



**Print
Creative
Alliance**

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**2027 Print Creative
Graphic Communications
Student Competition: *Toy Packaging***
For College Graphic Arts Students
Deadline: Thursday, March 25, 2027



**BEST TOY
PACKAGING:**
1ST Place \$1,000
2ND Place \$750
3RD Place \$600

PROJECT SPECIFICATIONS & GUIDELINES

Project:

You have been hired to design packaging for a toy! You will choose **one of three toy options** and design a package specifically for that toy. This project will challenge your creativity and technical skills in designing a **dieline**; making sure the packaging instructions are clear and functional so anyone can understand how to build. You will also be required to **assemble** your design to understand the functionality of your packaging. **This should not be made for any existing toy brands**, students must create a unique and original name for the toy brand. 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.**

Instructions:

Entries must include student's full name, school, instructor's name, home address, phone number and email address. **Entries without this information will be disqualified.**

Designs and concepts must be creative and original without resemblance to toy brands that already exist. Students must include a flat layout, a built sample, with instructions how to build. **Entries using copyrighted brands and images will be disqualified.**

Specs:

Contact Page: Digital, Include an 8.5 x 11in (.pdf) with students' information
Process: Digital
Toy Size: Minimum 8"W x 8"H x 8"D. must start off at this size but students are welcome to accommodate size to fit the design.
Packaging Size: At your discretion, must be engineerably sound and visually appealing.
Considerations: Is your packaging see through? Does it have anything to hold the toy(s) in place?
Packaging Color: 4/4 Full Color
Toy Mockup: Go to bit.ly/ToyMockups to choose one of the three mockups to create the packaging for.
Details: Create a name for the toy of your choice
File Type: .PNG, .JPEG, or .PDF
Files: For student submission, visit bit.ly/RAISEToyPackaging
TEACHERS ONLY: Contact Karissa Melara, karissa.melara@printcreative.org for multiple submissions.

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- Print:** In addition to sending digital files, **students are required to print the dieline with instructions on how to build, and send to our main office.** This gives students the chance to understand the full specifications of their design into the final piece.
- Medium:** Box Board, General cardboard, Kraft paper, rigid substrate. Should be buildable.

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.