

3Doodler[®] EDU

Design Challenge



Packaging, Protection and Personality

Participant's Guide

🚩 The Challenge

Using your 3Doodler and plastic strands, create a package or case that both:

1. Protects an egg from a three-foot drop
2. Reflects your client's personality through design

📅 Challenge Organization

📝 Notes

📷 Challenge Documentation

Take photos & videos of your process using a camera. Document what to do and what not to do. Share your experience with the online community using #3DoodlerEDU!

Challenges are organized into 50-minute periods so they can fit into a traditional classroom structure, or be combined into a single workshop with breaks in between activities. This Challenge is designed to have participants work in short sprints to quickly explore the concepts.

🖥️ Class 1: Investigate, Design & Build

🕒 Total Time: 50 min.

🔍 Investigate (🕒 15 min.)

Step 1: You and your teammate will be given an egg for which to create a protective package. Study the shape, size, material and qualities of the egg's shell.

Step 2: Decide who you are designing for and discuss the design's purpose.

Consider the following questions:

- Who is the "client" you are designing the package for: a friend, a parent?
- What is the best way to present the egg?
- How will the egg sit in the case?
- How can receiving an egg become a special experience?
- Will the package hide what's inside or will it tell a story about the egg?
- What is the cultural, historical or metaphorical meaning of the egg?

Step 3: Take some time to discuss with your partner and write down your ideas.

✍️ Design (🕒 15 min.)

Step 1: Draw out the design of a case for your egg.

Step 2: Use the 3Doodler to test out which colors go well together and correspond with some of your design ideas. Do not start building your design yet.

While designing, consider the following:

- In how many pieces will the package be made?
- How will it open and close?
- What shape will it take and how big will it be?
- Will you have a logo or special decoration for your package?
- How will the case protect the egg if dropped from a table to the floor?

Step 3: Plan out the number and color of plastic strands you will need and which tasks each team member will accomplish during the building phase.

✂️ Remember to Snip Those Ends

We recommend pliers or scissors for snipping plastic ends. Make sure to keep your plastic ends clean to prevent clogs and jams. Snip plastic after removing it from the 3Doodler pen to make sure it's clean for the next time.

Lined area for taking notes.

🧱 Build (⌚ 20 min.)

You will have twenty minutes during Class 1 and 30 minutes during Class 2 to complete your package. Begin Doodling using the plan and materials you gathered during the previous step.

📝 Notes

🖥️ Class 2: Build (cont'd), Present & Reflect

⌚ Total Time: 50 min.

🧱 Build (cont'd) (⌚ 30 min.)

Step 1: Complete your case build using the 3Doodler pen and plastic strands.

Step 2: Test your case to make sure that 1) the case can fit your egg and 2) the case can be dropped to the floor without breaking apart. **Note: Do not put the egg in the case before dropping. The eggs are for measurement and fit purposes only.**

🗣️ Present (⌚ 15 min.)

Step 1: Now it's time to present your case. Take five minutes to prepare with your teammate. Create a story about the package and the egg inside.

- Who is the case for?
- How do the colors, logos or designs represent something special to the recipient?

Step 2: Demonstrate how the case protects the egg inside. The case can be tested by dropping it from a table top to the floor. Do you think the egg will stay intact, or will it crack? **Note: Do not put the egg in the case before dropping. The eggs are for measurement and fit purposes only.**

Step 3: Take turns presenting your cases and dropping them in front of the group.

Step 4: Use the feedback model of "I Like, I Wonder, I Wish" when reviewing each other's cases. Don't forget to take pictures or video to document your challenge.

🗣️ Reflect (⌚ 5 min.)

Consider the following questions and write down your reflections:

- What do you like about your design?
- What would you change about the design?
- If time and space permits, test your case drop outside or in a safe area, with the egg inside. Did the package keep the egg safe?
- Did your client get what he/she wanted? How will you know?

🔗 More Information:

For further information and inspiration about package design, visit:

- <https://designschool.canva.com/blog/packaging-design/>
- <http://www.pdmfoam.com/index.html>
- <http://glbc.com/products/protective-packaging-design>
- <http://goo.gl/0Stxud>

🖼️ Images:

Cover Page: <https://goo.gl/twCxBt>

Fig.1: <https://goo.gl/Fq9jJQ>

Fig. 2: <http://photo.torange.biz/16/16487/HD16487.jpg>

Fig. 3: https://c2.staticflickr.com/4/3697/19461516766_8379a0f2d7_z.jpg