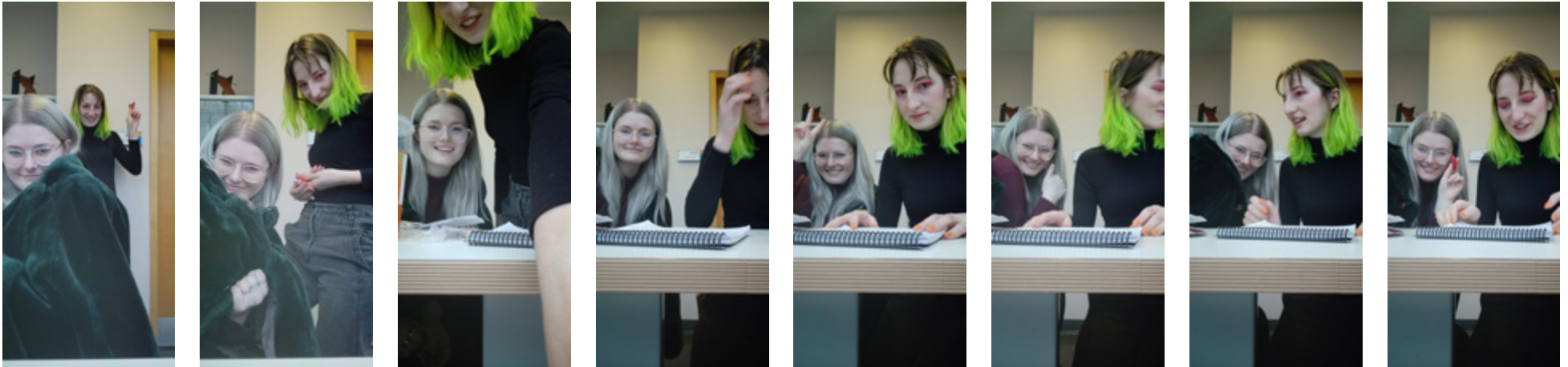
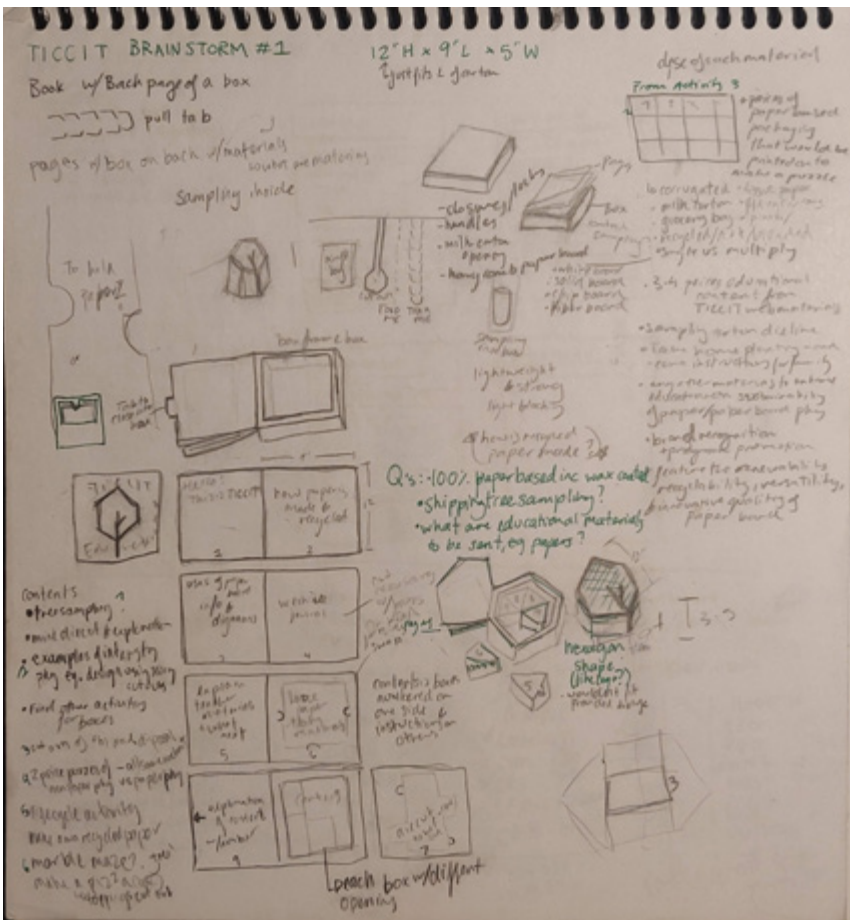


The Story of Laura & Dorotea Participating in the Student Design Challenge 2020



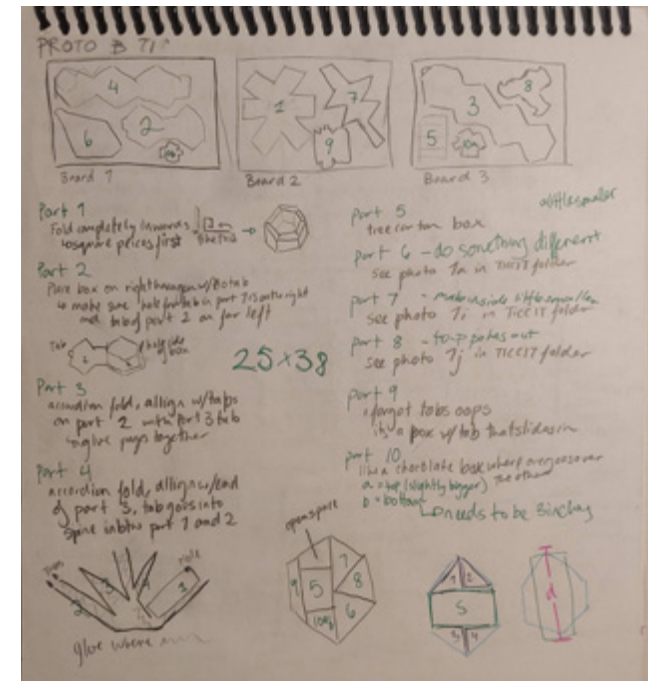
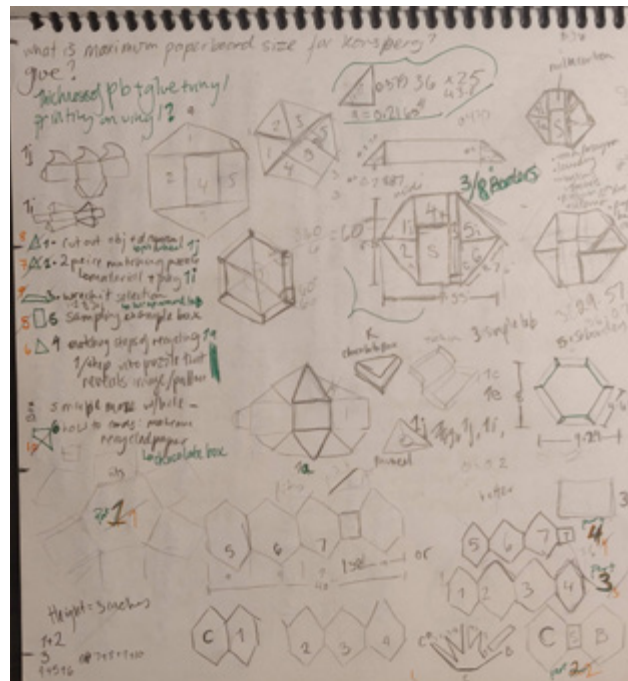
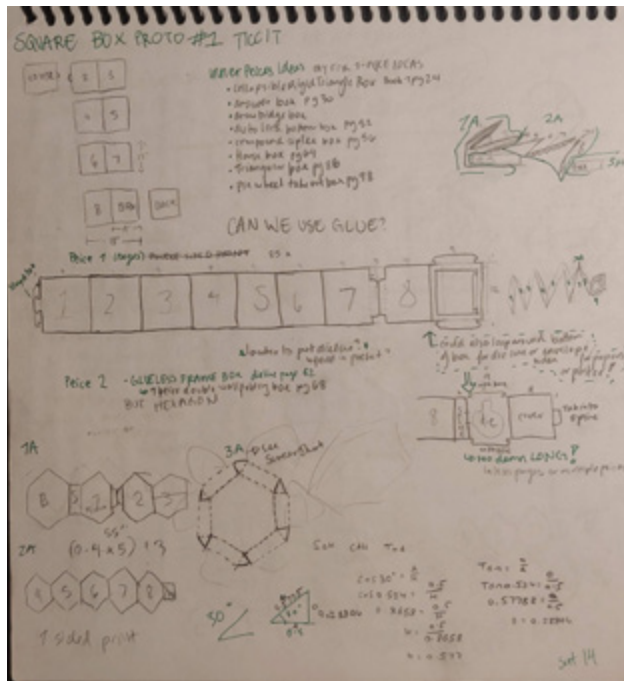
Our break from brainstorming



Initial Brainstorm

We got together at our programs building on January 28th 2020 to tackle what the design brief was about, what we needed in our design and then discussing approaches on how to start. We had lots of ideas but this was when we came across our hexagon box and booklet idea. We also got distracted with a camera remote and took selfies :)

My sketchbook from this day



Sketchbook pages



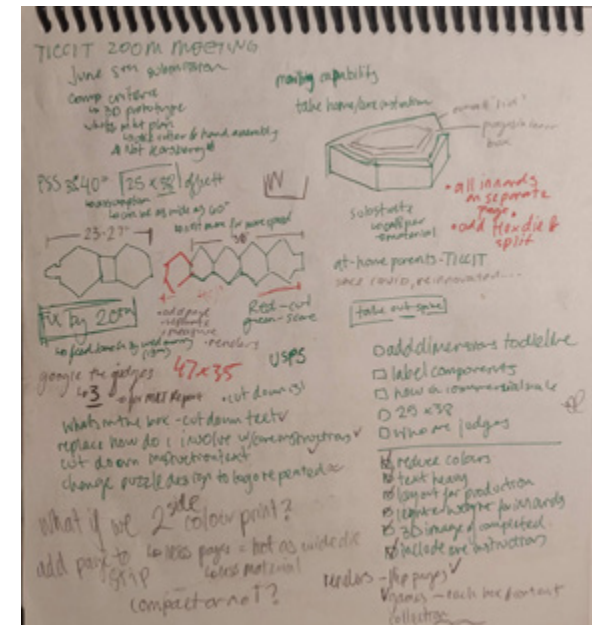
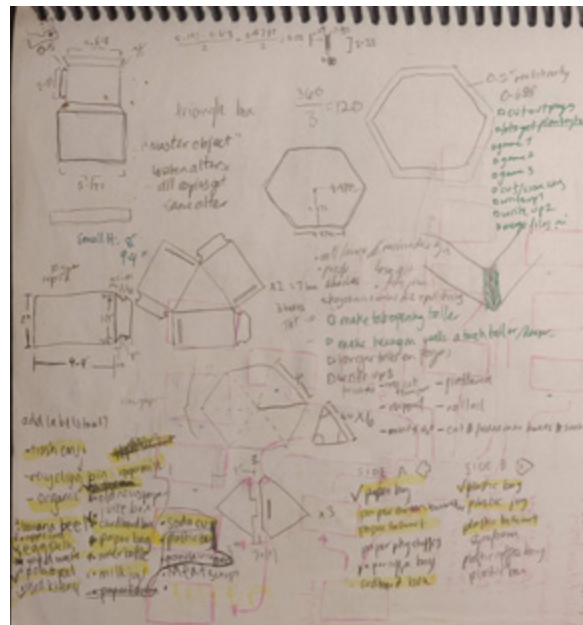
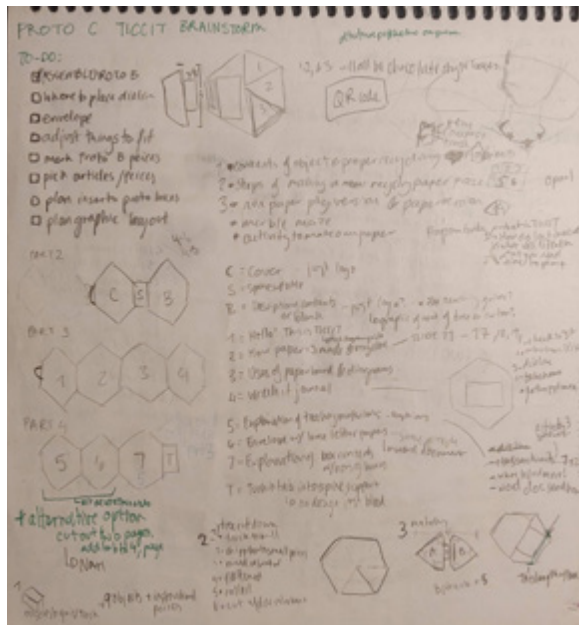
Our first and only prototype created at our university labs



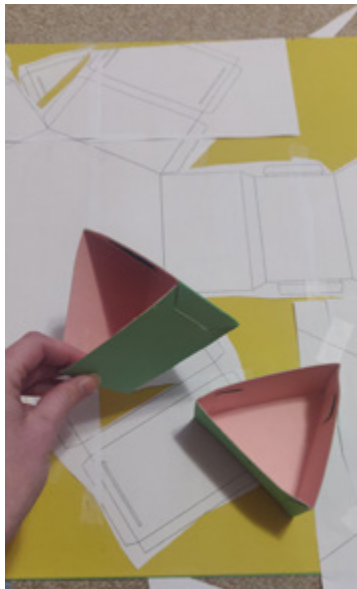
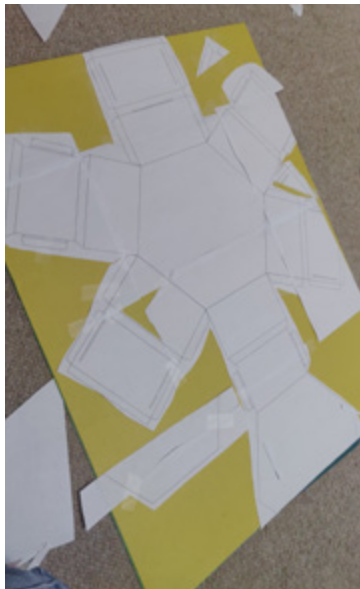
Making Our First Prototype

By this time Dorotea was already starting her exchange in Stuttgart, Germany. But distance does not make this team any weaker. Thanks to our distribution of responsibilities, expectations and excellent communication we persevered.

At this point we were designing with a lot of optimism. This prototype included 5 parts in the box (in addition to the sapling box), each with a unique box style to display the variety of paperboard. We decided to cut this out for a cleaner design. This version also included many more pages in the booklet, which we omitted due to unnecessary complication.



Sketchbook pages



The DIY Prototype

Finalizing Our Entry

The pandemic hit, the exchange was short lived and university labs were closed but we still had a package to design. We have narrowed the scope of what we want our design to excel and focused on those parts. This allowed us to try and maximize the sustainability in our design by making all the boxes glueless. We finalized the three games to include in our box and made the decision to include an extra sampling carton.

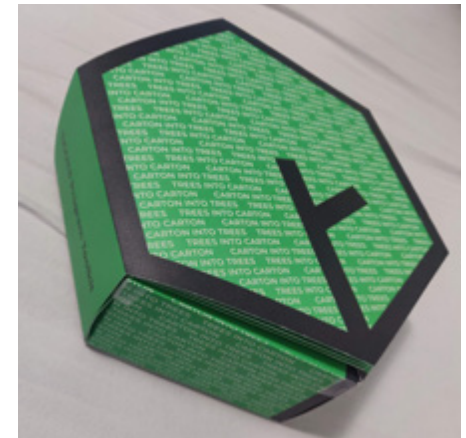
Due to the closure of the labs, Dorotea made a prototype by taping two peices of paperboard together and hand cutting them on her bedroom floor. You can find a timelapse video of this process in our virtual booth.

Visualising Our Entry

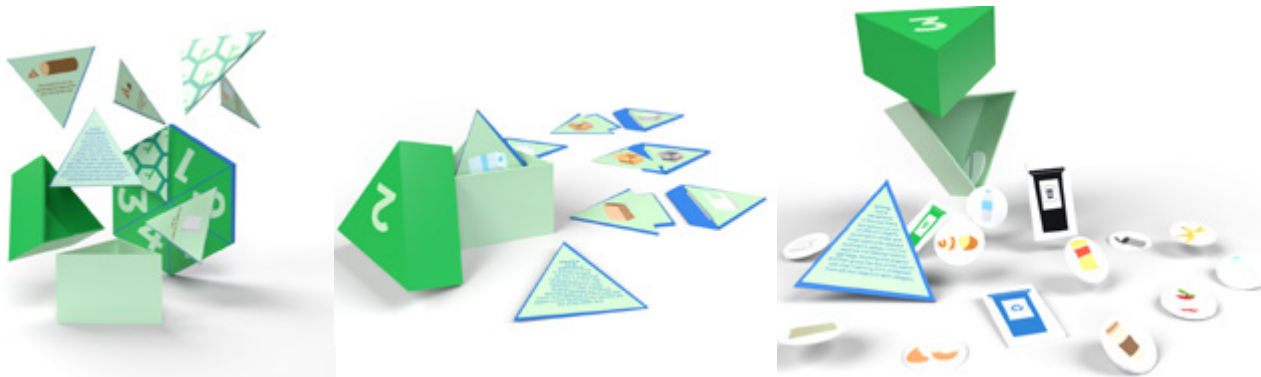
It was not until a few days ago that we were able to get our hands on a physical prototype of our entry to this competition. Up until then our vision was only brought to life via these 3D renders.



Digital Renders of The Education Crate



Photos of our first full prototype



The three games we included in our design

