

**ANNOUNCING**

Technical & Academic Competition for  
High School Students

Round 1 – Technical Project  
Design and Production of Soda Labels

**Deadline: Thursday, February 18, 2010**

PROJECT'S SPECIFICATIONS & GUIDELINES:  
**FIRST of Three Rounds**

- Project:** This project will require students to design and print a soda label for a 2L bottle.
- Instructions:** The label should be used as a way to demonstrate the creativeness of how well they can grab a customer's attention. There is no particular theme they must follow; however, it cannot resemble a brand of soda that already exists. The judges will be very strict about judging the labels so please do abide by the specs that are provided.
- Label Content:** The content of the label must include the name of the new soda brand, a slogan, ingredients, nutrition facts, bar code, expiration date and any other information you would find on a soda label.
- Target Audience:** The label must be eye-catching as if it were to be advertised on television or sold in stores. It must be designed in good taste and portray the excellence of your students advertising and marketing skills. The label must lure customers into buying your new soda brand.
- Label Specs:**
- |                   |   |
|-------------------|---|
| Print Method:     | Inkjet (Pretend the project is going to a printer, so include crop marks) |
| Size:             | Must fit around a 2L bottle   |
| Labels Substrate: | Paper   |
| Ink Colors:       | 4 colors or more  |
| Fonts:            | At your discretion  |
| Special Effects:  | No  |
| Graphics:         | Yes   |
| Adhesives:        | Removable   |
- Deadline:** Two copies of the soda label must be submitted to Ara Izquierdo at the PIASC office by Thursday, **February 18, 2010**. The first copy must be adhered to the bottle and the second copy must be mounted for display. If you plan to ship the project, please use an empty plastic bottle.
- Evaluation Criteria:**
- Design
  - Effectiveness of message
  - Content originality (proper use of grammar and punctuation is very important)
  - Quality of typography and design (choice of fonts is important)
  - Adherence to project specifications
  - Overall Production - Will it impress recipients?
  - Does it Convey Excellence in Graphic Arts?
  - Is it appealing enough to buy?

**REMEMBER... YOUR ENTRY MUST BE AT PIASC ON THURSDAY, FEBRUARY 18, 2010 BY 5:00 P.M.**

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