



# 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.

## Presentation

Since PIDA is going digital for 2021, the student presentations need to be pre-recorded and attached when applying for the competition online. The format for the presentation is to be a slideshow with a voiceover.

### Key points for the presentation

- Presentation length is set to maximum 3 minutes. This counts for the presentation + the film clip that is to be added in the end (added by students before applying)
- Start the presentation with a group picture of team members and the project name
- Use 16:9 format
- Make sure to use royalty free material in your production, music + pictures

Use guideline video as reference: <https://youtu.be/wSyAINOCCik>

## 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 awaken 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 maximum of 150 MB. Please feel free to be creative!

For film inspiration have a look in our Gallery at: [www.billerudkorsnas.com/pida](http://www.billerudkorsnas.com/pida)

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.**