

Phoenix Challenge 2020-2021 Application

What is Phoenix Challenge?

Phoenix Challenge is an organization focused on promoting students' interests in the flexo packaging industry with an annual competition at the Flexographic Technical Association. It is comprised of a year-long project where students create two to three flexographically-printed products to help rebrand, promote, or package for a client. Every year a new prompt is released by the Phoenix Challenge Foundation outlining the conceptual and technical specifications for the year's competition. Through a collaborative process, the student team researches, designs, and prints cohesive products, utilizing a full range of GrC creative and technical skill sets.

Commitment

Due to the fact that Phoenix Challenge is a year-long process, high commitment is required and team members will be asked to complete a contract ensuring their commitment for the entirety of the competition. The contract will also outline expectations regarding personal responsibilities, such as weekly time commitments and adhering to deadlines.

Team Structure

Listed below are the positions for this year's team:

- » **Concept** – primary focus on product & package/structure development
- » **Research** – primary focus on market and technical research
- » **Graphics** – primary focus on design and technical prepress (portfolio required)
- » **Execution** – primary focus on printing and finishing technical execution

Although everyone will be given a specific role, each team member is encouraged to participate in all areas "above and beyond" their respective position.

Application Deadline: 8:00 am, Monday 6/1/2020.

Please email your application, with resume attached, to Professor Malcolm Keif: mkeif@calpoly.edu

Name: _____

Cal Poly email: _____

Major: _____

Concentration: _____

Minor (if applicable): _____

Expected Grad date: _____

List which packaging courses you have completed (select all that apply)? (i.e. have you taken GrC 316, GrC 337, or any ITP classes? others?)

Are you available to travel to compete on April 29-May 5, 2021 in Kansas City, MO (note that is the Thurs-Weds of the 5th/6th week of spring quarter around midterms)?

Please list all prior commitments for next school year (i.e. jobs, clubs, sorority/fraternity) and list their average time commitment per week.

Please rank the team positions in terms of interest (refer to other side). You may list just one area if you only want to be considered for one area or you may list all four, ranked: (1 being most interested, 4 being least interested).

1) _____

2) _____

3) _____

4) _____

If you are applying for a design position, please provide a portfolio consisting of at least three pieces of your own work.

Please describe why you chose your #1 position above and how you expect to add to the team through that role

Describe a team you were on or a competition you participated in and how you contributed to the outcomes.

Why do you want to compete in the Phoenix Challenge?