

The **5th** BASTEHA International Packaging Design
Biennial Competition 2024

USER GUIDE

**10 YEARS OF EXCELLENCE IN
PACKAGING DESIGN**

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INTRODUCTION

Welcome to the 5th BASTEHA biennial 2023. You can participate in the sole independent packaging design event in Iran by submitting your work and trying your luck to win one of the prizes of this authentic competition.

We have tried to present you with a concise and complete file of all the information you need to participate in this call to competition including dates, fees, suggestions, and instructions that will increase your chances of winning. It's up to you from here on...

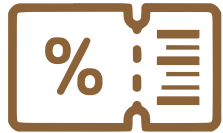
Good Luck!

The Basteha Team

KEY DATES 2024

11 September 2023	Competition opens	-
11-23 September	Super early bird	9 days
24 September-7 October 2023	Early bird	14 days
8 October-1 December 2023	Regular entry	55 days
2-11 December 2023	Last chance	10 days
11 December 2023	Competition closes	-
23 December 2023	Round 1 results(Private)	-
20 February 2024	Shortlist announcement	-

ENTRY FEES



We welcome to all international participants by offering “FREE” entry and Gala ceremony tickets.

The BASTEHA packaging biennial is the sole independent international packaging design event in Iran. BASTEHA gives you the opportunity to participate in an exciting competition in which your innovative designs will be judged by a panel of renowned international judges, allowing you to find your way into the biennial exhibition with your inspiring ideas and showcase these to a wider audience and prospective clients.

All the exhibits will be published in The BASTEHA Package Design Book. The biennial is your chance to find many opportunities and make new connections. You can assess your abilities and may even win! So get to work today and participate in the competition by registering any number of your designs.

AWARD LEVELS AND WINNERS' PACKAGES

PLATINUM AWARD	GOLD AWARD	SILVER AWARD	BRONZE AWARD
<p>This is the highest BASTEHA biennial prize awarded to the design which has obtained the highest points among all the works submitted to the biennial. The platinum award winner will receive the following:</p> <ul style="list-style-type: none"> • BASTEHA platinum Trophy • Official platinum certificate • Design printed on the cover of The BASTEHA Package Design Book • Complimentary copy of The BASTEHA Package Design Book • Complimentary ticket to the Gala Ceremony • Design introduced on the biennial website and BASTEHA website • Design introduced on BASTEHA social media network • Exposure to news agencies and media 	<p>The winners of the BASTEHA biennial gold award will receive the following:</p> <ul style="list-style-type: none"> • BASTEHA gold Trophy • Official gold certificate • A complimentary copy of The BASTEHA Package Design Book • Complimentary ticket to the Gala Ceremony • Design introduced on BASTEHA social media network • Exposure to news agencies and media 	<p>The winners of the BASTEHA biennial silver award will receive the following:</p> <ul style="list-style-type: none"> • BASTEHA silver Trophy • Official silver certificate • A complimentary copy of The BASTEHA Package Design Book • Complimentary ticket to the Gala Ceremony • Design introduced on BASTEHA social media network • Exposure to news agencies and media 	<p>The winners of the BASTEHA biennial bronze award will receive the following:</p> <ul style="list-style-type: none"> • BASTEHA bronze Trophy • Official bronze certificate • A complimentary copy of The BASTEHA Package Design Book • Complimentary ticket to the Gala Ceremony • Design introduced on BASTEHA social media network • Exposure to news agencies and media

ENTRY SPECIFICATIONS

For the pleasant experience of winning an award, please submit your images and work description according to the instructions. All submissions must include the following:



1-5 VISUALS

The packaging design must be a JPEG image or digital rendering of 3600X3600 pixels with a 72 PPI resolution in RGB color mode. The maximum file size must be 5MB.



PROJECT DESCRIPTION

Consider the judging criteria while describing your project and try to explain the strong points of your work in 300 words max.



CREDITS

Do not forget the people who have helped you in any way in your project! It is very important that you include the names of all your coworkers and type of cooperation at the end of your work description. This is the credit you give to your team.

JUDGING CRITERIA

The BASTEHA biennial uses one of the fairest methods to assess and judge the works submitted by the participants, producing a more objective, trustworthy result that can be shared with anyone who requires an assessment, representing a fair and square accomplishment for the winners of the event.

<p>QUALITY OF DESIGN</p>	<p>At this stage, the panel considers the aesthetics and initial design principles to award points. They carefully scrutinize elements such as correct writing, font, and typography, use of colors, appropriate use of images, symbols, and illustration, and optimal use of available space to create a singular piece of work.</p>	<p>Scored out of 5</p>
<p>BRAND EXPRESSION</p>	<p>At this stage, the nature of the product represented by the design and focus on its basic values are considered by the panel. The judges will cast sharp eyes and a professional look, seeking creative design methods used by the participants to respond to the expectations of the consumer and introduce the special product features and brand promises.</p>	<p>Scored out of 5</p>
<p>CREATIVITY AND INNOVATION</p>	<p>The key point attracting the attention of the judges to a piece of work is the level of design creativity and innovation. The authentic design and innovative look of the designer can obtain relatively favorable points at this stage.</p>	<p>Scored out of 5</p>
<p>RESPONSIBILITY</p>	<p>Packaging must be accountable to society. Transparency in conveying the main message of the product, sincerity in expressing the product features without exaggeration, ease of use, environmental issues, easy transport, consumption control, and other issues of relevance are assessed by the panel at this stage.</p>	<p>Scored out of 5</p>
<p>EMOTIONAL CONNECTION</p>	<p>It is a reality that part of the points awarded by the judges pertains to their emotional connection with the design. This is the same sense that the packaging design must convey to its audience in its niche market.</p>	<p>Scored out of 5</p>

CATEGORIES BEVERAGES

A.01 | WATER

Mineral water, Drinking water, Carbonated water, Flavored water.

A.02 | TEA AND COFFEE(dry and pods)

Tea and coffee requiring grinding and brewing before consumption.

A.03 | TEA AND COFFEE (RTD)

A selection of teas and coffees sold in ready-to-drink packages.

A.04 | MILK AND MILK SUBSTITUTES

Milk, Soya milk, Almond milk, Flavored milk, Doogh yogurt drink etc.

A.05 | JUICE AND SOFT DRINKS

Fizzy drinks, Fruit juices, Fruit drinks, Syrups etc.

A.06 | HEALTHY, VITAMINS AND SPORT DRINKS

Health drinks, Herbal teas, Floral waters, Mineral- and Vitamin-enhanced beverages, Isotonic drinks, Sports drinks etc.

A.07 | NON-ALCHOLIC BEER, MIXED JUICE

Malt and barley drinks, Mixed fruit juices and etc.

A.08 | ENERGY DRINK

A selection of energy drinks.

CATEGORIES FOOD

B.01 | BREADS, CEREALS AND PASTA

Breads and breakfast cereals, Rice and legumes, Pasta, Flour, Noodles etc.

B.02 | SPICES, SAUCE AND OIL

Saffron, Olive oil, Vinegar, Sauces, Pickles etc.

B.03 | TASTY SNACKS

Crisps, Pretzels, Biscuits, Fruits and Nuts, Dates, Deserts etc.

B.04 | CHOCOLATE, SWEETS AND CAKE

Chocolates, Cakes, Sweets, Honey, Jams, Candy etc.

B.05 | MEAT, FISH AND DAIRY PRODUCTS

Fresh, Frozen, and processed fish, Meat, Chicken, Yogurt, Cheese, Butter, Eggs and etc.

B.06 | READY MEALS

Sandwiches, Ready-to-eat food, Soups, Diet plates etc.

B.07 | FRUITS AND VEGETABLES

Fresh, Frozen, Dried or Canned Fruits and Vegetables.

B.08 | FAST FOODS AND COFFEE SHOPS

Pizza and Sandwich packaging, Takeaway packaging, Salad, Starter, Sandwich, and Sushi packaging, Other Foreign foods.

CATEGORIES

HEALTH AND BEAUTY PRODUCTS, PERSONAL HYGIENE AND CARE

C.01 | BEAUTY PRODUCTS

Gels and hair sprays, Lipstick, Eyebrow pencils, Cosmetic creams, Makeup removers, Nail polish, Mascara, False eyelashes and etc.

C.02 | SKIN, HAIR AND BODY CARE

Moisturizing creams, Sun creams, Shower gels, Soaps, Shampoos, Female hygiene, Anti-septic gels etc.

C.03 | HEALTH, ORAL AND DENTAL CARE

Tissues, Toilet paper, Toothpaste, Mouthwash, Oral rinse etc.

C.04 | DEODORANTS AND PERFUMES

Perfumes and eau de cologne, Deodorants, Antiperspirant sticks.

C.05 | MASSAGE AND RELAXATION

Therapeutic massage oils, Incense and air fresheners, Electric massagers etc.

C.06 | CLOTHES AND ACCESSORIES

Clothes, Shoes, Bracelets, Watches, Jewelry, Handbags, Hats, Glasses, Underwear, Socks.

CATEGORIES HOME AND KITCHEN, FUN AND GAMES

D.01 | REPAIRS, MAINTENANCE, AND DECORATIONS

Detergents, Home decorations, Appliances, Plants, Gardening tools, Scented candles, Furniture, Carpets, Paints, Painting tools, Home and hygiene, etc.

D.02 | BABY PRODUCTS

Food, Toys, Bottles, Clothes, Wet wipes, Creams etc.

D.03 | HOUSEHOLD GOODS

Kitchen utensils, Cooking utensils, Cutlery, Kitchen towels, Frying pans, Foil etc.

D.04 | ELECTRONIC GOODS

Batteries, Bulbs, Telephones, PCs, Loudspeakers, Tablets, Printers etc.

D.05 | PET PRODUCTS

Food, Toys, Accessories etc.

D.06 | STATIONARY

Paper, Notebooks, Pens, Colored pencils, Clips etc.

D.07 | LUXURY HOME DECOR

Decorative items, Furniture, Fragrance diffusers, Lampshades, Tea and coffee sets, etc.

D.08 | TOBACCO AND CIGARETTES

Tobacco, Cigarettes, Cigars, Lighters, Electronic cigarettes, Filters etc.

D.09 | FUN AND GAMES

All products for fun, Games and recreation, Sports products, Board games etc.

D.010 | E-COMMERCE

All packages sent to customers via mail or online stores.

CATEGORIES BRAND IDENTITY, MARKETING PACKAGING

E.01 | BRANDING AND ADVERTISING

Packaging that reflects the brand identity in a wide range of designs inspired by brand advertising.

E.02 | PROMOTIONAL AND PACKAGING FOR GIFTS

Organizational projects designed for the public or a target audience, Seasonal or special occasion gifts, Calendars, Welcome packs.

E.03 | POS

Strategic plans to increase sales and achieve marketing goals, Multipacks, Stands etc.

E.04 | SMART PACKAGING

Technologically amplified packaging systems allowing the users to interact with the product through their mobiles

E.05 | REDESIGN

Design of a special product or part of a bigger branding project that has been updated and redesigned.

E.06 | TARGET AUDIENCE

Packaging designed for a brand's target audience based on gender, Ethnicity, or age.

CATEGORIES MEDICINES AND SUPPLEMENTS

F.01 | PILLS AND SYRUPS

Tablets, Capsules, Syrups, Biotechnology medicines, Herbal medicines, Vials, Syringes etc.

F.02 | KIDS MEDICINES AND SUPPLEMENTS

All kids Tablets, Capsules, Syrups, Biotechnology medicines, Herbal medicines, Vials, Syringes, etc.

F.03 | MEDICINES FOR SPECIAL DISEASES

Packaging designed, printed, and produced for a special disease with focus on the nature of the drug and its users.

F.04 | SUPPLEMENTS

Food supplements, Sports supplements, Vitamins etc.

F.05 | LAB EQUIPMENT

Packaging for drug manufacturing devices, Drug delivery systems, sterilizers, Automated test equipment etc.

F.06 | PHARMACEUTICALS AND CHEMICAL SUBSTANCES

Medicines, Chemicals, laboratory materials, Pharmaceutical additives, Active ingredients etc.

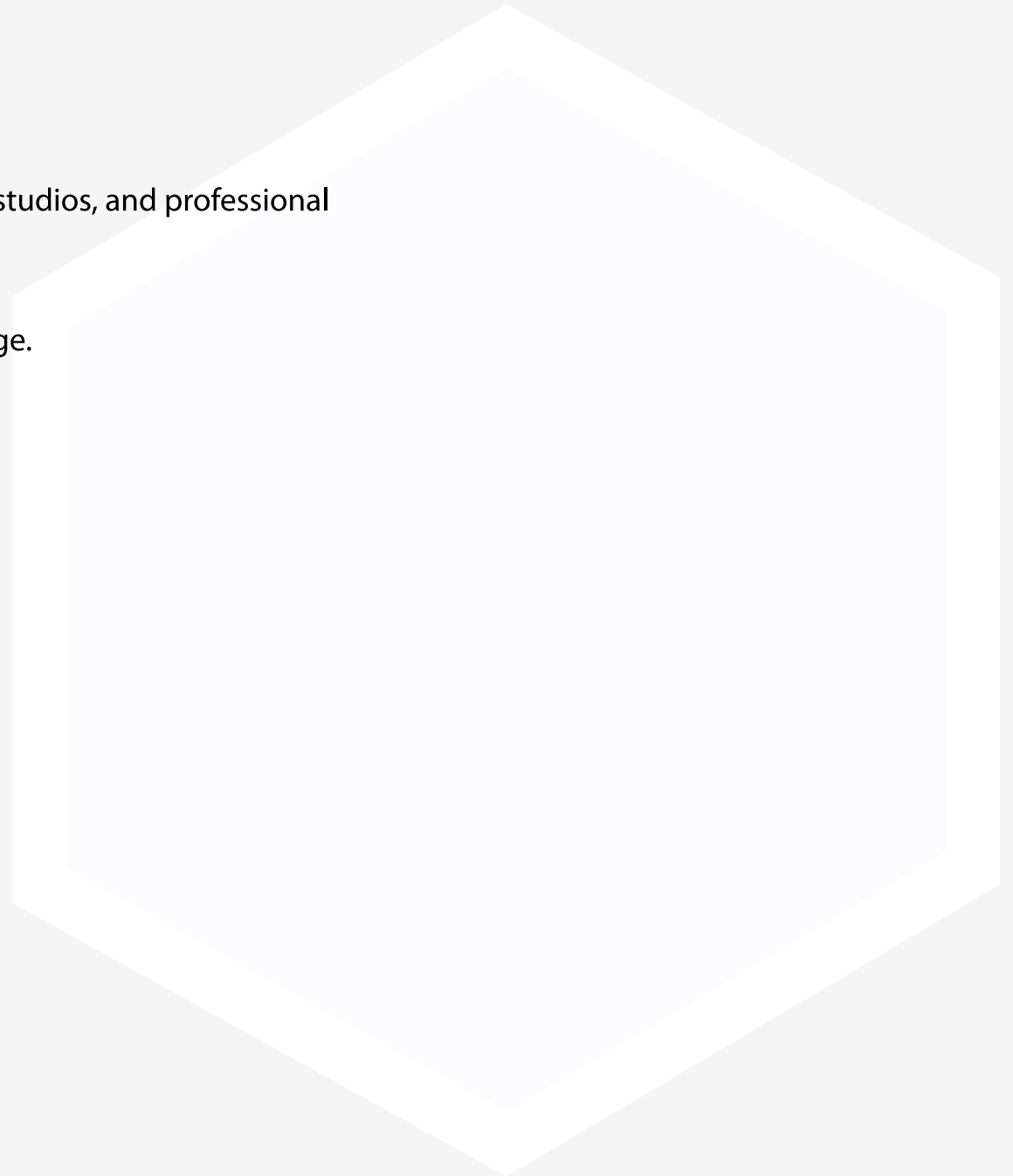
CATEGORIES CONCEPTS

G.01 | PROFESSIONAL CONCEPTS

Conceptual designs by professional designers, Agencies, studios, and professional groups that have not yet been produced.

G.02 | STUDENT CONCEPTS

Designs by university and art students at the concept stage.



CATEGORIES OTHER MARKETS AND APPROACHES

H.01 | HOME BUSINESSES AND STURTUPS

Handmade cakes and chocolates, Jewelry, Homemade pickles and jams, Handmade candles, Clothes, and other products produced and sold at home.

H.02 | EXPORTS

All Iranian products that have been designed for the export market and are not on sale domestically, Saffron, Pistachios, Honey, dates, carpets, and Iranian handicrafts.

H.03 | LUXURY PRODUCTS AND LIMITED EDITIONS

Packaging designed exclusively to add value to the product.

H.04 | ENVIRONMENT AND SUSTAINABLE PACKAGING

Recyclable packaging designed to reduce its environmental impact by using different materials and production methods.

H.05 | CULTURAL PACKAGING

Book, Music, Film, and Educational packaging.

H.06 | OTHER PRODUCTS

Miscellaneous packaging that is not categorized or is being used for the first time for a specific product; Industrial products, Car spare parts, Motor oils, Petrochemical equipment, Laboratory equipment and tools, etc.

HOW TO PREPARE THE IMAGES?

The following are the basic and general rules that you should take into consideration while uploading and preparing the images for your design.

1• Visuals: You can prepare up to five images or digital renderings of your package design and upload these in the registration section. Observing the results of the panel's opinions and scoring method in the previous events show that your main image plays a pivotal role in how the judges make their final decision to award you points. So, it is best to spend the longest time on preparing your main image.

When preparing your image, you must pay attention to the technical points and file specifications.

2• Size and Resolution: Please be advised that all images should be 3600x3600 pixels exact, save it as 72 ppi, JPEG file, color mode: RGB and maximum size: 5MB.

3• Scaling: Never scale up your design more than 150% (1.5X), the image will become pixelated. Images will be used for printing A2 poster, so it is important that your design looks clear.

4• Background Color: Use white background color for your image (If you have empty space in canvas, fill the remaining area with preferably with white color).

5• Photographs: Do not take photos of your own designs unless you are a highly skilled photographer. Photos taken in studios have better brightness and contrast ratios and are more suitable for printed media. As a side note, you do not need to submit photographs; a good clean render is as good. You are allowed to use human models when taking photos.

HOW TO PREPARE THE IMAGES?

6• Presentation: Less is more for images, include one clean view of your design rather than a series of images.

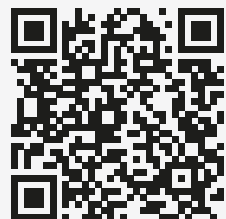
7• 3D Render or Illustration: You can use illustrations or other 3D models with your designs as long as they do not mask the original design.
You must own the licenses to other models or illustrations when using them.

8• Color and Brightness: Submit full color when possible. Gray scale is not preferred for designs. Make sure your image is bright, and has been adjusted for contrast. This is really important; a recent survey shows that press members will pick brighter designs for publishing more than others.

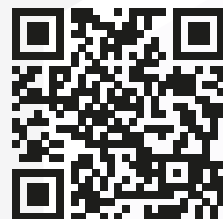
9• Image Rights: Always use only the images that you have been granted usage of. Do not use others images, free stock photography etc.
Make sure you have the licenses of any images that you are going to be using.

10• Notes: These requirements and restrictions were made such that the package design book, competition posters, invitations and large posters could be prepared smoothly without any issues. These images will also be sent to press members, and therefore they must look good. If the images you have uploaded are too small, they cannot be included in the package design book.

BASTEHA SOCIAL MEDIAS



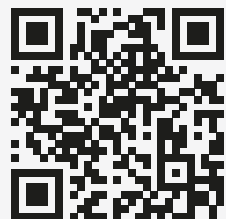
 **INSTAGRAM**



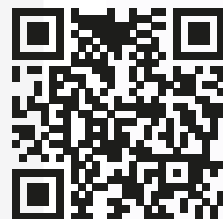
 **LINKEDIN**



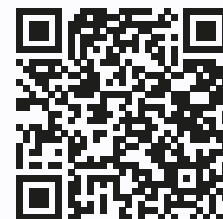
 **TELEGRAM**



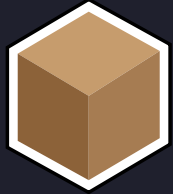
 **APARAT**



 **THREADS**



 **FACEBOOK**



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GOOD LUCK

If you have any questions, sponsorship enquiries
or any news you'd like to share, please email us
at info@basteha.com