

Crisis

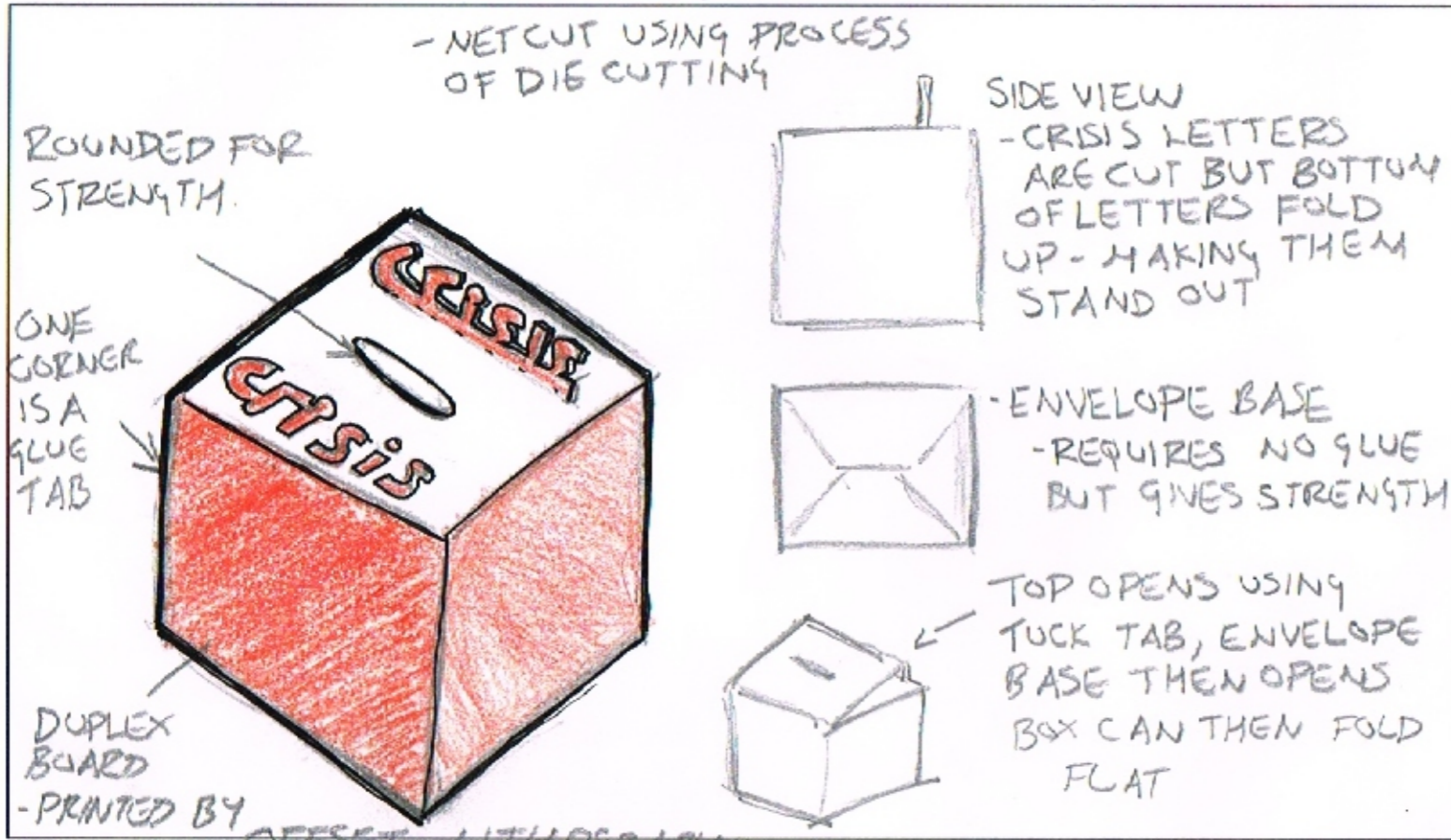
Crisis is a national charity for single homeless people. They want to raise their profile by posting cardboard collecting boxes into every home in the UK.

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

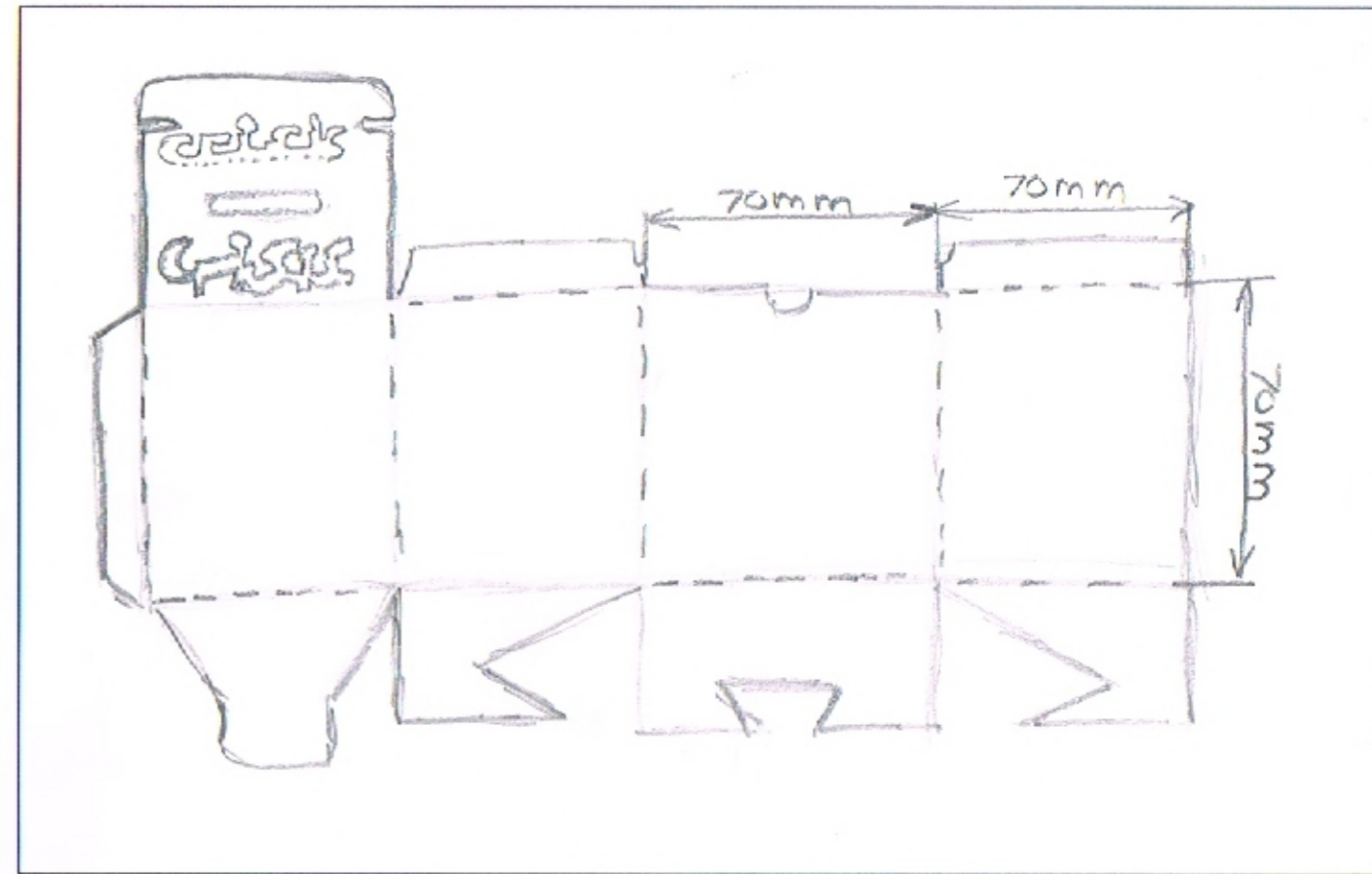
Below, draw a 3D view of your collection box, adding notes and/or sketches to explain how it folds flat.



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
Must be bold and 'stand out'	So it attracts the customers attention leading to a greater chance of a donation
Must be relatively cheap to manufacture.	The less money spent on manufacturing costs will lead to lower 'overheads' - hence more possibility to make profit.

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

- Box must fold flat - The minimal use of glue on the corner glue tab allows the box to be disassembled + fold flat, the envelope base also allows the box to carry a relatively large amount of weight (approx 1kg).
- Must be bold + stand out - Simple Bold / Bright colours used - these will potentially attract the donates.
- Must be relatively cheap to manufacture - The box using quite a small amount of card and minimal glue thereby reducing manufacturing costs - also the products manufacturing costs are lowered by using a reduced amount of ink colours + is only printed on 4 side.