The Challenge
Design a limited edition innovative toy package that can also be re-used as an interactive structure for the toy.

Each year, the Paperboard Packaging Alliance (PPA) challenges students in leading packaging design programs to show off their design skills, innovative capacity and savvy in meeting real-world customer needs and marketing scenarios. The winning teams and schools earn cash prizes and bragging rights.

For more information on the 2015 Student Design Challenge, please visit paperboardpackaging.org.

About the Paperboard Packaging Alliance
PPA was established to provide an industry-level forum for the exchange of packaging students and programs across North America, donating thousands of dollars in scholarships, materials, and classroom resources each year.

Student Design Challenge
Paperboard Packaging Alliance
A renewable and recyclable resource for innovation.
1st PLACE
California Polytechnic Institute

Project: “Lightsaber”
Designers: Alyssa Harben, Austin Turner, Michael Udinski and Griffin Meinken
Advisor: Javier De La Fuente

2nd PLACE
Fashion Institute of Technology

Project: “Hotel Transylvania 2 Dracula”
Designers: Kaitlyn Dorrian, Jae Young Kim, Jessica Olavarria and Ryan Prinz
Advisor: Sandra Krasovec

3rd PLACE
Rochester Institute of Technology

Project: “Sugar Skull”
Designers: Jacqueline Mosher, Stephen Reed, Ellie Peters, Ashley Slaby and Carly Rumpf
Advisor: Bill Wynkoop

See back panel for school and designer information.