



Graphic Design Promotion (410)

REGIONAL 2025

Topic

A new energy drink called, ChargedUp, has contacted you to design all the brand images and packaging for this new drink. You will need to create the following:

- Logo with tagline (Max Out Your Day)
- Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a fridge pack for four (4) energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a Point of Purchase display/shelf stand

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 a 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!