

# 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.

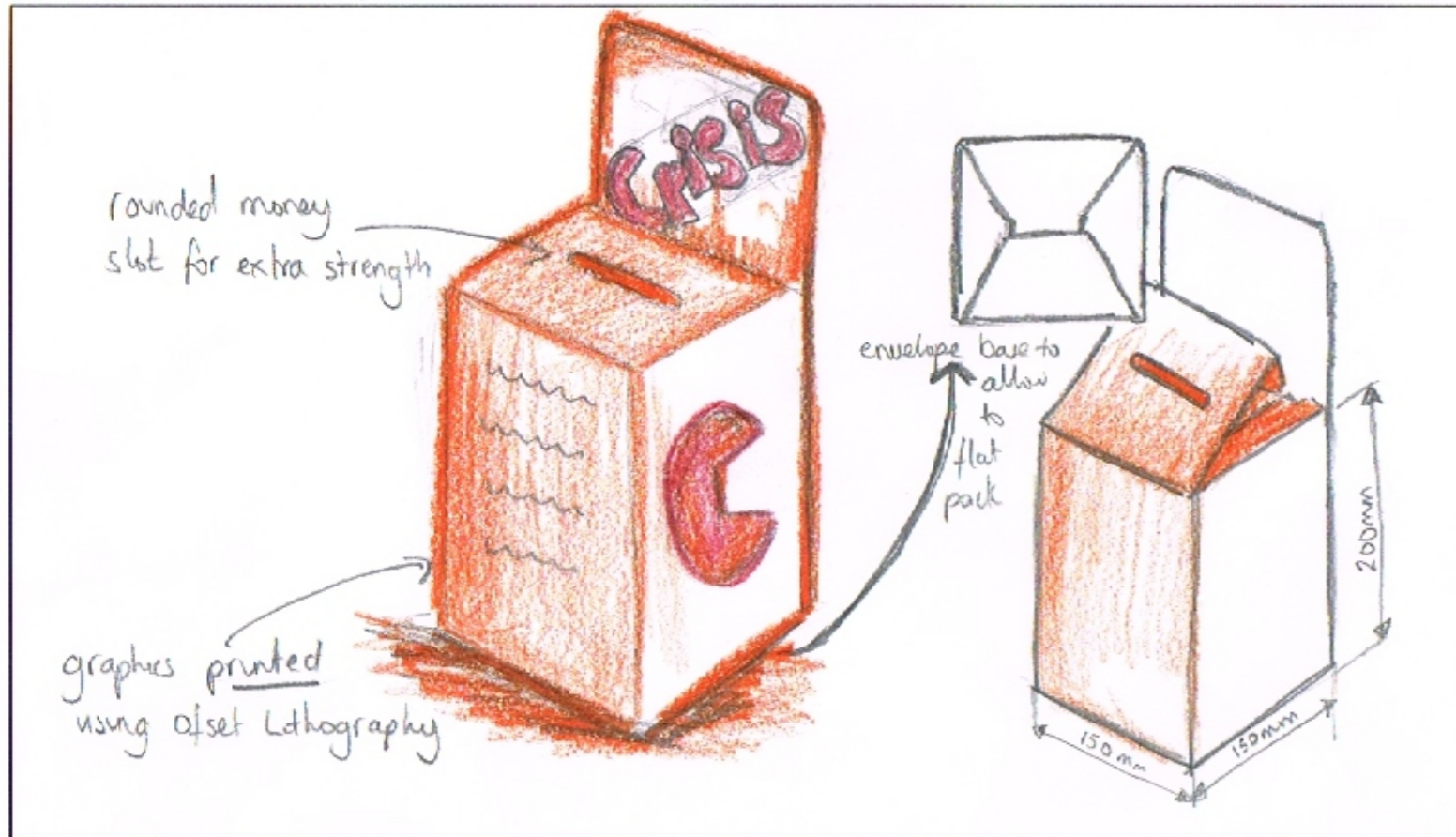
You are asked to design a card collecting box which will help to raise their profile. The box must be capable of folding flat for easy storage.

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

Creative + Promote ✓  
 Mat + MMS ✓  
 Graphics + Colour ✓  
 Net ✓

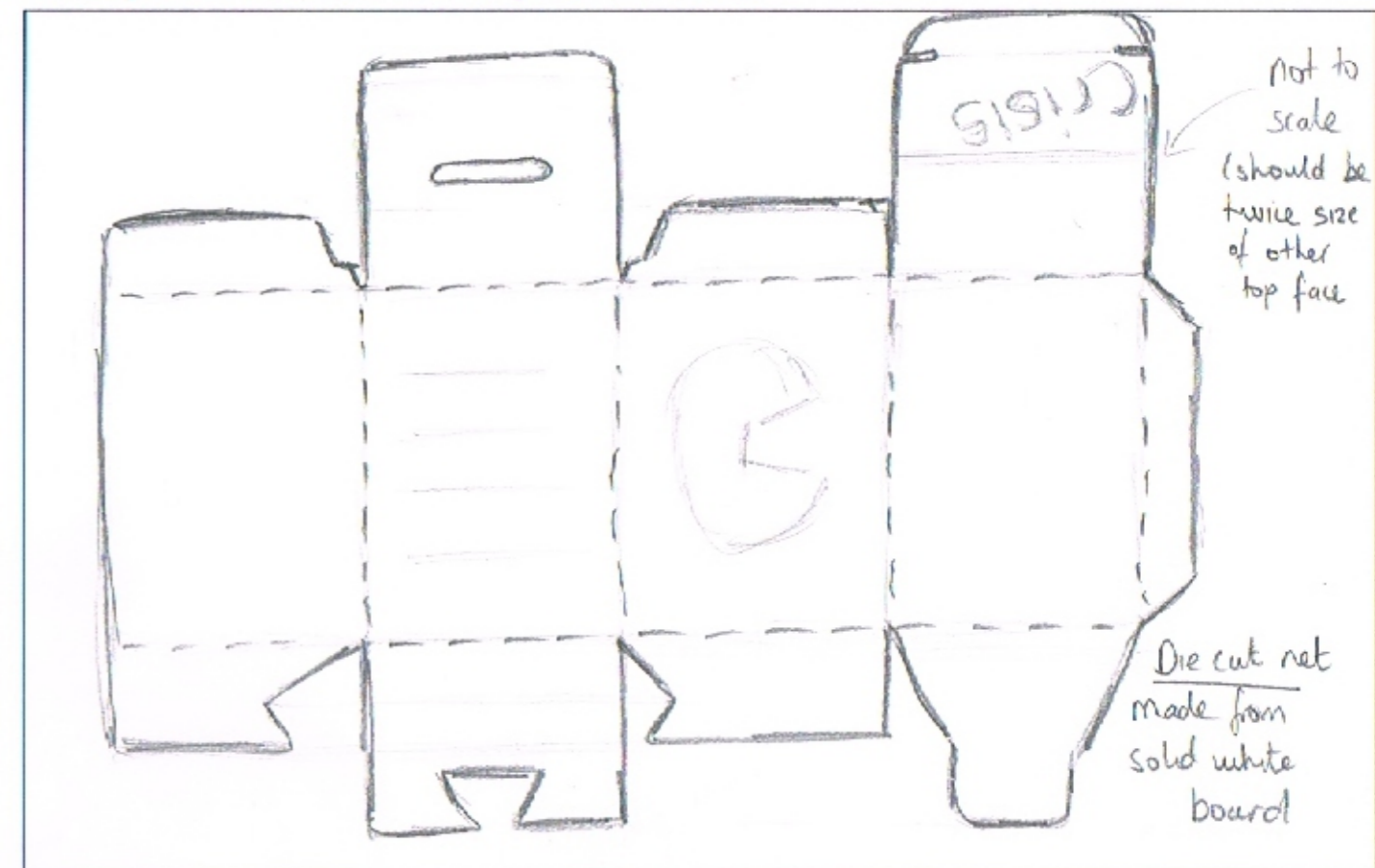
Below, draw a 3D view of your collection box, adding notes and/or sketches to explain how it folds flat.



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 box must promote the charity	To allow to be easily seen, and encourage people to donate
It must be low cost to manufacture	It is a temporary product that must cost less to manufacture than it will hold

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 feel the product is: Effective as a collection box as it is cheap to make, easy to manufacture and promotes the charity well. This is due to the materials used (solid white board), the boldness of the charity logo, and the design of the net. It is a flat pack box that is easy to post out, and also to assemble by the client.