

ASPaC Awards 2017

A guide to
the Photo
Mock-up
Round

**The best submissions
are those with strong
concepts! Here is a
guide to show off your
best concepts.**

Remember!

This year's theme is Challenge.

The first challenge is to change and improve product packaging as it is now and as it has been in the past. Change is a prerequisite for progress. Take on the challenge and help improve the future of the product packages that form part of your everyday life.

The second challenge is to create packages of a kind that have never existed. If professional designers tackled this challenge in the real world, they would need to deal with issues such as materials, technology and manufacturing costs.

Student participants in ASPaC, however, are free to ignore these practical problems and approach them on the purely conceptual level of “Wouldn't it be great if we could do package design like this?”

The most important thing for ASPaC participants is to get a sense of their own potential—a major first step toward becoming a package designer. The world of package design is complex. Anyone who wants to become a professional needs not just design ability and technique, but a deep knowledge about materials and printing processes.

An example submission:

Instant Ramen

Concept:

A rebranding project for Shin ramen—a Korean instant noodle brand. Package patterns are created from real noodles.

Material:

Paper and Ink

**Submission Image 1
(Optional)**

**Show your process!
Sometimes an idea make more sense because
of your process. In that case you should show
the behind the scene. Put some effort, it will
take you long way.**



Submission Image 2

Show your flat mock-up (A Must!)
This helps the judges to see your design skills and ideas.



Submission Image 3

Show your 3D mock-up
Because Packaging Design is about an object existing in 3D space, this will help the judges to see your vision better. In order to stand out, we think this is an important requirement!



**Submission Image 3
(Optional)**

Show real-life prototype
If the process is not so integral to your ideas, maybe show a clean and considered prototype. This will further prove to the judges that you are the next break out star!

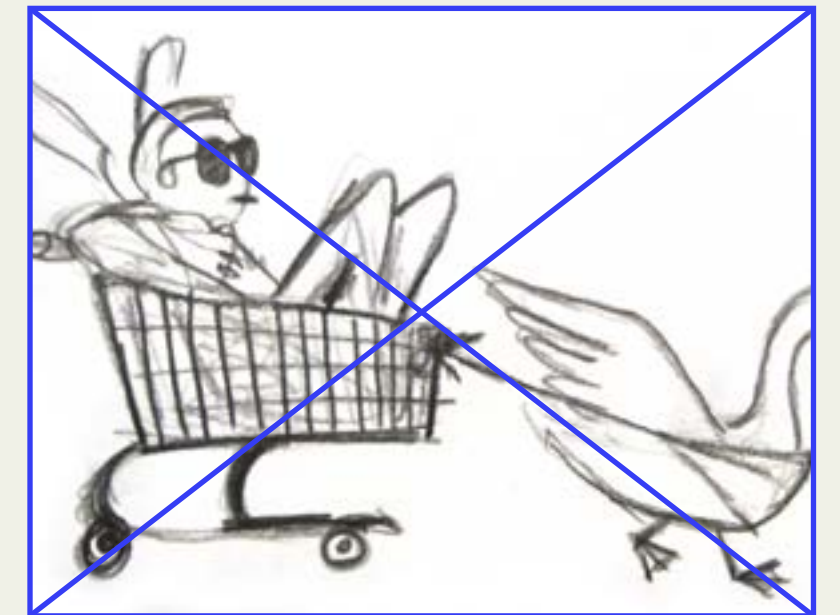
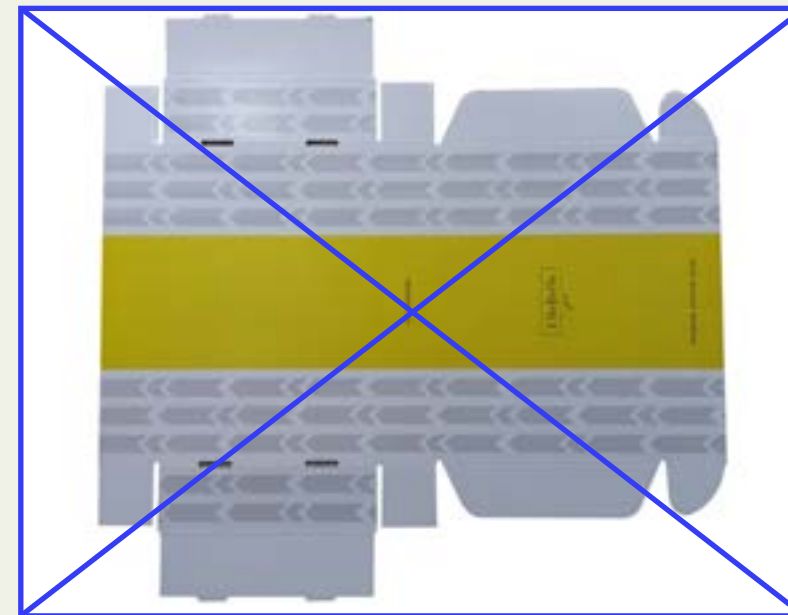


The Checklist:

- A strong concept
- Meets the Awards' theme (Challenge)
- Photo Mock-ups/3D Renderings of your ideas.

Avoid:

- Showing only flat mock-ups.
- Hand drawn sketches
- Under-developed ideas



**The stake is high!
You can win a free
trip to Tokyo, Japan
and up to ¥200,000!
(That's is 41 Million
VND)**

Good luck!

#TeamVietnam

@ASPPaCVietnam

For more info, visit

aspac.rice-creative.co