

Communication Challenge Problem

TSA Spirit - Soft Drink Label

Time Limit

Each individual will be allowed a maximum of 1 hour for the design and construction of their solution.

Problem

The WV TSA Beverages, Inc. board of directors has given the marketing department the task of designing a label for their new soft drink - TSA Spirit.

Materials

- 1 - empty soda can
- 1 - glue stick
- 1 - sheet of white paper 4" x 9 1/4" (Blank Can Label)
- 1 - sheets of white copy paper 8 1/2" x 11" (scratch paper)
- 1 - sheet of TSA Logos
- 2 - sheets of various Graphics
- 1 - sheet of Beverage Names
- 1 - sheet with Nutritional Facts, Bottling Information, Web Address, Bar Code & Size of Container

Tools

- pencil
- ruler
- scissors
- colored pencils - set of 12 colors

Requirements

- * The label must include the following information:
 - Beverage Name
 - Slogan
 - TSA Logo
 - Nutrition Facts
 - Bottling Information
 - Bar Code
 - Container Size
 - Web Address(Additional graphics are optional)
- * Completed label must be placed around the can.

Additional Information

- * Individuals may only use the materials provided.