



**11<sup>th</sup> Annual Student  
Corrugated Packaging  
Design Competition**

**ASSOCIATION OF INDEPENDENT CORRUGATED CONVERTERS**  
[www.aiccbox.org](http://www.aiccbox.org)

# THIS IS YOUR CHANCE TO TURN HEADS

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## AND GET THE RECOGNITION YOU DESERVE FOR YOUR TALENT



You've worked hard on your design projects all year long, and now is your chance to get the recognition you deserve. It's time to enter **AICC's 11<sup>th</sup> Annual Student Corrugated Packaging Design Competition**, which honors the best student designs entered in three distinct categories and allows AICC members a glimpse of what's in store for the future of the corrugated packaging industry.

Entry into this year's student competition will provide you with the best opportunity to show off your talent and creativity to corrugated packaging and display professionals from around the world, in person at the AICC 2010 Annual Meeting, electronically on our interactive website, and the winning teams or students will be eligible to participate for cash prizes during the International Corrugated Packaging Foundations live Careers in Corrugated Teleconference in the ICPF's annual "Best of the Best" Run-Off Competition.

Here, first and second-place winners in two categories – "Design to an Opportunity" and "Open Design" – compete for the top cash prizes up to \$6,250 during ICPF's annual Careers in Corrugated live broadcast to packaging, graphic design, business and other college & university schools across the US and Canada. Industry leaders will serve as judges for this event – another outstanding resume-building opportunity for you! ICPF also offers assistance to all student team participants in acquiring local internships in the corrugated packaging and display industry. Students should e-mail [info@icpfbox.org](mailto:info@icpfbox.org) today indicate their interest in corrugated internships.

## ENTER YOUR BEST CORRUGATED DESIGNS

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### AND COMPETE FOR CASH PRIZES, TRIPS, AND MORE!



In addition to the recognition and experience you'll receive from entering the student competition, you will be competing to win cash prizes, an all-expenses paid trip to Baltimore, MD in October, and the chance to go on to compete for more cash prizes and a grant for your school.

Are you up for a friendly competition against other packaging schools? Students from packaging schools in the U.S. and Canada have competed each year in AICC's Annual Student Competition ... and won!

Packaging and graphics communications students from California Polytechnic State University at San Luis Obispo in California, Humber College & Mohawk College in Canada, Clemson University in South Carolina, Michigan State University in East Lansing, University of Wisconsin-Stout in Wisconsin and Appalachian State University in Boone, North Carolina, have all competed and won the top prize – an all-expense paid trip to AICC's Annual Meeting – and a chance to display their winning entries at the annual meeting and meet and network with the industry's top leaders. A number of these students have also found exciting careers in the corrugated industry through these networking opportunities. So it pays to win in a number of ways!

# PREPARE YOUR WINNING DESIGNS TODAY

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DEADLINE: Friday, June 18, 2010

Don't miss your chance to get the kudos you deserve, meet the right people in the corrugated industry, and win big! This type of opportunity only comes once a year! Use the enclosed entry forms to compete in this year's competition or download them from [www.aiccbox.org](http://www.aiccbox.org).

## COMPETITION DETAILS TO KNOW

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### CATEGORIES, PRIZES AND MORE

AICC is offering students three distinct categories to enter. Please read the category objectives carefully when determining which category to enter. And remember that only the first and second place winners in the first two categories ("Design to an Opportunity" and "Open Design") will compete in the ICPF teleconference competition. The categories are:

- Category One: **DESIGN TO AN OPPORTUNITY**
- Category Two: **OPEN DESIGN**
- Category Three: **CORRUGATED AS ART**

Within each category, AICC awards three levels of cash prizes: first place, second place and third place. In addition to the cash prizes, the first place winner or team leader in each category is invited to join AICC at its Annual Meeting, all-expenses paid. The winners will be honored on stage at the General Session and are welcome and encouraged to attend all the sessions and networking events held in conjunction with the meeting. The AICC 2010 Annual Meeting is being held – October 6-8 at the Hilton Baltimore in Baltimore, MD. The AICC 2010 Annual Meeting is being held in conjunction with AICC/TAPPI Corrugated Week 2010.

All winners will also receive a distinctive plaque, and their winning entries will be displayed at AICC's 2010 Annual Meeting in Baltimore.

#### **FIRST PLACE \***

\$500 cash prize PLUS an all-expense paid trip to the AICC 2010 Annual Meeting, October 6-8 2010 in Baltimore, MD

#### **SECOND PLACE \***

\$250 cash prize and a distinctive plaque for permanent display

#### **THIRD PLACE**

\$150 cash prize and a distinctive plaque for permanent display

**\* PLUS!** The first- and second-place winners in **Category One: Design to an Opportunity** and **Category Two: Open Design** are eligible to compete in ICPF's "Best of the Best" Run-Off Competition held during its annual live teleconference briefing to packaging, graphic design, business and other college and university schools across the US. All student team participants will be winners. The top prize is \$1,500 and a \$2,500 grant to the winner's school for its corrugated design curriculum. Other prizes are as follows: second place is \$1,000; third place is \$750, and fourth place is \$500. The date for the teleconference briefing to be held in early 2010 will be announced to schools soon.

# CATEGORY ONE: DESIGN TO AN OPPORTUNITY

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## STRUCTURAL BASED CATEGORY (Graphics Optional)

**Customer: Large High Profile Cosmetic Company**

### **Design Challenge:**

Create a Counter Display using corrugated material to hold 2 products of different sizes for a high-end fragrance.

### **Design Specifications:**

- Display is to hold 6 large products and 12 small products
- Maximum size of completed display cannot exceed 16" wide x 12" Deep x 14" High (outside size)
- Include a master shipper (with fillers if required)
- Product is fragile and must be protected during shipping
- Must have areas dedicated for communication / graphics placement
- Special consideration will be given to designs using unique shapes and innovative use of corrugated material

### **Product Details:**

- Product Description: 2 sizes of fragrance bottles in triangular shaped boxboard cartons. CAD files are available to cut and assemble product samples. (please contact AICC to receive the files electronically or visit the website at [www.aiccbbox.org/student](http://www.aiccbbox.org/student))
- Box #1 (Large) –
  - 4.5" x 3" x 2.625"
  - 20pt carton
  - Product Weight Each ( 0.5lbs)
- Box #1 (Small) –
  - 3.5" x 2" x 1.75"
  - 20pt carton
  - Product Weight Each ( 0.3lbs)

### **Requirements:**

The design will need to include the following requirements:

- Protect product throughout the warehouse and distribution cycle.
- Effective promotional display to be visually pleasing at retail.
- Minimize "carbon" foot print
- Display must be made only with corrugated materials

### **Optional Requirements:**

- Concept graphics for package can be included

**Some additional points to consider:**

Did you keep your packaging costs low with a minimum of material usage?

Will the package survive rigorous handling at distribution centers and through transport and still be able to promote product.

What innovations did you achieve in your design?

**Judging Criteria / Judging Points:**

The counter display will be judged on the following criteria:

- Design meets all specifications as outlined above
- Quality of construction (cutting, scoring, fit, etc.)
- POP appeal and impact
- Complexity / Ease of "Real World" application
- Product protection

**Be sure to include the following with your entry:**

Provide a detailed narrative with your entry describing your approach to solving this problem.

Provide detailed CAD drawings with material specification used.

Provide a completed sample of your design for judging.

**PRIZE ALERT:** The first and second place winners in Category One: Design to an Opportunity will be eligible to compete for additional cash prizes and a school grant in the International Corrugated Packaging Foundation's (ICPF) live satellite broadcast to be held in early 2011.

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# CATEGORY TWO: OPEN DESIGN

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## GRAPHICS-BASED CATEGORY

### Objective

Design and print a corrugated structure that solves any problem of your choice. The project can be a container or structure that would serve a commercial purpose. You must design the die line and graphics for the project and print the project. This project must be convertible on existing production equipment and have some marketable purpose. Please choose one of the following subcategories:

◇ **Line and/or Screen Art**

Any colors can be used including process colors (i.e., line art using screen tints to add or create new colors)

◇ **Screened Images**

Any colors can be used including process colors. Emphasis will be placed on the use of images from transparencies or reflective copy (i.e., photographs or slides). Image examples can include: duotones, posterizations, halftones, tritons, mezzotints, stochastic, halftones with spot color.

◇ **Process Color / Modified Process Color**

Emphasis will be on color separations from transparencies or reflective copy. Images should be of real items that have been photographed conventionally or digitally (i.e. photos, slides, art reproductions that have been photographed).

### Project Checklist

The following are some items that should be emphasized and discussed when describing your project in your written essay:

- Written description of project with list of equipment used
- Die line
- Communication message
- Project graphics with emphasis on full coverage quality, line quality, screen reproduction quality, and/or process color quality of halftones
- Design to converting equipment (i.e., registration tolerance fits the equipment tolerance)
- Color-to-color registration
- Print-to-cut registration (fit to die line)

**PRIZE ALERT:** The first and second place winners in Category Two: Open Design will be eligible to compete for additional cash prizes and a school grant in the International Corrugated Packaging Foundation's (ICPF) live satellite broadcast to be held in early 2011.

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# CATEGORY THREE: CORRUGATED AS ART

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## STRUCTURAL-BASED CATEGORY

### **Objective**

Design anything of your choosing out of corrugated. The final product must be one of a kind and not commercially reproducible (no production run possibility). You do not need to print this project. Judging emphasis will be on the project's creativity and innovation. You are also strongly encouraged to note what your motivation was in designing/creating this project, why corrugated was used, and how its unique features contributed to the design of this piece.

### **Project Checklist**

The following are some items that should be emphasized and discussed when describing your project in your written essay. \* Please note that judging emphasis will be placed on the quality of the criteria items marked with an asterisk.

- Written description of project \*
- Uniqueness and creativity of idea \*
- Graphics (if applicable)
- Communication message

# COMPETITION ENTRY GUIDELINES

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## PLEASE REVIEW BEFORE ENTERING THE COMPETITION

### ELIGIBILITY

1. The AICC Annual Student Corrugated Packaging Design Competition is open to individual students enrolled in one or more packaging courses at colleges, universities, and/or technical schools and who are at the freshmen, sophomore, junior level (or teams consisting of all freshmen, sophomores or junior combination) at the time of entry. **Fourth and Fifth year seniors may participate on a team however, the team must consist of at least 50% of freshman, sophomore or junior combination. Graduate students are not eligible to enter the competition.**
2. For an entry to be eligible, it must be constructed, developed, and/or manufactured using corrugated as the primary medium. It must also fit the criteria as described in each category description. AICC reserves the right to disqualify an entry that does not meet the criteria of the category it has been submitted into and/or to reassign an entry to another category.
3. Students may submit as many entries into the competition as desired; there are no limits.
4. Entries and entry forms must be received at AICC Headquarters by **Friday, June 18, 2010**. Entries received after this date will be considered on a case-by-case basis.

### INFORMATION REQUIRED TO ENTER THE COMPETITION

For an entry to be eligible, the following must be completed in full and submitted to AICC Headquarters by the deadline:

- Student and School Information Form (must be complete)
- Team/Group Project Information Form (if applicable) \*
- Entry Information Form (for each entry submitted)
- Written Essay

\* Complete the Team/Group Project Information Form only if your entry was designed and/or produced by a team or group of students. See the STUDENT TEAM ENTRIES section below for more information.

### JUDGING

1. Student entries will be judged in late Summer 2010 by a panel of industry experts who make up the AICC Package Design Competition Committee.
2. Entries will be judged in accordance with the judging criteria listed on each category information form.
3. Heavy emphasis will be placed on the student's written essay describing the project.
4. AICC will notify student winners and their student advisors via email after the judging has taken place. A follow-up letter will be sent to the student winners at their local address confirming their awards and if the student or team has won first place, an invitation to the student or team leader to attend the 2010 Annual Meeting in Baltimore will also be included.

## **AWARDS & PRIZES**

1. Within each category, AICC awards three levels of cash prizes -- first place (\$500), second place (\$250), and third place (\$150) – as well as awards plaques commemorating the student’s participation in the competition.
2. The cash prizes are not considered to be scholarships and as such, use of the cash prize is at the discretion of the student winner.
3. The first place winner in each category is invited to join AICC at its Annual Meeting, all-expenses paid. In 2010, the AICC Annual Meeting will be held at the Hilton Baltimore in Baltimore, MD.
  - a. AICC will make the hotel and airline travel arrangements for the winners after consulting with the students about schedules and airline preferences.
  - b. AICC will provide student winners with a per diem (daily allowance) for meals and other incidentals that can be used at their discretion.
4. The first- and second-place winners in Category One: Design to an Opportunity and Category Two: Open Design will be eligible to compete in ICPF’s “Best of the Best” Run-Off Competition held during its annual live Careers in Corrugated Teleconference to packaging, graphic design, business and other college & university schools across the US. The top prize is \$1,500 and a \$2,500 grant to the winner’s school for its corrugated design curriculum. Other prizes are as follows: second place is \$1,000; third place is \$750, and fourth place is \$500. Visit [www.careersincorrugated.org](http://www.careersincorrugated.org) for the announcement of the date of the 2011 International Careers in Corrugated teleconference.
5. An awards plaque will also be sent to the schools of the competition’s winners, commemorating their role in the student’s participation in the competition.

## **STUDENT TEAM ENTRIES**

1. When an entry has been designed and/or produced by a team of students, the team must designate a team leader to represent the group and its entry. This decision is to be made by the team members, not AICC. The team leader will:
  - Represent the team and its entry.
  - Be invited to attend the AICC 2010 Annual Meeting in Baltimore should the team’s entry be awarded first place in its category.
  - Be invited to participate in the ICPF Annual Live Teleconference “Best of the Best” program should the team’s entry be awarded first or second place in either Category One: Design to an Opportunity or Category Two: Open Design.
2. Student team entry submissions must also include a completed Team/Group Project Information Form that provides identification information about the other students who worked on the entry.
3. If an entry submitted by a student team should win in the AICC competition, the prize money will be split equally among the team members. For example, if an entry submitted by a team of four students wins first place, the students will share equally in the \$500 prize, with \$125 awarded to each student.

4. If an entry submitted by a student team should win in the AICC competition, the students on the team will each receive their own awards plaque commemorating their participation in the competition.
5. All team members **MUST** be identified on the entry form in order to be considered part of the team. If a team member is **NOT** identified on the entry forms and the team wins, they will not receive a portion of the winning prize money or a plaque.

### **ENTRY SAMPLES**

1. An entry sample is required for each submission in order to be eligible for the competition.
2. Winning entry samples will be displayed at the AICC 2010 Annual Meeting in Baltimore, MD - October 6-8, 2010
3. All winning entries will be returned to the schools of origin only if **noted and requested** on the entry form. Important Note: Non-winning entry samples become the property of AICC and will not be returned.

### **SHIPPING YOUR ENTRIES**

1. Send your completed entry forms and entry samples to the following address:

AICC Student Design Competition  
113 South West Street, 3<sup>rd</sup> Floor  
Alexandria, VA 22314  
(703) 836-2422  
Attn: Cindy Guarino

2. Entries and all completed entry forms must be received at AICC Headquarters by **Friday, June 18, 2010**.

### **QUESTIONS**

Any questions about the student competition can be directed to Cindy Guarino or Laressa Gaitan at AICC Headquarters. Call toll-free (877) 836-2422 or contact by email at [cguarino@aiccbbox.org](mailto:cguarino@aiccbbox.org) or [lgaitan@aiccbbox.org](mailto:lgaitan@aiccbbox.org)

# “BEST OF THE BEST”

## AT THE INTERNATIONAL CORRUGATED PACKAGING FOUNDATION’S ANNUAL LIVE BRIEFING TO COLLEGE & UNIVERSITY STUDENTS & FACULTY

First- and second-place winners in the two categories for this year’s AICC Student Design Competition will have the resume-building opportunity to compete for a \$1,500 cash prize while also being broadcast live to packaging, graphic design, business and other college & university schools throughout the United States.



If you are a first- or second-place winner in the “Design to an Opportunity” or “Open Design” categories from AICC’s competition, you will be invited to participate in the International Corrugated Packaging Foundation’s (ICPF) annual Careers in Corrugated teleconference to the nation’s packaging, graphic design, business and other schools!

Team contestants will “show, tell, and sell” their winning corrugated entries as they might to a prospective customer.

The briefing will feature several top industry speakers. Then, the briefing

will go live to your school to hear you “pitch your winning entry” according to the presentation guidelines that will be provided to you in advance.

After all of the winners have given their presentations, the judges panel will select the best presentation and announce the top prize, \$1,500 cash, to the winner plus a \$2,500 grant for his or her school that must be applied to corrugated curriculum. The second-, third-, and fourth-place presentations will also receive cash prizes in the amounts of \$1000, \$750, and \$500 respectively.

Further, the first place winner’s school will receive a \$2,500 grant to advance its corrugated curriculum.

ICPF is cosponsored by the AICC and the Fibre Box Association (FBA).



# STUDENT AND SCHOOL INFORMATION

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PLEASE COMPLETE IN FULL AND RETURN WITH YOUR ENTRY

## STUDENT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ \* *please include a personal email address that you will still be accessing in the summer of 2010 so we can reach you with the results of the competition.*

Permanent Address: \_\_\_\_\_

*\*\*the permanent address you include will be the address your award plaque and award check will be mailed should you place in a category. If you do not have a permanent address or are not sure where you will be living in the summer/fall of 2010 please note this above and we will contact you via email prior to mailing any awards to your attention.*

Permanent Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Student Advisor Name: \_\_\_\_\_

Student Advisor Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman       Sophomore       Junior       Senior (4<sup>th</sup> year)       Senior (5<sup>th</sup> year)

What is your major? \_\_\_\_\_

**Note: You must indicate the class year for all the team members. Note that 4<sup>th</sup> & 5<sup>th</sup> year seniors may participate on a team however, the team must consist of at least 50% of freshman, sophomore or junior combination. Graduate students are not eligible to enter the competition.**

## SCHOOL INFORMATION

Advisor/Professor Name: \_\_\_\_\_

School: \_\_\_\_\_ Department: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Advisor Email Address: \_\_\_\_\_

## STUDENT TEAM ENTRIES INFORMATION (please complete if competing as a team)

Complete this section only if your entry was designed and/or produced by a team or group of students. A team leader / captain must be chosen to represent the team /group. Use the STUDENT INFORMATION form to provide information about the team leader / captain only and the following section to provide information about the remaining team / group members.

### STUDENT TWO:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Local (School) Phone: \_\_\_\_\_

Email Address\* \_\_\_\_\_ \* *please include a personal email address that you will still be accessing in the summer of 2010 so we can reach you with the results of the competition.*

Permanent Address: \_\_\_\_\_

*\*\*the permanent address you include will be the address your award plaque and award check will be mailed should you place in a category. If you do not have a permanent address or are not sure where you will be living in the summer/fall of 2010 please note this above and we will contact you via email prior to mailing any awards to your attention.*

Permanent Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman       Sophomore       Junior       Senior (4<sup>th</sup> year)       Senior (5<sup>th</sup> year)

What is your major? \_\_\_\_\_

### STUDENT THREE:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Local (School) Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ \* please include a personal email address that you will still be accessing in the summer of 2010 so we can reach you with the results of the competition.

Permanent Address: \_\_\_\_\_

*\*\* the permanent address you include will be the address your award plaque and award check will be mailed should you place in a category. If you do not have a permanent address or are not sure where you will be living in the summer/fall of 2010 please note this above and we will contact you via email prior to mailing any awards to your attention.*

Permanent Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

- Freshman       Sophomore       Junior       Senior (4<sup>th</sup> year)       Senior (5<sup>th</sup> year)

What is your major? \_\_\_\_\_

**STUDENT FOUR:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Local (School) Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ \* please include a personal email address that you will still be accessing in the summer of 2010 so we can reach you with the results of the competition.

Permanent Address: \_\_\_\_\_

*\*\* the permanent address you include will be the address your award plaque and award check will be mailed should you place in a category. If you do not have a permanent address or are*

*not sure where you will be living in the summer/fall of 2010 please note this above and we will contact you via email prior to mailing any awards to your attention.*

Permanent Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman       Sophomore       Junior       Senior (4<sup>th</sup> year)       Senior (5<sup>th</sup> year)

What is your major? \_\_\_\_\_

**STUDENT FIVE**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Local (School) Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ \* *please include a personal email address that you will still be accessing in the summer of 2010 so we can reach you with the results of the competition.*

Permanent Address: \_\_\_\_\_

*\*\*the permanent address you include will be the address your award plaque and award check will be mailed should you place in a category. If you do not have a permanent address or are not sure where you will be living in the summer/fall of 2010 please note this above and we will contact you via email prior to mailing any awards to your attention.*

Permanent Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman       Sophomore       Junior       Senior (4<sup>th</sup> year)       Senior (5<sup>th</sup> year)

What is your major? \_\_\_\_\_

# ENTRY INFORMATION FORM

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PLEASE COMPLETE IN FULL AND RETURN WITH YOUR ENTRY

Entry Name: \_\_\_\_\_

Entry Footprint (L x W x H): \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_

**I would like to submit this entry into (check one):**

- Category One: Design to an Opportunity
  - Category Two: Open Design
  - Category Three: Corrugated As Art
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**If you are entering Category Two, please check one of the following subcategories:**

- Line and/or Screen Art:** Any colors can be used including process colors (i.e., line art using screen tints to add or create new colors)
  - Screened Images:** Any colors can be used including process colors. Emphasis will be placed on the use of images from transparencies or reflective copy (i.e., photographs or slides). Image examples can include: duotones, posterizations, halftones, tritons, mezzotints, stochastic, halftones with spot color.
  - Process Color / Modified Process Color:** Emphasis will be on color separations from transparencies or reflective copy. Images should be of real items that have been photographed conventionally or digitally (i.e. photos, slides, art reproductions that have been photographed).
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**DEADLINE: Friday, June 18, 2010**

Complete both the Student and School Information Form and the Entry Information Form and send them in with your entry or project sample by the deadline date.

**On a separate sheet of paper, please describe your entry in a written essay.**

Refer to the category's information form for the criteria points that will be considered by the judges. Note that judging emphasis will be placed on your written essay.

Name: \_\_\_\_\_

School: \_\_\_\_\_