

Crisis

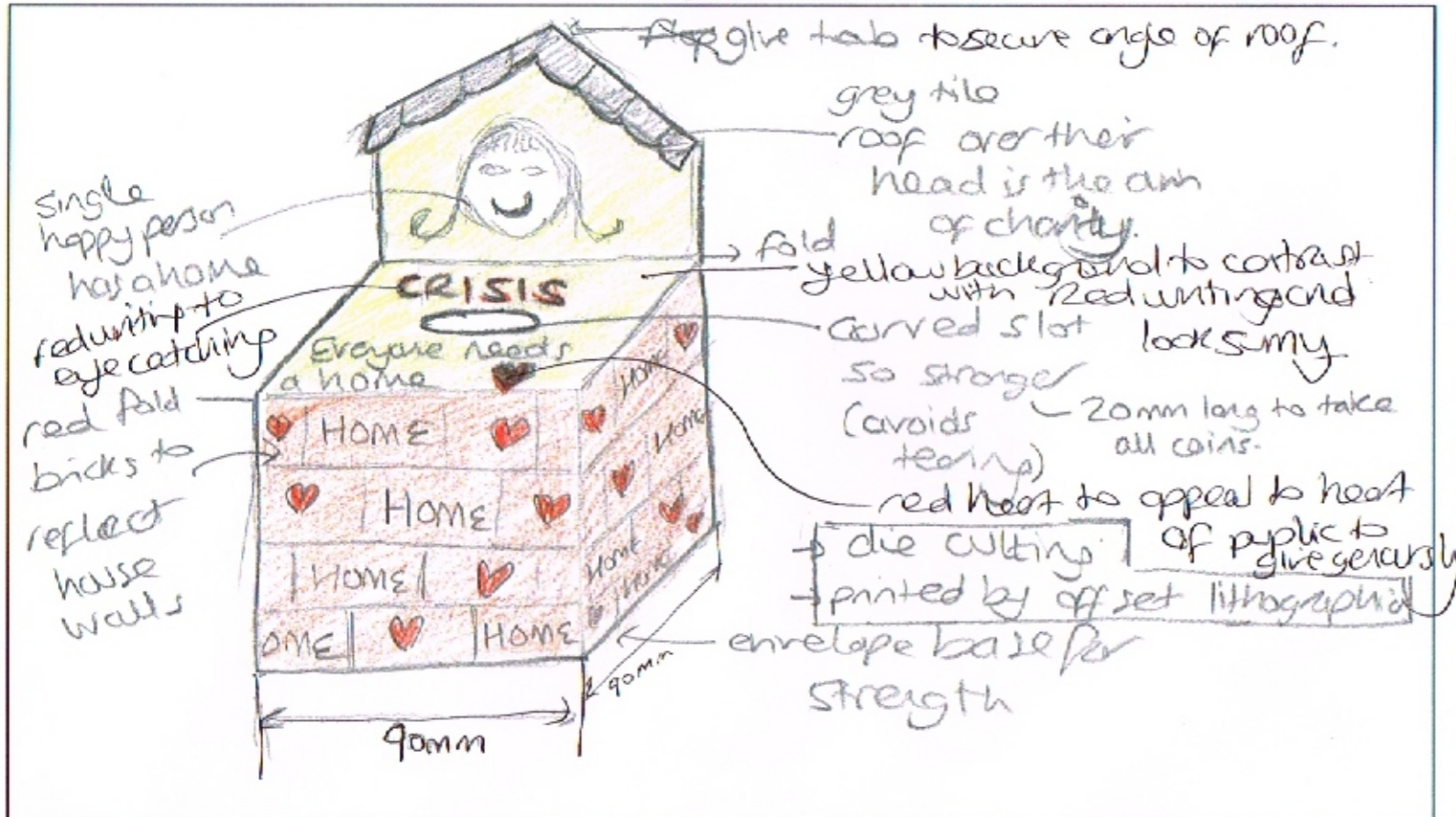
Crisis is a national charity for single homeless people. They want to raise their profile by posting cardboard collecting boxes into every home in the UK.

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 ✓

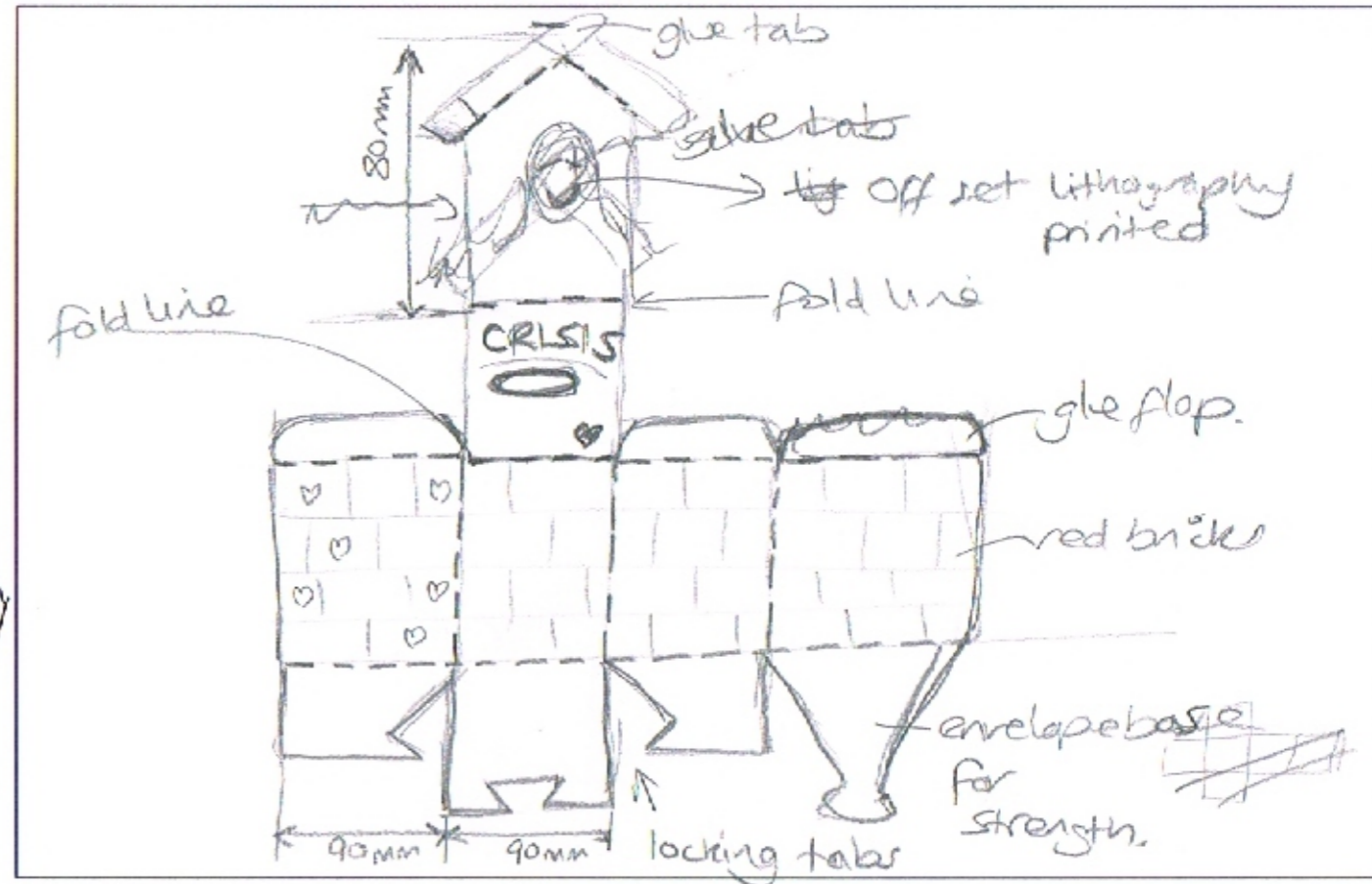
Below, draw a 3D view of your collection box, adding notes and/or sketches to explain how it folds flat.



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 reflect the purpose of the charity	This will encourage the public to give generously & raise awareness of the charity
The box must have a slot ^{big enough} to collect money of all denominations	Allow money to be collected easily

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

The box has good use of colour to catch the public's attention and clearly states the charity name & purpose with the roof over her head. The use of hearts is to appeal to the customer's heart and make them aware not everyone has a roof over their head. It has a sturdy slot to allow money to be inserted into the box. It has flaps and fold lines to allow the box to be folded flat and put through the post. The novelty idea of having a roof would raise awareness of the 'Crisis' charity.