



2012 Student Corrugated Packaging Design Competition

ASSOCIATION OF INDEPENDENT CORRUGATED CONVERTERS
www.aiccbox.org

THIS IS YOUR CHANCE TO TURN HEADS

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 2012 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 2012 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" – Part I (structural) and Part II (graphics) – compete for cash prizes totaling up to \$3,750 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@icpfbbox.org today indicate their interest in corrugated internships.

ENTER YOUR BEST CORRUGATED DESIGNS

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 Atlanta, GA this October, and the chance to go on to compete for more cash prizes.

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, and Millersville University, have all competed and won. 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

DEADLINE: Friday, June 15, 2012

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.aiccbbox.org.

COMPETITION DETAILS TO KNOW

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" Part I & II will compete in the ICPF teleconference competition. The categories are:

- Category One: **DESIGN TO AN OPPORTUNITY – Part I (structural)**
- Category One: **DESIGN TO AN OPPORTUNITY – Part II (graphics)**
- Category Two: **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 2012 Annual Meeting is being held in conjunction with SuperCorrExpo 2012 – October 1-4 at the Georgia World Congress Center in Atlanta, GA.

All winners will also receive a distinctive plaque, and their winning entries will be displayed at AICC's 2012 Annual Meeting in Atlanta, GA.

FIRST PLACE *

\$500 cash prize, a distinctive plaque for permanent display PLUS an all-expense paid trip to the AICC 2012 Annual Meeting, October 1-4, 2012 in Atlanta, GA.

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 – Part I (structural)** and **Part II (graphics)** 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.

CATEGORY ONE: DESIGN TO AN OPPORTUNITY – PART I & II

This is a two-part real world design challenge and each component (structural and graphics) will be judged as separate entities.

- **Part I** will focus on structural design
- **Part II** will focus on the graphic design elements and can be illustrated through digital or other printing processes.

Structural Design Challenge (Part I)

Objective: Create a Retail Ready Package (RRP) for the 6 oz snack product (see product specs below) that does not require a master shipper

Product: 6 oz snack pouch (similar to the provided image), approximate product size 7-1/2" tall, 5" left to right, 2-1/4" front to back

Placement: Convenience stores – Grocery – Mass Retail

Shipping/Distribution Requirement: Best based on “stackability” and utilization of a 40x48 standard shipping pallet.

Material: Corrugated – Folding Carton – or a combination of both

Note:

- You can either purchase real items to include in display or design samples to include.
- Must have areas dedicated for communication / graphics placement. **Graphics and marketing components will be judged in Part II of the category (not required for part I).**
- Special consideration will be given to designs using unique shapes and innovative use of corrugated, folding carton material and/or sustainable products.

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?

Is your package/packaging “fully” sustainable and does it eliminate/minimize products or packaging that are not sustainable?

Judging Criteria - The 5 Easies:

The Easy Approach

In response to the considerable number of aspects involved in producing effective retail ready solutions, the ECR (Effective Consumer Response) workgroup has drawn together a set of functional guidelines to act as industry standards and ensure packaging solutions are not just 'shelf ready' but 'retail ready'.

Easy to Recognize

- Clear graphic recognition of product
- Clear position of brand / variant / size information

Easy to Open

- Clear opening instructions
- Secure retention of product during opening

Easy to Shelf

- Effective use of shelf space - size, depth and height
- How many consumer units per RRP Pack

Easy to Shop

- Brand, variant and size visible to shopper on consumer unit
- Shopper can easily remove and place back consumer units from RRP Pack

Easy to Dispose

- Handling after use
- No mixed material that cannot be separated

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 or, in the absence of CAD software, a hand-drawing.

Graphics Design Challenge (Part II)

Create and design the graphics for Part I of the Design to an Opportunity project

This is where you will have the opportunity to show off your creativity and marketing ability as you design the graphics for Part I of the design challenge project. Some additional things to include; fictitious product name and/or logo, as well as, graphics and product names for the various components within the design project.

You must design the graphics and print the project. 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).

- Digital Printing

Judging Criteria/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)

CATEGORY TWO: CORRUGATED AS ART

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

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 to be eligible for the ICPF “Best of the Best Competition. Graduate students are not eligible to enter the AICC or ICPF “Best of the Best” 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. You **MUST** fill out a detailed written description in order for the entry to qualify.
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 15, 2012**. 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 the summer of 2012 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 2012 Annual Meeting in Atlanta, GA 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 2012, the AICC Annual Meeting will be held at Georgia World Congress Center in Atlanta, GA.
 - 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 – Part I and Part II 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. Visit www.careersincorrugated.org for the announcement of the date of the 2013 International Careers in Corrugated teleconference.

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 2012 Annual Meeting in Atlanta, GA (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 Category One: Design to an Opportunity – Part I and Part II.
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 2012 Annual Meeting in Atlanta, GA – October 1-4, 2012.
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, 3rd 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 15, 2012.**

QUESTIONS

Any questions about the student competition can be directed to Cindy Guarino at AICC Headquarters. Call toll-free (877) 836-2422 or contact by email at cguarino@aiccbbox.org or 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” – Part I or II 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. The second-, third-, and fourth-place presentations will also receive cash prizes in the amounts of \$1000, \$750, and \$500 respectively.

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



STUDENT AND SCHOOL INFORMATION

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 2012 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 2012 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 (4th year) Senior (5th year)

What is your major? _____

Note: You must indicate the class year for all the team members. Note that 4th & 5th 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 2012 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 2012 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 (4th year) Senior (5th 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 2012 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 2012 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 (4th year) Senior (5th 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 2012 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 2012 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 (4th year) Senior (5th 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 2012 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 2012 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 (4th year) Senior (5th year)

What is your major? _____

ENTRY INFORMATION FORM

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 – Part I (Structural)
- Category One: Design to an Opportunity – Part II (Graphics)
- Category Two: Corrugated As Art

If you are entering Category One: Design to an Opportunity (Part II) 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).
- Digital Printing**

DEADLINE: Friday, June 15, 2012

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: _____