

Rules & Regulations

EVENT: PRODUCT PACKAGING AND DESIGN

(To create packaging for a product)

Brief: *Group of two students would have to create packaging for a product. The students can choose the form, graphics, colors, and fonts. Material for packaging will be provided to the student.*

Rules & Regulations:

- The product will be provided on the spot
- You are required to carry basic stationery such as pen, pencil, scale, scissor, glue, tape, stapler, colors etc.
- **Total Time allowed for creating the packaging is one hour.**

Criteria for Judgment:

- Clear & Simple Design
- Ease of Use and Practicality
- Appeal to the Target Consumer
- Brand Colors
- Originality/Uniqueness

Awards:

- The top 3 performances will be awarded
- Decisions of the judges will be final.