Background
Charities and aid associations need donations by the public to support and aid people in difficult situations and those who are caught up in disasters both in the UK and all over the world. There are also many animal charities that could not survive without the help of donations. It is often difficult to know which charity to support and to identify what they stand for, and it's sometimes not immediately clear who they are helping.

The Brief
Students were required to design and produce a ‘charity money box’. You are to develop your own branding and graphics for the charity money box and ensure its shape and styling reflect an aspect of the charity. You are to look at creative and interesting shapes that could be used for the pack and it should be easy for the public to use. It must be able to take both coins and notes.

Prize
Pro Carton Award of £500 to the school which, in the opinion of the Pro Carton judges, has provided the best overall cartonboard entries. Pro Carton also offers the winning school the opportunity to display its winning entries in the Museum of Brands, Packaging and Advertising in London. IOP: The Packaging Society will award £50 for the best supporting portfolio.
Gold
Rebecca Beech
The City of Leicester College

Nice play on words, good use of graphics – pack a bit traditional in shape. Lots of ideas indicated, good ICT visuals.

Judges’ comments
Great pack, good development of concept through research boards. Good specification/modification of idea shown. Folio made sense.

Judges' comments
Gold

Matthew Bullock
The Sixth Form College, Farnborough

Excellent design idea and well presented mock up using embossing and textures to create interest. Well done for a really nice product.

Judges’ comments
Gold
Evan MacKrill
The Sixth Form College, Farnborough

Very good portfolio and an excellent concept and model. Clearly a lot of thought has gone into the workings.

Judges’ comments
Silver

1. Katie Azulay • Queen Elizabeth School

Simple concept that is appropriate for the market. Eye-catching with good retail presence. Portfolio competent, good research.

Judges’ comments

2. Rebecca Witt • Queen Elizabeth School

Superb concept and model making – good accuracy – however minimum research showed. Good use of CAD to support idea.

Judges’ comments
Silver

1. Georgie Merry • Hull College School of Art & Design
   Clever use of branding – nice follow through on shape to concept.
   Development sheets show well considered thought.
   Judges’ comments

2. Lucy Thompson • The City of Leicester College
   Well produced construction and effective graphics and final finish. Good use of colour and overall use of space for primary and secondary use.
   Judges’ comments
Silver

1. Hetal Keshwala • The City of Leicester College
   Visually appealing pack with strong imagery and typography relevant to charity.
   No links shown with progression of ideas and development.
   Judges’ comments

2. Michael Hodkinson • New College, Swindon
   Fun image with lots of appeal – good use of colour. Research follows through to final solution – good use of ICT.
   Judges’ comments
Silver

1. Catherine Leung • The Sixth Form College, Farnborough
   Excellent development of creative concept, with good use of an interactive challenge to encourage donations. Well developed portfolio and sketches.
   Judges’ comments

2. Desislava Staytcheva • The Sixth Form College, Farnborough
   Good visual impact with a well made mock up. Supported by a strong portfolio.
   Judges’ comments
Charlotte Richardson • Queen Elizabeth School

Best Portfolio in Brief A

Interesting and interactive concept. Nice use of coin slide and movement. Security may be an issue – good fun.

Judges’ comments

In a very strong field this year, this portfolio demonstrated a high level of research and presentation coupled with good self analysis of the process of making the pack.

Gordon Stewart: IOP: The Packaging Society
1. Rebecca Buttery • Hull College School of Art & Design
Lovely use of colour and ‘poppy image’. An interesting modern take on a traditional appeal. Well considered placing of images for best effect.

2. Monica Ip • Hull College School of Art & Design
Effective use of colour on box, and concept appropriate for market – enhanced appeal – with type. Aesthetic quality really good (portfolio thin).

3. Ron Evangelista • Cardinal Vaughan Memorial School
Good interactive product. Quite well constructed. Would appeal to children. Not a clear indication on how concept has developed.

4. Reece Constable • Reigate School of Art, Design & Media
Nice appealing concept and structure to pack. Fun appeal. Interesting and focused research.
Bronze

1. Nicole Greenhalgh • New College, Swindon
   Good graphics, lively and appealing. Colourful boards. Interesting shape.

2. Dale Croft • New College, Swindon

3. Jessica Craig • St Mark’s Catholic School, Hounslow

4. Ben Kettleborough • Wyvern Community College
   We really like the model which includes well considered details helping the pack to stand out.
Highly Commended

1. Melissa Jessop • Hull College School of Art & Design
2. Titamenji Zulu • Hull College School of Art & Design
3. Ashleigh Anderson • Endeavour School
4. Georgina Hackett • Reigate School of Art, Design & Media
5. Sarah Rafique • New College, Swindon
6. Bethan Strange • New College, Swindon
Highly Commended

1. Kim Taylor • Bungay High School
2. Amy Patrick • Bungay High School
3. Honor Hicks • Oakham School
4. Janine Dela Cruz • St Mark’s Catholic School, Hounslow
5. Vlad Cochintouii • The Sixth Form College, Farnborough
6. Joseph Barlow • The Sixth Form, Farnborough
How could you resist giving money to these charity boxes? The set showed a wide range of imaginative ideas – all strong and very creative. The supporting material showed the thought and research that had gone into the chosen charities and was also reflected in the pack designs.

Jennifer Buhaenko, Pro Carton