



**Print
Creative
Alliance**

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**2027 Print Creative
Graphic Communications
Student Competition: *Seasoning Packaging w/ P-O-P*
For College Graphic Arts Students
Deadline: Thursday, March 04, 2027**



**BEST SEASONING
PACKAGING W/ P-O-P:**
1ST Place \$1,000
2ND Place \$750
3RD Place \$600

PROJECT SPECIFICATIONS & GUIDELINES

Project:

Students are asked to design seasoning packaging that makes customers stop, notice, and want to pick it up. It should be visually appealing, functional, and stands out whether on the shelf or aisles. Your packaging should be designed with a **countertop point of purchase** in mind—consider how your product will catch a shopper's attention when they are about to pay. Your package must include one individual seasoning packet, one bottle with label, seasoning name, flavor, and the point of purchase presentation—how it will be displayed. This project will focus on the student's design creativity and understanding of project specifications (specs).

Instructions:

Entries must include the student's full name, school name, instructor's name, home address, student's phone number, student and instructor's email address. **Entries missing this information will be disqualified.**

Entries using copyrighted brands, text and images will be disqualified. There is no limit to the number of entries submitted by a single graphic arts program but please limit one entry per student. **NO GROUP SUBMISSIONS ALLOWED.**

Specs:

Contact Page:	Include an 8.5 x 11in (.pdf) with student's information
Process:	Digital
Individual Packet:	Minimum 4"H x 2"W x 1" D, Maximum 6"H x 3"W x 2"D Color: 4/4 Full Cover
Bottle Size:	5" H x 2" W x 2" D
Bottle Label:	3" x 2" full wrap Color: 4/0 or 4/4 Full Cover
Details:	Include the spice brand name and flavor
Fonts:	At your discretion
File Type:	.PNG, .JPEG, or .PDF
POP Type:	Create a countertop POP. Please refer to the following website and see their POP examples for countertops: bit.ly/BrownPackagingPOP
Files:	For student submission, visit bit.ly/RAISESeasoning TEACHERS ONLY: Contact Karissa Melara, karissa.melara@printcreative.org for multiple submissions, please Include total number of submissions
Print:	In addition to sending the digital files, students are required to

print the label and the seasoning packet and send them to our main office. This gives students the chance to understand the full specifications of their design into the final piece. Teachers can send student's printed pieces to our main office:

*Print Creative Alliance/R.A.I.S.E. Foundation
5800 S. Eastern Ave., #400
Los Angeles, CA 90040*

Please contact Karissa Melara at (323) 728-9500, ext. 210 if you have any questions.