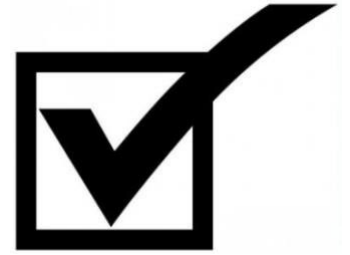


**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



GRAPHIC DESIGN PROMOTION (410)

REGIONAL 2024

Topic

A new dog food company called Champion Dog Food has contacted you to design all of the brand images and packaging for their line of dog food. You will need to create a logo that can be used for all of the brand needs for their company packaging. Along with creating the logo, the company would like you to create a mockup of a dry dog food package, and a wet dog food can.

- Must design a 25 lb. bag of dry food, including the front and back of the package
- Must design the full wrap-around label for a 13 oz. can of wet food
- On the packaging include: barcode, ingredients, manufactured in the USA, and 20% of all profits donated to local animal shelter

Judging Procedure:

- As a team of judges, formulate two (2) to three (3) questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestants will present before a panel of judges and timekeeper.
- Set-up time will be no longer than three (3) minutes.
- The length of the presentation will be no more than six (6) minutes; followed by judges' questions not to exceed five (5) minutes.
- The presentation will be stopped at six (6) minutes.
- Excuse contestants upon completion of judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- Administrator will fill out ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Judges' Scoring Rubrics, Judge Comment Sheets, and contest materials.
- No audience is allowed in the contest room.

Possible Questions:

- What challenges did you face when creating this project?
- What research did you conduct prior to creating your design?
- What design principle do you feel you used the most? Or broke the most?
- What feelings did you hope to invoke with your designs?
- What was your thought process behind your color choices?
- What was your thought process behind your font choices?

Please double-check and verify all scores!