



DESIGN & TECHNOLOGY - SUSTAINABLE DESIGN CHALLENGE

The Body Shop was started in 1976 by environmental and social activist Anita Roddick. The Body Shop is a retailer that sells ethical beauty products supporting its global sustainability strategy, the Enrich Not Exploit™ Commitment, which aims to enrich the planet, people and its products.

DEAR DESIGN & TECHNOLOGY STUDENTS

You have been invited to submit a design proposal for a gift carton to support the re-launch of The Body Shop Coconut Body Butter. As part of your proposal, you must produce the following:

- A mood board to reflect your design inspiration. It should demonstrate that you understand the product as well as The Body Shop's ethics and branding, including the Enrich Not Exploit™ Commitment.
- A limited edition gift carton to contain at least one 200ml tub of Coconut Body Butter, which includes the Enrich Not Exploit™ Commitment message and references the product and its story, aimed at 14-17 year olds.

You should research the ethics of The Body Shop to help inform your design decisions and to ensure that your product meets the requirements of the Enrich Not Exploit™ Commitment. You can find more information on www.thebodyshop.com In addition, the gift carton must be a sustainable design.

You will submit your proposals to your teacher, for consideration by our Marketing Team.

STARTER: DESIGN SPECIFICATION

Read the design brief above and write down four design specifications for your Coconut Body Butter Gift Carton. Write in full sentences, and include the word 'must' in each. Justify each specification point:

1

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2

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3

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4

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ACTIVITY 1. RESEARCH: MOOD BOARD

Mood boards are a tool used by the creative industry / designers to help them meet a design brief. They collect together any inspiration or research that they need for a project in one place, including images and text.

On an A3 piece of paper, create a mood board for your gift carton.

You may wish to include:

- Examples of The Body Shop's branding (such as logos or colour swatches),
- Relevant information from The Body Shop's Enrich Not Exploit™ Commitment.
- Images and information on Coconut Body Butter and the story of its production 'Buy for Good - Enriching the Future' interactive, including packaging dimensions.
- Inspiring images (such as from the culture or environment of Samoa).
- Cosmetics packaging that inspires you or that is intended for the same audience.
- Examples of reusable or recyclable packaging, or examples of upcycled materials, such as coconut husk cardboard.

Neatly annotate your mood board to explain why you have included each item, and include your name and the title. Add two more specifications for your carton below.

1 _____

2 _____



ACTIVITY 2. DESIGN CONSIDERATIONS

Packaging design is undertaken by graphic designers. Before starting their designs, they will always consider who the audience is for their product, and what information needs to be included.

Answer the following questions:

- a) Who is the audience for your gift carton, and how could you make it appealing to them?

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- b) What is the story of your product, and how could you show it?

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- c) What kinds of materials could you use, to ensure that the product supports a more sustainable world?

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- d) How else could you make the product more sustainable?

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- e) How will you make the gift carton design complement the Coconut Body Care range displayed in store?

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ACTIVITY 3. INITIAL IDEAS

Gift cartons act as outside packaging, e.g. box, bag or tube, and are an appealing way to make a single product more special, for example, a birthday or thank you gift.

Using blank or graph paper, sketch at least three initial ideas for your limited-edition gift box / carton below.

You should:

- Show your design skills with sketches in 2D and 3D, as well as use of colour.
- Number and annotate your designs to explain your thoughts.
- Evaluate each idea using your specification.
- Consider the internal and external design features of your gift box.



ACTIVITY 4. EVALUATING INITIAL IDEAS

Which design are you going to carry forward to the modelling stage and why?

Which aspects of the design do you wish to develop during this stage? Sketch your designs below:



ACTIVITY 5. PROTOTYPE MODEL

Now create a prototype of your best design. Take care to ensure that it is neatly manufactured and finished inside and out to a high quality.

Attach an image of your prototype below. Explain and evaluate it with annotations.



EVALUATE

Evaluation is an important part of design practice. It is important that you are honest and constructive in your reflection.

Answer the following questions to evaluate your work:

a) How well did you research the brief? How could you have improved your mood board?

b) What was the best thing about your gift carton? What would you have liked to have improved? How well did it meet your specification?

c) How did your selection of design and materials reflect the Enrich Not Exploit™ Commitment? Consider your use of sustainable materials.



d) Sketch below any improvements that you would make to your gift carton.

EXTENSION - RETAILER'S STORY

Retailers have to make many decisions to ensure that their products are sustainable, from choosing suppliers and manufacturers to how they package their products. Take on the role of a high street retailer in the online interactive '[Buy for Good - Enriching the Future](#)' and learn how sustainable supply chains benefit people, the environment and products alike.