Anyone for tea?

A Capability Task for graphics
Line of interest – packaging

The task
To design and make packaging suitable for products that come as small items individually wrapped and contained loose in boxes or cartons.

Task setting
A healthfood chain is interested in promoting a range of teas – traditional, herbal and fruit – to the growing numbers of health-conscious young people who are using the shops. The Marketing Manager has made a presentation to the New Products Committee in which she described the relocation of Lucozade in the marketplace. She is convinced that, similarly, with appropriate marketing by means of the style of packaging and aggressive advertising, the company can make a wide range of teabags appeal to young people.

The aims of the task
- to enable students to design for a particular consumer group
- to develop an understanding of card and paper structures
- to develop an understanding of imagery in packaging and promotion
- to enable students to develop high-quality making skills and consider production issues.

Values

technical
Students should consider the accuracy required for producing nets that assemble correctly and easily into envelopes and boxes.

economic
Students should consider the size of the market for hot drinks such as tea and coffee.

aesthetic
Students should consider the relationship between the tastes of the consumer and the appearance of the packaging.

moral
Students should consider whether or not the creation and stimulation of markets by advertising is justified.

social
Students should consider the role that drinking hot drinks plays in hospitality and friendship.

environmental
Students should consider the role of recycling in paper- and card-based packaging.

Nature of the product
High-quality dummies of the following:
- envelopes for individual teabags, complete with strings and tags for single cups
- boxes to take lots of 30, 50, 100 and 200 teabags, complete with decoration and instructions for use
- catering pack for use in buffet cars on trains

plus:
- instructions to the printer and manufacturer for economical layout on A0 card
- instructions to packers.

Technical knowledge and understanding
- knowledge of materials – card and paper suitable for packaging
- knowledge of processes – cutting, creasing and folding
- knowledge of structures – assembly of three-dimensional forms from two-dimensional shapes.
Specialist tools, materials and equipment

- a range of suitable cards and paper in different colours
- access to a colour photocopier
- access to CNC sheet-scoring and cutting facilities.

Cross-curricular links

maths
- use of nets for the envelopes and boxes
- use of tessellation to ensure minimum wastage of paper and card.

science
- investigation into the wrappings needed to ensure that the teabags do not lose their flavour.

art
- drawing from nature as a source of ideas for decorating both the envelopes and boxes.

Useful Resource Tasks

To enable students to design for a particular consumer group:
- SRT 2 Questionnaires
- SRT 4 Brainstorming.

To develop an understanding of card and paper structures:
- PCMRT 2 Making packaging.

To develop an understanding of imagery in packaging and promotion:
- LIRRT 2 Analysing imagery.

To enable students to develop high-quality making skills and consider production issues:
- MIRT 1 Designing and making a production tool
- LIRT 1 Packaging for organisation and display.

Useful Case Studies

To consider production issues:
'Packaging', (Student's Book, page 43)

Design brief

To design and make a high-quality dummy to show the packaging for a range of teabags and indicate the printing, manufacturing and packing requirements.

Specification

What the product should do:
- provide an envelope for individual bags
- contain teabags in lots of 30, 50, 100, 200 and large catering packs.

What the product should look like:
- appeal to a young, health-conscious consumer group.

Other features:
- be suitable for printing, mass manufacture and hand packing
- be economical in its use of card.
Design sketches

Anyone for tea?
ORTHOGRAPHIC PROJECTION OF A PACKAGE FOR TEA BAGS

FRONT ELEVATION
FIRST ANGLE OF PROJECTION
SCALE

SECTIONAL END ELEVATION ON AA

WORK OUT THE SIZES SO THAT EACH DRAWER CONTAINS TEN TEA BAGS
DESIGN SUITABLE HANDLES FOR THE DRAWERS
PLAN THE MANUFACTURE FROM 2MM THICK CARD GLUED WITH P.V.A.

How big will these parts be if the drawers each hold 10 teabags?

AN ESTIMATED TWO POINT PERSPECTIVE VIEW