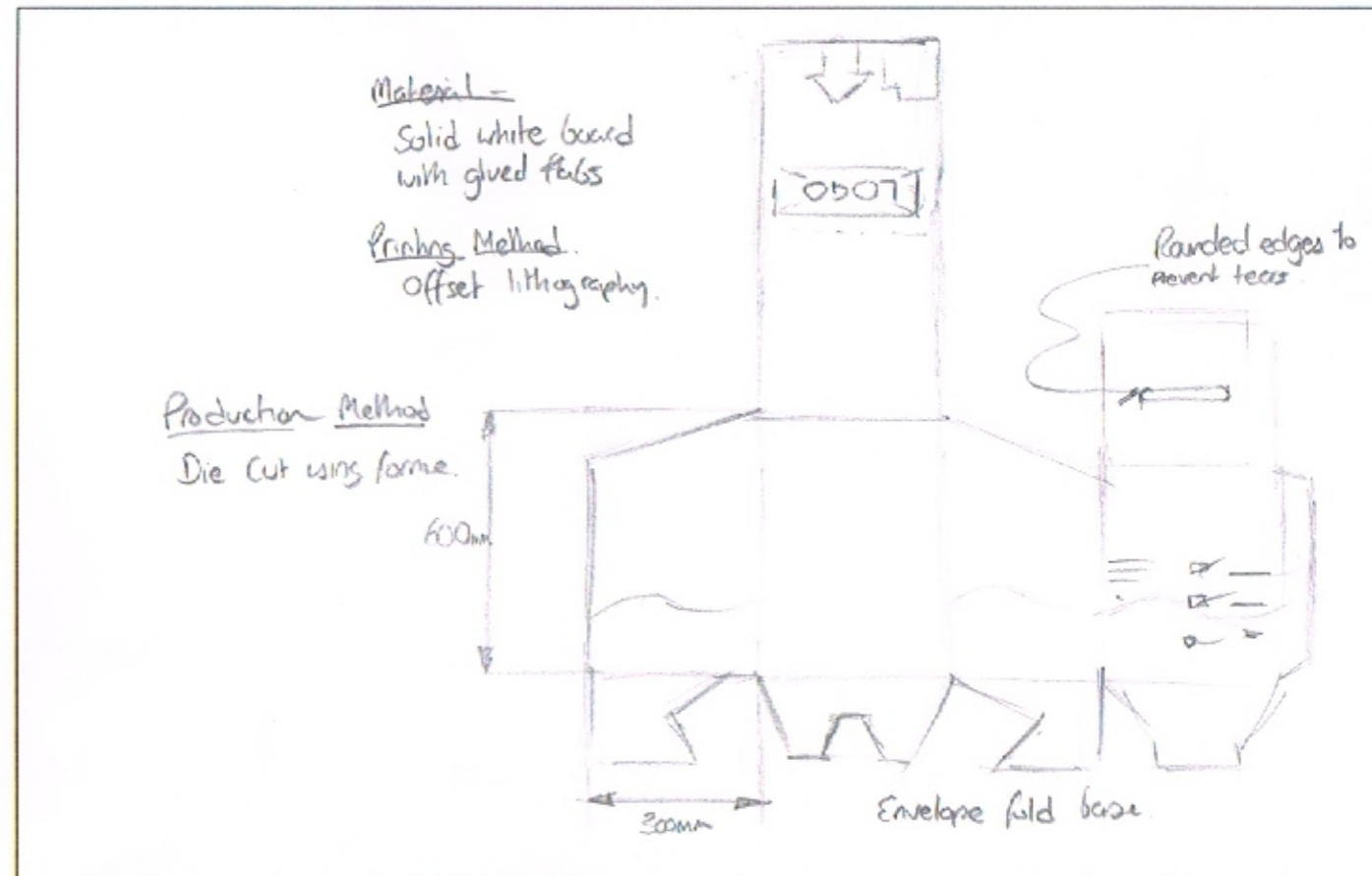
Below, draw a 3D view of your collection box, adding notes and/or sketches to explain how it folds flat.



Complete the table showing important criteria for your collection box and give your reasons. An example has been provided.

Design criteria	Reasons
The box must fold flat	This will reduce storage space and make it easier to transport the boxes from the printers to the charity
The design must promote the charity by standing out	The design must promote the charity so it is successful in encouraging people to donate.
The design must be strong enough to hold coins.	The design has to contain a number of coins without breaking.

In the space below draw the net for your collection box.



Using the design criteria above to assist you, evaluate your design proposal as to its effectiveness as a collection box as well as a promotional product

I think that my proposal for the collection box is successful in terms of the box folding flat, the design incorporates several features that enable it to remain strong, such as the envelope base, but still allow it to fold flat for transport. I think my design is less effective in terms of promotion as it could be more creative by changing the basic design of the ballot box net, maybe by adding a custom shape to the fold over flap which contains the logo. I think the design would be successful at holding the weight of the coins because of the use of the envelope fold locking base, which distributes the weight more evenly.