It has become very fashionable in the UK to grow your own culinary herbs for use in home cooking. Celebrity chefs have promoted the ease to grow herbs indoors even in the smallest of city homes. Fresh herbs beauty, aroma and taste benefits are sure to inspire cooking creativity.

**Aim**

The design challenge is to create a carton board kit that contains everything you need to grow culinary herbs in your home. The pack should hold packs of seeds, pots, compost and growing instructions. Consider how the outer pack can be reused, how the plants are grown and then displayed and used once grown. Maximize the use of carton board in the pack, could the growing pots be made from carton board?

**points to consider**

The pack must have strong shelf presence; consider the target user and how to attract them with the construction and graphics of the pack. Could the culinary herb type be related to a particular world cuisine? How will the consumers interact with the pack during its life? The pack must also have good usability and the ability to be recycled or reused at the end of its life.

**criteria for success**

The panel of judges will mark the brief taking into consideration:

- Answers the brief
- The concept
- Model:
  - One good quality mock up to withstand transport and handling
- Development boards:
  - 3 x A3 boards showing concise and clear presentation of ideas from your initial ideas through to the final concept

The following will also be taken into account if relevant to the brief:

- Consumer Convenience:
  - Opening, closing, handling
- Innovation:
  - Recognition of good ideas. Creative use of material
- Consumer market:
  - Relevance to target audience and predicted uses
- Display:
  - Shelf impact, shape, format and graphics to give good shelf presence

**materials to use**

Use predominantly carton board and other materials required to create an innovative pack. Free carton board material can be obtained by contacting Nikki Clark.

**Register online at:**

[www.starpack.uk.com/students](http://www.starpack.uk.com/students) on or before 27 February 2015