



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 awakened 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.

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 minimum of xxx MB. Please feel free to be creative!

For film inspiration have a look at our Gallery:
pida.billerudkorsnas.com/en/PIDA/Gallery/

Film (max. 90 seconds long). **Note: Most music and pictures are copyrighted, 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.