



Flat Packed Charity Collection Boxes.

GCSE Product Design
Maximising exam success.

How to answer section A.

Section A

Answer all questions in the spaces provided.

Question 1 is about flat packed packaging for a charity collection box.
You are advised to spend about 35 minutes on this question.

- 1 WWF (World wildlife federation) is a charity which protects endangered wildlife and environments, tackles climate change and promotes sustainable use of resources. They often collect money for their charities using card collection boxes and selling animal products. WWF have asked you to design a new packaging box which will hold small items for sale as well as a box for collecting the donations.



- 1 (a) The table below gives one function of packaging of charity collection boxes. Give two more functions and in each case explain your answer.

Function	Explanation
Promote	To clearly promote the charity through branding, images and text. The charities aims should be clearly promoted explaining why donations are required. The products for sale should be advertised and encourage donators to purchase.
.....
.....
.....
.....
.....

1 mark per function.

2 marks for explanation.

(6 marks)

Remember:

- I – Inform
- P – Protect
- I – Identify
- C – Contain
- T – Transport

- P – Promote
- D - Display

Section A is worth approximately 30 marks and is based on a specific theme.

This year that theme is ‘flat packed packaging for a charity collection box’. Samples of this question has been produced for you to practice during lessons.

There are simple techniques to memorise to maximise your ability to answer this section effectively.

- 1 (a) The table below gives one function of packaging of charity collection boxes. Give two more functions and in each case explain your answer.

Function	Explanation
Promote	To clearly promote the charity through branding, images and text. The charities aims should be clearly promoted explaining why donations are required. The products for sale should be advertised and encourage donators to purchase.
.....
.....
.....
.....
.....

2 marks per explanation.

You can either give two reasons of give one reason and back it up with fact/detailed explanation.

(6 marks)

Consider the marks. 1 mark = 1 minute answer time.

Question 1 (B) within section A is always a 4 mark question regarding materials and their suitability.

This is an easy 4 mark question. You get a single mark for naming a material and a mark for giving a reason.

Remember to refer to the product which in our case will be packaging for a drink.

Possible materials:

- Cardboard
- Carton board
- Corrugated cardboard
- Plastic

Possible reasons:

- Inexpensive material
- Able to print colour/graphics
- Can apply a gloss finish
 - Can be recycled
- Can be manufactured using CAD/CAM

(b) Name **two** materials which would be suitable for the charity collection boxes packaging to be manufactured from. Give a reason for each material chosen.

Material 1

Reason

.....

Material 2

Reason

.....

(4 marks)

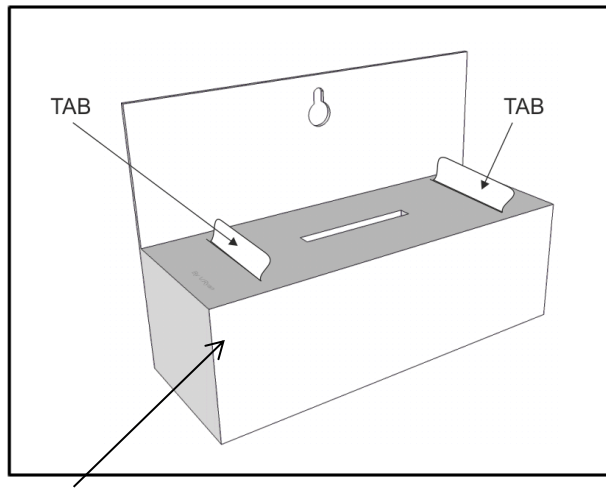
Question 1 continues on the next page

1 (c) In the space below and opposite, sketch a design for the packaging for the WWF items for sale and cash donations.



Marks will be given for:

- A creative packaging solution (6 marks)
- How the packaging would be manufactured (5 marks)
- Surface decoration including the use of colour (5 marks)
- Notes to explain how the packaging performs the functions described in 1 (a). (4 marks)



In the small box you need to produce a drawing of what it would look like fully assembled (3D drawing).

Use the drawing method isometric to produce this.

On the following page is a whole side dedicated to drawing the packaging net.

Tip – Turn your sheet to landscape to draw it fully.

The drawing question is worth 20 marks and you should spend no more than 20 minutes answering this question.

Read what the marks are being awarded for. If it doesn't state that colour needs to be added, then don't bother. You won't gain any more marks and you will simply waste time.

If it asks you to explain how it would be manufactured you need to be explaining:

- Die cutting (How the net is scored & cut out)
- Offset Lithography (method of printing graphics/colour)

