

**RAISE Foundation Announces
The Fifth Annual College Competition for
Design & Production**

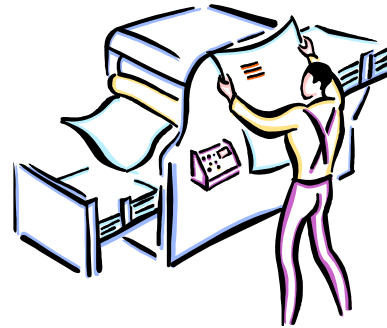
STUDENTS WIN CASH AWARDS!

BEST DESIGN:



1ST Place \$600.00
2ND Place \$500.00
3RD Place \$400.00

BEST PRODUCTION:



1ST Place \$600.00
2ND Place \$500.00
3RD Place \$400.00

PROJECT'S SPECIFICATIONS & GUIDELINES

Project: Design and Print wine labels; a red wine label and a white wine label. To enter your labels in both, design and production, you must print the labels using lithographic process. Otherwise your entry will be accepted for design only.

Finished products must be attached to the wine bottles; 4 Color Process.

Instructions: The competition will call for the design and production of two wine labels. The labels should promote your new wine brand and not resemble any wine that currently exists. The judges will be very strict about judging the labels so please do abide by the specifications that are provided.

Label Content: The content of the labels must include the name of the new wine brand, a slogan and any other information that would be found on a wine label.

Target Audience: The labels must be attractive to those in the adult age group. It must be designed in good taste. Your labels must be captivating in a sense to be advertised or sold in stores. Your label must lure customers into buying your two new wine brands.

Poster Lithographic process (to qualify for both design and production)
Specs/Printed: Size: Each label must fit around a 25.4oz wine bottle
Colors: Four color process, one side
Fonts: At your discretion
Graphics: Required
Screens: Permitted, not required
Proofs: Proofs are required to be presented with completed project: (for example: original art, original text with proofreading marks)

Requisites: Two sets of wine labels must be submitted. The first set must be attached to each of the bottles. The second set must be mounted for display and must include color bars and press marks.

Please also include a final disk file (PDF format) with you submission.

NOTE: **If either of the sets of labels is printed digitally, it will only qualify to enter the Design part of the competition.**

Please make sure to add a label on the back of your mounted display with your name, phone number, address, and college you are attending. Also label the disk accordingly.

Evaluation Criteria: ___ Adherence to job specifications
___ Design Quality (including choice of fonts and graphics)
___ Printing Quality (only if printed on an offset press)
___ Grammar
___ Content Originality
___ Effectiveness: are graphics/photographs and slogan towards the goal of promoting the wine?

Additional Evaluation Criteria for Production Samples:

___ Registration and image fit (only if printed on an offset press)
___ Color matched to color proof
___ Print quality – no print defects, such as hickies or low spots in the print (offset)
___ Image aligned in the center of the sheet
___ Dot gain

Deadline: Thursday, April 8, 2010 by 5:00 PM

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PIASC

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PLEASE NOTE: PLAN TO SHIP YOUR PROJECT WITHOUT THE BOTTLE!

If you have any other questions, please contact Ara Izquierdo or Rose Velazquez at 323-728-9500, Ext. 216 or 231. Thank you.