

Trade 40

Graphic Design

Project: Packaging

Duration: 4 Hours

Candidate Project Book

Station number

Level

Date

Mark

Instructions

Note: Be sure to read all instructions prior to commencing.

Competitors work alone. This is not a team event. The suggested time for this contest is four hours.

The purpose of the Graphic Design competition is to assess the competitors' knowledge and skill in graphic design by utilizing programs for page layout (e.g., InDesign), illustration (e.g., Illustrator) and image manipulation (e.g., Photoshop).

- Competitors must work independently throughout the contest period.
- The contestant will produce a specified project to acceptable standards as determined by the judges.
- Fifteen minutes of the competition period should be used as a Contest Problem Review Meeting. Competitors will be able to ask questions regarding the contest problem, approximately 30 minutes for process and completion of written rationale, then the remainder to complete the practical project. This is not a set time: if competitors choose to spend more time on their process they are allowed to, but the minimum is 30 minutes. They are also allowed to work on their rationale up until the end of the four-hour limit.
- Coaches will not be permitted to offer advice to their competitors once the contest materials have been distributed.
- Once work on the project begins, competitors are to work by themselves and not discuss the project with anyone but the judges.
- Competitors may ask questions during the project, but if the answer would provide you with an advantage over your fellow competitors, then such an answer shall not be given, unless the answer is given to everyone.
- The internet is not to be used.
- All work to be done on site.

Continued on next page..

Instructions (continued..)

The Practical Project: (85% of total)

You have about four hours to complete the project, at which time all work must stop. Time yourself accordingly. Please leave all your final files open on the computer, as we may need to access them for judging purposes. If you need to print files after the deadline, the co-ordinator will print them out for you. Remember to put your competitor number on each page of your work—in the actual file, so it can be identified as it comes out of the printer—and to save your work early and frequently. To avoid an overload of files queued at the printer, we suggest that you print only at major stages of your project, and to check the printer queue before sending your files. If you need help, ask the co-ordinator. You may ask questions during the project, but if the answer would provide you with an advantage over your fellow competitors, then such an answer shall not be given, unless the answer is given to everyone. We understand that you may not all have the same ability and training, therefore, you are only expected to do your best.

Process: (10% of total)

Brainstorming, sketches, drafts, written ideas on separate sheets of blank paper. Judges should be able to at least see considerations made for the target audience, idea exploration, and a relation between the competitor's process and the competitor's final solution.

Rationale: (5% of total)

A brief statement (approximately 150 words) describing your choices for your design solution. For example, why you choose a certain colour theme, a certain typeface, images, etc. Also state why you think your choices are the best in this situation.

Project Description

Background:

The Emperor's Chocolate Co., a leading manufacturer of premium chocolate products since 1852, is launching Peasants' Revolt, a new limited edition line of chocolate for three holidays in 2015: Valentine's Day, Easter Sunday and Christmas.

The Emperor's Chocolate Co. must launch the campaign by mid-November in order to promote their new product line. However, in order for their campaign department to move forward, the design department must finalize the packaging designs by mid-May.

Project:

For this project, your objective is to finalize the packaging design for the Christmas Edition. Keep in mind that The Emperor's Chocolate Co. decided not to use any photographs on the packaging, but illustrations. You, therefore, have to come up with illustrations that match your design (i.e., chocolate, props, patterns, background, etc.). The mood board is included for your inspiration (see page 9).

Target Market:

Women and men aged between 30 and 62 with a modest income. Peasants' Revolt is a chocolate for people who value and enjoy its artisanal qualities.

Required Elements

Packaging

- Text 1
- Product and Corporate Logos
- Certified Seals
- Nutrition Facts
- Barcode: At 100% size and 100% black
- Illustrations

Supplied Elements

- Text 1 (.doc)
- Product and Corporate Logos (.eps)
- Certified Seals (.eps)
- Nutrition Facts (.ai)
- Barcode (.ai)
- Packaging Dieline (.ai)

Technical Specifications

Packaging

- Colours: Process + 1 Spot colour for the dieline
- One-Sided
- Bleed: 0.125 inches
- Resolution: 133 LPI
- Final Trimmed Size: Supplied dieline

Other Specifications

- Accepted image saving formats for print: TIFF (one layer), PSD (one layer), AI, or EPS
- A factor value between 1.5 and 2 is accepted for the resolution of the images used in the final layout and the PDF file
- The RGB mode is not accepted in the final output
- The bleed value is the exact value without any tolerance

Production

For the Packaging you must provide:

- One untrimmed colour composite printout (including bleed, fold line, dieline, registration marks and document info)
- One assembled and glued packaging
- One press ready PDF (including bleed, fold line, dieline, registration marks and document info)
- One final folder for archiving including fonts, linked images, working files, final layout and PDF file

Content for Packaging (Text 1)

Holy Night—Burning Bright

Roasted Almonds

50% Cacao

Organically Grown | Fairly Traded

Vegan | Soy Free | Gluten Free | No GMO | No Artificial Flavours | No Emulsifiers

Net Weight 80g

Fresh from the Christmas market: a home-made almond nougat with roasted caramelized almond pieces in a dark milk chocolate with a cocoa content of 50% takes all the sweet and nutty taste memories on a carousel ride.

Taste of Ecuador

Peasants' Revolt chocolate is a delicious indulgence that makes an extraordinary journey. Plucked from organic trees near the Ecuadorian coast, our cacao beans are fermented, dried and brought to Switzerland, where they are meticulously roasted and conched into some of the world's finest cocoa products.

Nourishing Foodie, Farmer and Field

As committed food activists, we travel far and wide to bring you the world's most exotic, delicious, and sustainable foods. To understand our commitment to fair trade and learn what sustainability means to us, visit www.peasantsrevolt.com/trade

Ingredients

Raw Cane Sugar, Almonds(28%), Cocoa Butter, Cocoa Mass, Full Cream Milk Powder, Sweet Whey Powder, Butter, Whole Cane Sugar, Skimmed Milk Powder

Cacao: 50% minimum in the Mountain Milk Chocolate

Raw full milk from "Bok's Cow," organic farmers from Tyrol.

May contain traces of all types of nuts, peanuts, eggs, celery and sesame.

Distributed by The Emperor's Chocolate Co. Canada

Made in Switzerland

Best Before 21/06/2017

Product Logo



Corporate Logo



The Emperor's
CHOCOLATE CO.

Certified Seals



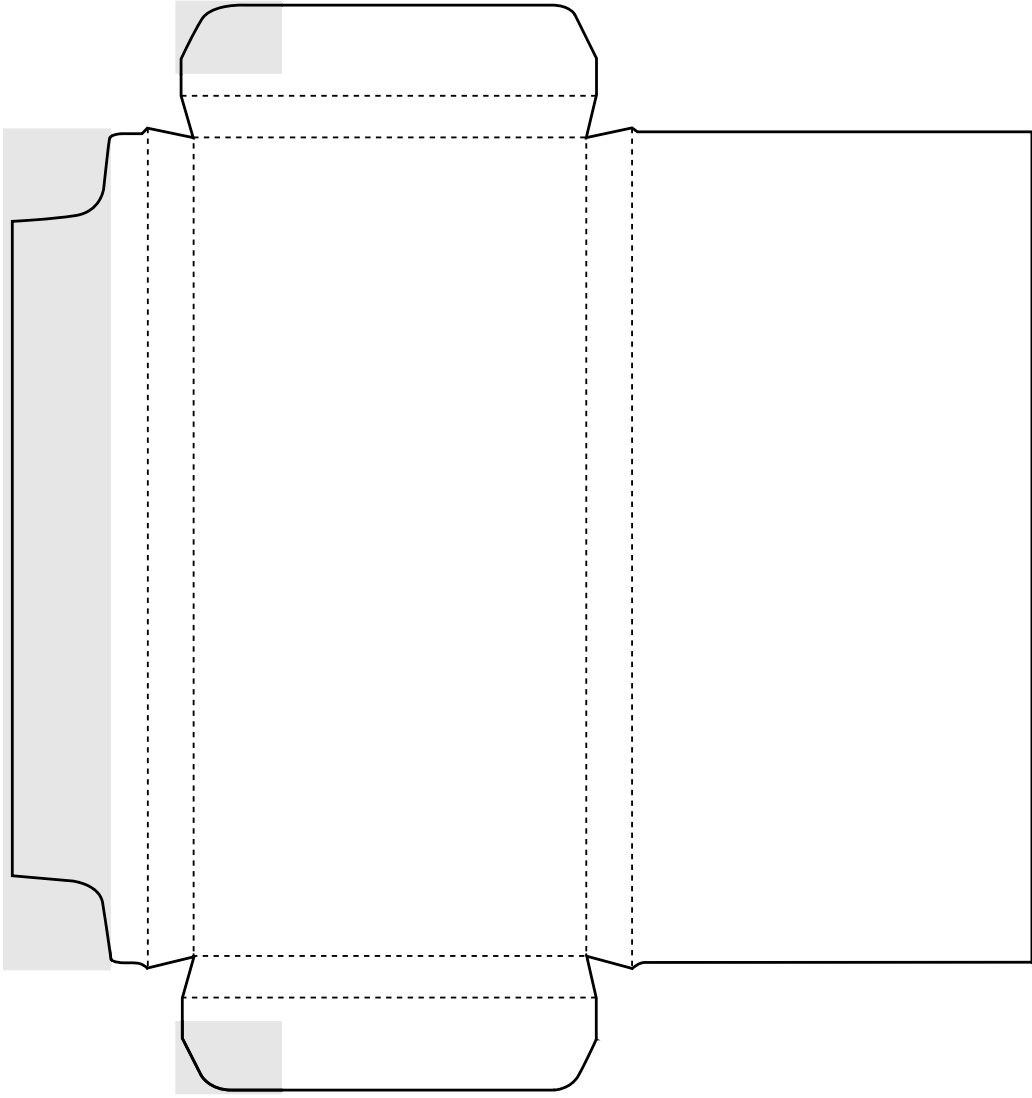
Nutrition Facts


Nutrition Facts	
Valeur nutritive	
Serving Size 5 sections (40g) Pour 5 morceaux (40g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 240	
Fat / Lipides 21g	33%
Saturated / Saturés 13g	65%
Trans / Trans 0g	
Cholesterol / Cholestérol 0mg	0%
Sodium / Sodium 3mg	< 1%
Carbohydrate / Glucides 14g	5%
Fibre / Fibres 5g	19%
Sugars / Sucres 6g	
Protein / Protéines 72g	
Calcium / Calcium 2% • Iron / Fer 50%	
Vitamin A 0% • Vitamin C 0%	

Barcode

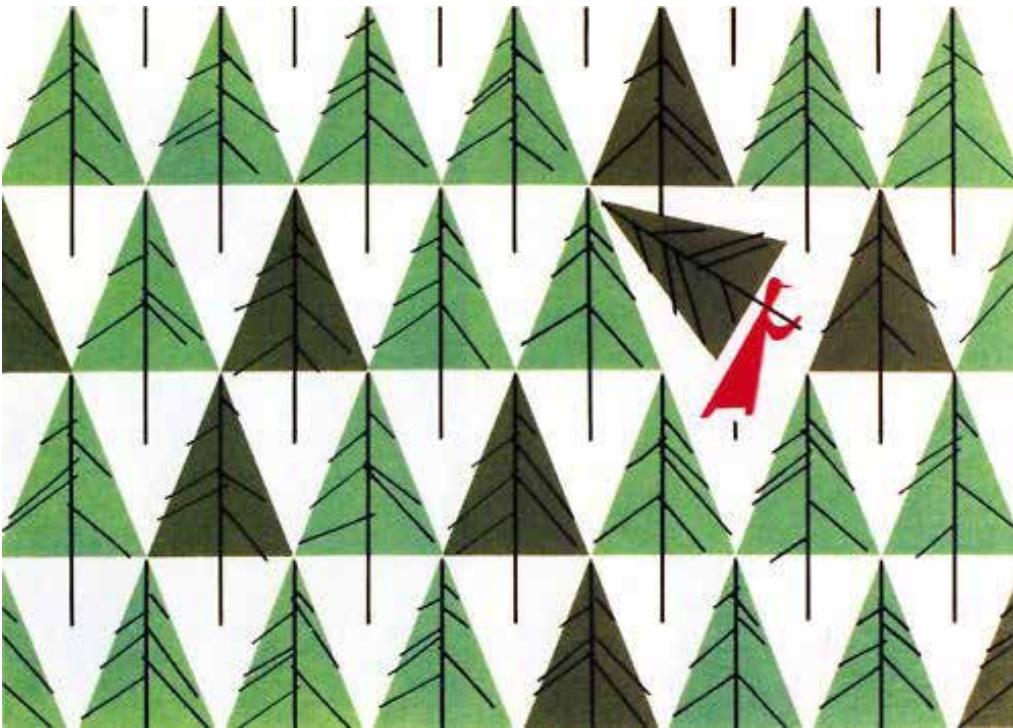


Dieline



 Ink-free zone (glue)

Mood Board



Mood Board (continued..)



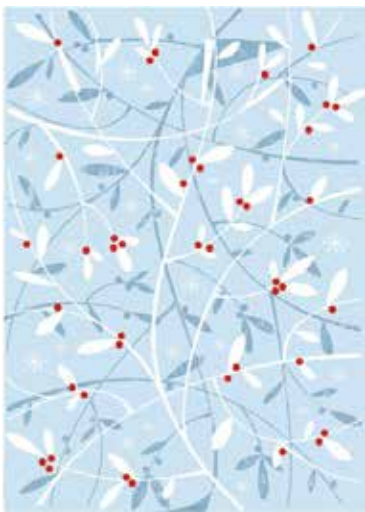
Mood Board (continued..)



Mood Board (continued..)



Mood Board (continued..)



Marking – Secondary

Technical elements (objective): 45%

	Total
1. Computer: Images	
1.1 Correct colour mode of all images	/2
1.2 Correct resolution of all used images	/2
1.3 Correct saving formats of all images	/2
	/5
2. Computer: Layout	
2.1 Correct measurements	/1
2.2 All the required elements are present	/13
2.3 Illustrations	/13
2.3 Bleed is done at exact value	/1
2.4 Fold lines and dieline are present in the layout	/1
2.5 Glue area free of ink	/1
	/30
3. Saving Abilities	
3.1 PDF for press is correct (with exact bleed, trim, fold lines and dieline)	/1
3.2 PDF for press is correct size	/1
3.3 PDF for press is correct colours	/1
3.4 The final folder for archiving is correct and complete including working files, fonts and all elements	/2
	/5
4. Final Presentation	
4.1 Untrimmed colour composite printed	/1
4.2 The packaging is printed, trimmed and assembled	/4
	/5
Sub Total	/45
5. Creative and Aesthetic Elements (subjective): 40%	
5.1 Appropriate to the target market	/4
5.2 Use of illustrations	/7
5.3 Font choice—size, colour, legibility and impact	/7
5.4 Concept—originality and idea	/6
5.5 Layout—composition, balance, shape and space	/6
5.6 Impact of design execution	/10
Sub Total	/40
6. Process & Rationale: 15 %	
6.1 Process	/10
6.2 Rationale	/5
Sub Total	/15
Total	/100

Worked 30 minutes or less past deadline
Worked over 30 minutes

-10 pts
NO MARKS