

Centre number	204
College	East Surrey College
Pathway	Diploma in Creative Practice: Art, Design, and Communication
Level	3
Year	2023/24

## Project 6: Curtis Packaging Centre of Excellence (Live WEX Project)

### UAL Level 3 Diploma in Creative Practice: Art, Design, and Communication

Units 01 and 02

Start 121 Industry feedback with Curtis Packaging

Group A: 22/1/2024 (A) 23/1/2024 (B)  
3/1/2024

Group B:  
4/1/2024

Deadline Summative assessment  
23/2/2024 11/3/2024

Tutors:

Lucia Hamlin  
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Lloyd Jenkins



### Learning Outcomes:

Project 6  
Curtis Packaging (WEX)

UAL Level 3 Diploma in  
Creative Practice  
Level 3

Reigate School of Art  
East Surrey College

## Unit 01:

<b>Learning Outcomes</b> On successful completion of this unit the student will:	<b>Assessment Criteria</b> On successful completion of this unit the student can:
<b>LO1</b> Understand the role of the creative process within the creative industries.	1.1 Analyse the stages and activities within the creative process. 1.2 Explore creative processes within the context of the creative industries.
<b>LO2</b> Understand how to plan a response to a brief	2.1 Analyse the requirements of a brief 2.2 Develop a project proposal that meets the requirements of a brief 2.3 Review the implementation of the project proposal to meet the requirements of a brief
<b>LO3</b> Understand the role of research within the creative process	3.1 Explain how research sources how methods are used to support creative processes. 3.2 Undertake research in response to a brief. 3.3 Use research to influence and inform creative processes. 3.4 Access the effectiveness of research to influence and inform creative processes.
<b>LO4</b> Understand intent and purpose within the creative process	4.1 Explore intent and purpose within creative processes 4.2 Apply intent and purpose within own creative process 4.3 Assess intent and purpose within own creative process
<b>LO5</b> Understand the role of visual language to record and communicate ideas.	5.1 Analyse visual language in creative processes. 5.2 Apply visual language in creative processes. 5.3 Access the effective use of visual language within creative processes.
<b>LO6</b> Understand how reflective practice informs and directs the creative process.	6.1 Apply reflective practice to inform and direct creative processes. 6.2 Demonstrate how reflective practice has informed personal progress. 6.3 Access the effectiveness of reflective practice to inform and direct creative processes.
<b>LO7</b> Understand methods for generating ideas within a brief.	7.1 Explore methods for generating ideas. 7.2 Generate ideas using different methods. 7.3 Consider ethical design and social responsibility. Access the effectiveness of methods used to generate initial ideas.

## Unit 02:

<b>Learning Outcomes</b> On successful completion of this unit the student will:	<b>Assessment Criteria</b> On successful completion of this unit the student can:
<b>LO1</b> Develop skills within 2-dimensional creative practices.	1.1 Explore materials, methods, techniques, and processes used in 2-dimensional creative practices. 1.2 Experiment with 2-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration. 1.3 Access the use of materials, methods, techniques, and processes used in 2-dimensional creative practice. 1.4 Refine the application and use of appropriate materials, methods, techniques, and processes in 2-dimensional creative practices.
<b>LO2</b> Develop skills within 3-dimensional creative practices.	2.1 Explore materials, methods, techniques, and processes used in 3-dimensional creative practices. 2.2 Experiment with 3-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration. 2.3 Access the use of materials, methods, techniques, and processes used in 3-dimensional creative practice. 2.4 Refine the application and use of appropriate materials, methods, techniques, and processes in 3-dimensional creative practices.
<b>LO3</b> Develop skills within 4-dimensional creative practices	3.1 Explore materials, methods, techniques, and processes used in 4-dimensional creative practices. 3.2 Experiment with 4-dimensional creative practice materials, methods, techniques, and processes in the context of ethical and environmental consideration. 3.3 Access the use of materials, methods, techniques, and processes used in 4-dimensional creative practice. 3.4 Refine the application and use of appropriate materials, methods, techniques, and processes in 4-dimensional creative practices.
<b>LO4</b> Solve problems within creative practices	4.1 Describe problems encountered within creative practices 4.2 Propose solutions to problems encountered within creative practices 4.3 Apply solutions that resolve problems encountered within creative practices

	4.4 Assess solutions to problems encountered within creative practices
<b>LO5</b> Use safe working practices within the creative environment.	5.1 Identify safe working practice requirements within a creative environment. 5.2 Access the requirements of safe working practice. 5.3 Apply safe working practice requirements within a creative environment.
<b>LO6</b> Use presentation techniques to present creative practices	6.1 Explore presentation techniques to communicate creative ideas and outcomes 6.2 Use relevant presentation techniques to display creative practices 6.3 Evaluate the effectiveness of presentation techniques to communicate creative practices.

## Project overview and context

### **Specialist Practice covered: 2D Skills, 3D Skills, Product Design, Graphic Design, Communication, Industry Practice, and Digital (Adobe Illustrator) Skills.**

Packaging is an exciting industry. In an increasingly competitive consumer market, there is a growing demand for packaging designers: people who can design packs which are not only graphically attractive, but which also meet the functional requirements to preserve the contents and can be produced cost-effectively with due regard to environmental issues. This project will cover the specialisms of product design and graphic design, within an industry context and look in detail at sustainable practice and material use.

Students will research general household product packaging and do some initial analysis of the messages and meanings that are conveyed by the style of packaging. All packaging must be considered from utilitarian protection purposes to high end expensive luxury goods.

From this research, the project will progress to looking at solutions to the **Curtis Packaging Centre of Excellence Competition 2024**.

## Project description and requirements

### **Project Duration: 7 Weeks (21 Studio Days)**

This live project will re-emphasise the fundamentals of professional practice and the creative process, with new emphasis on **investigation, experimentation, developing ideas, and creative risk taking with industry standards of working to a client brief**. As this is a professional brief, students will be expected to produce work to the highest professional standard within the time scale provided which will be 7 weeks.

**This live project will be supported by professional industry talks and a trip with local company Curtis Packaging are supporting students with this project, who have set the creative brief below:**

#### **THE BRIEF:**

*The beauty industry is worth £81 Billion with the packaging market amounting to £41 Billion. The environment and sustainability are of vital importance to nearly every beauty brand Curtis packaging works with.*

*We are strong advocates for investing in the future and what better place to start than embarking on a search to find the next graphic designer the luxury beauty brands are fighting over.*

*The options for consideration for designing your proposal are either:*

- *The launch of a new "Hero" product for either a Male or Female skincare range*
- *A Duo Christmas gift set that will hold two of your favourite products from your chosen beauty brand.*

*There are two elements to this brief. The constructional side and the graphic element, we will be judging on the impact of graphics, ease of assembly and successful transit to store.*

You will need to **choose your project from the packaging briefs provided** and students must show that they can work within the constraints of a professional brief, produce **industry standard worksheets** a **3D prototype**

**mock up**, write a **project proposal to outline your ideas** and provide a **portfolio of visuals** to show research and how ideas have developed.

The team at Curtis Packaging will be working with you and meeting you throughout, and there is a bursary prize given at the end of this project for the prototypes which best meet each of the briefs.

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## **TASKS:**

There will be an introduction to this project and the design briefs with Curtis Packaging on the first day, after this you will be expected to complete the following tasks to industry standards:

**NO SKETCHBOOK USE - PLEASE WORK ON A3 SHEETS THROUGHOUT THIS PROJECT AS THIS IS A SPECIALISM REQUIREMENT.**

**Each brief requires you to evidence the following:**

- A3 Research Boards
- A3 Design and Graphics Exploration Boards
- Nets of Recommended Design Solutions

**Photographic Evidence must include:**

- Showcases of the front, back and sides of the model
  - Be shot on a black or white background
  - A maximum of 4 good quality images for judging
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## **Task 1: Marketing Research on Creative and Innovative Packaging**

Using the products provided or your own research of packaging, produce a visual A3 research board on **5 examples of creative and innovative packaging**. Take/ use images of your chosen products and annotate using the following evaluative points:

- How the product is packaged? – box, carton, tin, bottle, bag, sachet, tube
  - What materials are used? – is it over packaged? Is it eco-friendly and recyclable?
  - Is it attractive? - pretty, smart, sophisticated, brash, expensive looking
  - What does the style of the packaging tell us about the customer it is aimed at?
  - Pay attention to the style of the lettering. What effect does different styles of type have on the overall character of the product?
  - Try to find examples where a few items are packaged together such as kits – shoe care kits, manicure kits, cookery kits, haircare kits
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## **Task 2: Quick Response Mind Map to explore both Design Briefs**

On your tables, read through each brief and have quick group discussions. During your discussions each of you will need to **Complete an A3 mind map which explores both sets of design briefs**. Think about and write down:

- What you could design and make to answer the brief. (Rough, quick-fire ideas)
- Target audience/ consumer
- Design elements and visual aesthetics
- Functionality (how it's put together and opens)
- Colour and materials
- Interaction
- Consumer information

Do not take too long on this! You may also draw quick doodles or diagrams to help you explore the requirements of each brief. Consider the above points for most tasks in this project.

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### **Task 3: Exploration and Visual Practice with Net Shapes**

As you will be using carton board for your prototypes, it will be important to become familiar with how net shapes are used and constructed with product design.

**A - Choose from the provided net shapes printed on cartridge paper**, and construct/ experiment with a minimum of 3 of them. Keep the nets plain. Photograph them when constructed to put onto your PowerPoints. **As an extension**, you may then expand your understanding further by constructing one of the more advanced packaging net shapes.

**B – You will be shown how to use the basic features of Adobe Illustrator to construct a plain, basic net shape** of your own. This will be completed as a guided workshop with your tutor. Print out your net shape and construct. Evidence all working through screenshots and photos and add to your new project PowerPoint.

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### **Task 4: A3 Design Boards to explore each Design Brief**

Complete 2x A3 design sheets with rough initial designs to answer each brief. Evidence your quick response sketches and annotate.

Make these fun and engaging by introducing a quick colour wash or colour swatches. **Re-consider the bullet points from Task 2.**

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### **Task 5: Group Ideas Pitch and Critique**

Present and evaluate your ideas with your peers as part of an interim crit in small groups. You will need to consider any feedback given when selecting which brief to work on. Think of this like an ideas pitch, as this will help you when choosing ideas to develop! **Evidence and photograph this crit form on your PowerPoints.**

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### **Task 6: Project Proposal Document**

Write your Project Proposal based on your chosen brief. The template format for this is available on Teams General and you must use this layout. Harvard Referencing must be used within this, to evidence your research sources.

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### **Task 7: A3 Visual Research Mood Board**

Produce an A3 mood board with ideas to support what you are aiming to achieve with your chosen brief and who you are aiming it at – your target market/consumer. Remember this should be professionally presented and have annotative notes on what you are drawn to such as the packet, material, font style, colour etc.

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### **Task 8 – A3 Visual Research on Material Sustainability**

Produce a quick A3 research board on sustainable materials that you could use on your designs.

- Consider the introductory talk with Curtis Packaging and the requirements of the design briefs.
- **Think about the sustainability of using Carton Board?**
- Note down what makes materials sustainable and comment how you could incorporate them.
- Think about the foiling and finishing techniques shown to you from the trip.

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## Task 9 – A3 Design Development and Exploration Board

Sketch 2 refined ideas from your chosen initial brief ideas onto 1 A3 sheet. Your developed sketches should be quick and responsive, with consideration of net shapes. This page needs to consider form, foiling, embossing and debossing techniques, materials, fonts and colour. Your target market should be at the forefront of everything you are creating. You may also use swatches of colour and material on this board.

Consider how your package will look on the shelf, how it looks from a distance and close up, in multiples how will it stack, on the internet how will it be photographed? Also bear in mind the customer using the package, will it stand up to repeated use?

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## Task 10 – A3 Graphic and Labelling Design Board

Produce an A3 worksheet which explores how you will produce graphics, outer design, and labelling on your prototype idea. **You may explore this through drawing, printing or digitally on any software i.e., PowerPoint, Photoshop, Illustrator, etc.**

Think about your net shape – you could produce the designs straight onto this net?

### Remember to think about:

- Your target audience
- Foiling, embossing and debossing
- How colour invokes mood and theme
- Product information and logos
- Typography and labelling
- Additional flaps and labelling
- Branding and messages

**Really think about what you see on everyday products you see at home or in shops?**

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## Task 11 – A3 Final Prototype Design and Net Shape

Produce a finalised design of your prototype and proposed net shape on Adobe Illustrator– as 2 separate documents.

Print out and annotate, as this will be presented to Curtis Packaging for judging. Make sure that notes on sustainability, target audience, design choice, materials, etc, are clearly discussed.

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## Task 12 – Documenting of Prototype Making Process

During this stage you will need to make a range of initial maquettes and a final prototype. Remember any comments made on ideas presented at the interim crit and what you have stated in your project proposal. If you are taking an alternative path from this, then you must say why and state your reasons clearly.

Make sure to photograph your making process and document on an A3 board with annotations. Alternatively, this task can go straight onto your PowerPoint.

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## Task 13 – Submit Your Design - Photograph your Final Prototype against a Black or White Background.

Take part in final crit with peers. Finalise all worksheets and model of packaging responding to crit. Photograph your prototype to a good quality standard – front, back and sides.

Send your final prototype artwork PDF and photographs of your design, with a covering summary of your vision, target audience, and reason behind your chosen design, to [Enquiries@3dcreativepackaging.com](mailto:Enquiries@3dcreativepackaging.com).

You have from **10/2/2024 to 23/2/2024** to send your entry to the email above. **No entries will be accepted beyond this date!**

## Task 14 – Summative Evaluation

Using the template given to you by your tutor, complete a summative evaluation of your project. **Make sure to submit this with your digital portfolio!**

**Make sure that you evidence any independent workshops and the trip to Curtis Packaging on your PowerPoints.**

**Submit your Project Proposal separately via email or Teams just before midway into the project.**

### Assessor

Lucia Hamlin

### Deadline

Practical: 23/2/2024    Digital Portfolio: 23/2/2024

### Re-submission deadline

TBC on discussion with Course Leader



#### Sketchbooks

Should be of your own design and reflect industry conventions.



#### Digital outcome

Digital resources can be submitted via USB/hard drive or file transfer.



#### Moving image

Ensure moving image files/links are fully functioning and accessible.



#### Blogs and socials

It is not mandatory to blog about your project, but it could be a creative way to document work.

## Portfolio submission

Portfolio submission evidence must include:

- Contextual Research
- Evidence of Skills Workshops
- Developmental project work
- Outcome and/or final pieces
- Completed Summative Evaluation

## Glossary

Here are some useful words and definitions to reference in your project.

### Primary Resource

Collected firsthand information such as, recordings, images and experiences, experiments, and interviews.

### Consumer

A person who purchases goods and services for personal use.

### Market

A demand for a particular commodity or service.

### Net

The net of a 3D shape is what it looks like if it is opened out flat. A net can be folded up to make a 3D shape.

### Emboss/ Deboss

### Sustainability

Sustainability is a social goal for people to co-exist on Earth over a long time.

Specific definitions of this term are disputed and have varied with literature, context, and time.

### Transit

The carrying of people or things from one place to another.

### Carton Board

**Secondary Resource**  
Information that is not originally yours, such as documentaries, articles, newspapers, books, internet images, TV/film.

Embossing results in a design that's raised up from the surrounding material, and debossing results in a design that's stamped down or recessed into the surrounding material.

Carton board is a multilayer material, comprises of three or more layers or plies, of cellulose fibre (pulp) derived from wood.

## Visual references

Here are some links to help you get started.

Curtis Packaging  
<https://www.curtispackaging.co.uk/>

Curtis Packaging Centre of Excellence  
<https://www.curtispackaging.co.uk/centre-of-excellence/>

Curtis Packaging - 4 colour process clip  
<https://vle.esc.ac.uk/mod/resource/view.php?id=468490>

Curtis Packaging Virtual Tour  
<https://impact360vrtours.co.uk/curtispano3/>

3D Design Software – Free Trial  
[https://www.esko.com/en/lp/studio/3d-packaging-design-software?qclid=Cj0KCQjw8O-VBhCpARIsACMvVLMtOxhKMULU4COk8kWidKCw9jGbG0ZfqwGQqcZ5MGb-UWq24fMOY04aAvizEALw\\_wcB](https://www.esko.com/en/lp/studio/3d-packaging-design-software?qclid=Cj0KCQjw8O-VBhCpARIsACMvVLMtOxhKMULU4COk8kWidKCw9jGbG0ZfqwGQqcZ5MGb-UWq24fMOY04aAvizEALw_wcB)

Design Museum – Waste Age Exhibition  
<https://designmuseum.org/exhibitions/waste-age-what-can-design-do>

KP Films Sustainability and Closed Loop Clips  
<https://www.kpfilms.com/en/sustainability/>

A guide to Harvard Referencing for your Project Proposals  
[https://www.youtube.com/watch?v=NDqqqPvMn0U&ab\\_channel=UniversityofDerby](https://www.youtube.com/watch?v=NDqqqPvMn0U&ab_channel=UniversityofDerby)

## Reading List

**Boxed and Labelled: New Approaches to Packaging Design Hardcover – Illustrated, 1 Sept. 2009**  
by [Robert Klanten](#)

**[Folding Techniques for Designers: From Sheet to Form](#)**  
by Paul Jackson

**Structural Packaging: Design your own Boxes and 3D Forms Paperback – Illustrated, 13 Feb. 2012**  
by [Paul Jackson](#)

## Activities and Tasks

This schedule is a structured guide of activities and actions you will need to undertake during the 10 weeks of your project. Please use this schedule as a starting point to develop your own individual plan, documenting evidence and clearly outlining your specific creative intentions week by week.

Schedule	Activity / task	Assessment outcomes
Week 1	Introduction to project and introductory talk from Curtis Packaging. Task 1 – Marketing Research Task 2 – Quick Response Mind Map	A03 A01 A02 A03
Week 2	Task 3 – Net Shape Practice Task 4 – Initial Design Boards	A01 A02 A03 A04 A05
Week 3	Task 5 – Ideas Pitch and Critique Task 6 Start – Project Proposal Trip to Curtis Packaging Submit Task 6 for 121 with tutor	A04 A05 A06 A08
Week 4	Task 7 – Mood Board Task 8 – Material Sustainability Research Task 9 Start – Developed Designs Interim Feedback from Curtis Packaging	A04 A05 A06 A08
Week 5	Task 9 – Developed Designs Task 10 – Graphic Design and Labelling Task 11 – Final Design and Net Shape	A04 A05 A06 A06 A07 A08



<b>Week 6</b>	Task 12 – Documenting Making Process Task 13 – Start sending designs to Curtis Packaging HALF TERM (use to get PowerPoint up to date)	<b>A06 A07 A08</b>
<b>Week 7</b>	Task 14 – Evaluation Finishing off project and submissions Submit your PowerPoint by the digital deadline of 23/02/24 at midnight.	<b>A06 A07 A08</b>

## Assessment Criteria

Thoroughly familiarise yourself with the assessment criteria for this unit to ensure that the evidence produced through the tasks you complete meet the criteria. If you are unsure about any aspect of the assessment criteria, please speak directly with your tutor as soon as possible.

<b>Assessment outcome</b>	<b>Satisfactory Pass</b>	<b>Good Pass</b>	<b>Excellent Pass</b>
<b>AO1 Understand the requirements of a set brief within a vocational context</b>	Clearly presented project proposal that appropriately considers the requirements of the brief and is sufficient in supporting the development of ideas.	Purposefully presented project proposal that extensively considers the requirements of the brief and is effective in supporting the development of ideas.	Imaginatively presented project proposal that comprehensively considers the requirements of the brief and is thorough in supporting the development of ideas.
<b>AO2 Plan and realise a project in response to a brief</b>	Planning is clear and relevant, outlining the valid realisation of solutions and outcomes in response to a brief.	Planning is extensive and realistic, outlining the effective realisation of solutions and outcomes in response to a brief.	Planning is comprehensive and insightful, outlining the imaginative realisation of solutions and outcomes in response to a brief.
<b>AO3 Use research to inform a creative project</b>	Relevant but limited research is used to inform and direct activities and the satisfactory resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief.	Extensive and purposeful research is used to inform and direct activities and the effective resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief.	Comprehensive and imaginative research is used to inform and direct activities and the perceptive resolution of problems, consideration is given to ethical and environmental impact in the development of ideas and realisation of outcomes in response to a brief.
<b>AO4 Use practical skills to meet the requirements of a brief</b>	Competent use of appropriate materials, methods, processes and techniques to satisfactorily meet the requirements of the brief.	Adept and effective use of materials, methods, processes and techniques to purposefully meet the requirements of the brief.	Sophisticated and confident use of materials, methods, processes and techniques to imaginatively meet the requirements of the brief.
<b>AO5 Generate and develop ideas in response to a brief</b>	Valid ideas are sufficiently developed and satisfactorily meet the requirements of a brief.	Considered ideas are effectively developed and purposefully meet the requirements of a brief.	Innovative ideas are comprehensively developed and thoroughly meets the requirements of a brief.
<b>AO6 Produce outcomes in response to a brief</b>	Valid outcomes are attempted that capably communicate concepts and ideas to an identified consumer/audience.	Considered outcomes are realised and effectively communicate concepts and ideas to an identified consumer/audience.	Imaginative outcomes are realised and decisively communicate concepts and ideas to an identified consumer/audience.
<b>AO7 Present development work and outcomes</b>	Presentation techniques are used appropriately to clearly present development work and outcomes that meet the requirements of the brief.	Presentation techniques are used effectively to purposefully present development work and outcomes that meet the requirements of the brief.	Presentation techniques are used skilfully to imaginatively present development work and outcomes that meet the requirements of the brief.
<b>AO8 Apply reflective practice to a creative project</b>	Valid reflective practice is used sufficiently to inform and direct the project and final outcomes.	Extensive and purposeful reflective practice is used effectively to inform and direct the project and final outcomes.	Comprehensive and sustained reflective practice is used perceptively to inform and direct the project and final outcomes.