



## Guidelines for project documentation

This document describes which content (besides prototypes) we expect you to deliver for this year's PIDA. We have also added an example of One-Pager by using the "Ekitai Sake-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 awaken the senses 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 this packaging 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.





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## Film

Maximum length 90 seconds, preferably 60 seconds  
File format: \*.mp4, \*.mov, \*.avi, \*.wmv

The films can preferably be filmed by using your mobile phone and for example end-text added in iMovie. Keep the size down to a maximum of 100 MB.  
Please feel free to be creative!

For film inspiration have a look at our Gallery: [pida.billerudkorsnas.com/en/PIDA/Gallery/](http://pida.billerudkorsnas.com/en/PIDA/Gallery/)

Film (max. 90 seconds long). **Note: Most music and pictures has copyrights, and must not be used without permission. Make sure to secure user rights before including protected content in your application material.**

## 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, this will be the presentation to use and you will have about 3-5 minutes on stage, so keep it short.