



SUBMISSION BRIEF

PART 1

Create your own bold new graphic design for your favorite chip package. Submit **ONE HAND SKETCH OR DIGITAL SKETCH**. Submit your design in color. Include front **AND** back views. Additional views and brief descriptions of design details are encouraged.

PART 2

Once you submit the design, create a 2-3 minute video introducing yourself and describe your design. Upload your video on **YOUTUBE** and provide the link in the application at <https://plcdetroit.com/doritos>

DO

- ▶ DO SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- ▶ DO PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- ▶ DO SAVE YOUR SUBMISSION AS LASTNAME_FIRSTNAME

DO NOT

- ▶ DO NOT SUBMIT SKETCHES THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!