



## Guidelines for project documentation

This document describes which content (besides prototypes) we expect you to deliver for this year's PIDA. We have also created an example One-Pager and an unboxing film by using the "WatchOut-package" which can be used for inspiration. The documentation should be in English.

### One-Pager

#### Project Name

Name of the project

#### Name of the University/School

Team members (Name)

#### Concept Description

Start with a concept description that explains your package and the unboxing experience. Build your story by trying to answer these questions; Who did you develop your package for and why? Where are you going to sell the product? What is special about the unboxing experience? What are the benefits with your package?

#### Sustainability

Does your packaging concept challenge the conventional? In what way and why is that important for you?

#### Packaging Design

Explain your structural design and the intended use. If you have a smart solution (opening, closing, insert, tamper-proof etc.) give us an explanation on how to use it. Any ideas about folding, gluing, printing, filling? Which material/s and why have you chosen it for your package?

#### Graphical Design

Describe the graphical design and the logo of your brand.

#### Drawing

If it fits on this page, add the drawing of your package. If not add it on the next page.

#### Attachments

Add as many pictures you would like in the following pages, but remember that you in addition to your prototype also have the film and the PowerPoint presentation to build your case.

### Film

Maximum length 90 seconds, preferably 60 seconds

File format: \*.mp4, \*.mov, \*.avi, \*.wmv

It's your (as applicants) responsibility to make sure you have the rights to use any music, scenery, images etc. featured in the film.

The example showcased on the website is 67 seconds, 119 MB filmed with an iPhone 5s, end-text added in iMovie. Please feel free to be creative!

### Presentation

Produce a digital presentation of your packaging concept (PowerPoint or similar). The presentation should include a clear demonstration of the overall different features. If you make it to the final, you will have about 3-5 minutes on stage so keep it short.