

Past packaging

Individual and Group

Time: Two lessons and one homework exercise

Purpose

Students are encouraged to put the problem of packaging waste into a historical/social context.

Background to the task

Collect information from older generations and compare how products are packaged now compared to how they used to be packaged in the past.

Carrying out the task

Images of 'old-fashioned' packaging methods would be beneficial.

Lesson one

- Introduce the concept that packaging has changed over a period of time and brainstorm current understanding.
- Talk about the best ways of collecting information e.g. primary research (surveys). Families are a good source of information.
- The task is to prepare a suitable questionnaire to facilitate the collection of information from three generations.

Homework

Collect primary research information from families.

Lesson two

- Look at the information that has been collected and establish the patterns, which have been observed.
- Use this information to predict where the future of packaging may take us if designers do not change the way products are packaged.
- Look at examples of effective packaging (research page in 'Less is More') in order to see how designers have made a positive improvement. A classic example is the Nike shoebox. Nike re-designed their shoeboxes to avoid the use of glues. They reduced their 18-shoebox styles down to two streamlined designs. No solvents or heavy metal links are used in their production, which means they are easier to recycle and the entire card comes from recycled sources. From this exercise students should be able to conclude that designers can make a positive impact and can achieve this by clever use of materials and clever design to allow for material reduction.
- Predict a more positive future when designers have changed the way products are packaged.
- Use this as a basis for design and make activities.