



**Creative Design & Innovation**

**Term 3 (2017 – 2018)**

**Summative Assessment**

**Grade 12**

**(General & Advanced)**

		
 <p><a href="http://www.almanahj.com">www.almanahj.com</a></p>		
<p><b>Sustainable Packaging and Design</b></p>		



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION

## Grade 12 – Sustainable Packaging and Design

Problem - How can packaging be designed in a way to be more sustainable and environmentally friendly?

**PART 1 (10 marks) – Unit 2 from Grade 12 textbook alongside PowerPoint slides provided should be used for reference.**

Produce an annotated **visual** information sheet on **sustainable packaging** and **design before** WEEK 8.

- **Choose a packaging** to study and give your project a **title**.
- Explore the **environmental** and **sustainable advantages and disadvantages** of the packaging.
- Explore the **design** of the product under the **ACCESSFM** framework.
- **Present the information** in a **visually pleasing manner**.
- Make a **recommendation** if it is a **sustainable success or failure** and explain **why**.

**PART 2 (20 marks) – use the next page for this task.**

Design a packaging for the product below.

The packaging you design should be **sustainable** and **environmentally friendly**.

The packaging **design** should also show consideration for the **ACCESSFM** framework.

Please represent your idea by using a combination of **notes** and **sketches** to explain.

The packaging should have a **secondary function** to make it **reusable** by the **target market** when in use.

A	Aesthetics
C	Customer
C	Cost
E	Environment
S	Safety
S	Size
F	Function
M	Materials



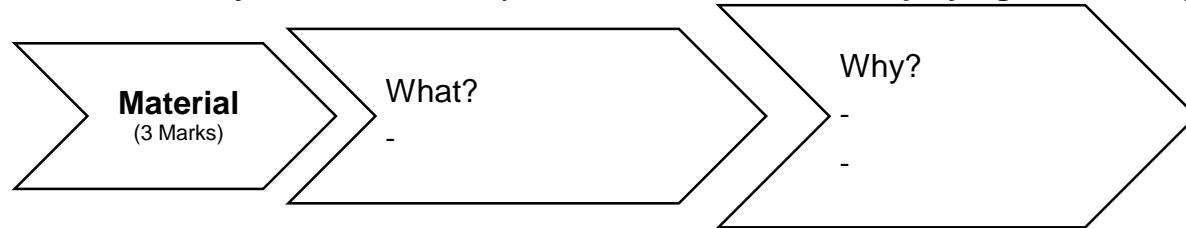
Images taken from [www.ideas.lego.com](http://www.ideas.lego.com)



Shown in the picture is a **Space Exploration Rover** designed for **children**. Design a **suitable packaging** for this product – use **3D sketches, rendering** and **annotations** to explain your idea. Use **annotations** (ACCESSFM) to explain **5 ways** of how your design is **sustainable** and **environmentally friendly**

The packaging should have a **secondary function** whereby the **child** can **use it** when **playing with the toy**.

**Target Market**  
(2 Marks)



How will your packaging **appeal** to its audience?

- \_\_\_\_\_

(Sketch showing detail)

How does your design consider **safety** for the user?

- \_\_\_\_\_

(Sketch showing detail)

Sketch and explain your packaging design below

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(15 Marks)

STUDENT -

SCHOOL -

GROUP -