

# Cover Design for *Package & Design's* 50<sup>th</sup> Anniversary Issue

1973 — 2023

# 50



## Call for Entries!

Deadline: July 10, 2023

## Invitation of Cover Design for *Package & Design*

We're glad to inform you that the *Package & Design* magazine, one of the most influential professional design magazines in China, is celebrating its 50<sup>th</sup> year of publication this year in 2023!

As one of the most influential professional design magazines in China, *Package & Design* has been accompanying and helping the growth of Chinese designers one generation after another, promoting and witnessing the development of Chinese design. The magazine wouldn't be able to be published every other month without the help and support from you and all the friends in the global design industry, to whom we're truly grateful.

Now we sincerely invite you and your fellow designers to take part in the cover design for the *Package & Design's* 50<sup>th</sup> anniversary issue. Meanwhile, we'd really appreciate it if you recommend your creative friends and acquaintances to contribute their works, too! Our judges will select the best one among the entries and use it as the cover of our 50<sup>th</sup> anniversary issue. Meanwhile, we will also feature all the excellent entries in this special issue.

### Purpose

To celebrate the 50 year of publication of *Package & Design* magazine.

### Participants

1. Teachers and students of art and design colleges from around the world;
2. Professional art and design agencies, artists and designers from around the world;
3. Art and design lovers from around the world.



## Contribution Requirements

1. No fixed theme is required for the cover design of the 50<sup>th</sup> anniversary issue.  
Each submission should attach a 50-200-word description of the design concept.

2. The following elements are required to be put on the cover design:

(1) Name of the magazine:

- The magazine name as well as its type and location should not be changed;
- The magazine name should be in simplified Chinese characters.

(2) Issue number and publication date:

- Issue Number: 240<sup>th</sup>;
- Publication Date: September 15th, 2023.

(3) Postal Distributing Code, Price, ISSN & Barcode:

- Postal Distributing Code: 46-273;
- Price: 48 RMB;
- ISSN & Barcode: please use the one provided in the cover template AI file;
- No fixed locations are required for above a.b.c.

3. The size of the cover should be 218\*305mm, leaving 3mm bleeding area at each of the four sides.

Please download the Cover Template AI File of *Package & Design Magazine* [HERE](#).

4. Please submit CMYK, AI format in 300 dpi to meet the publication standard.  
Please also send one additional JPG format in 300 dpi, in size no bigger than 3M.

5. All the submission should be original works of the contributed designer or design team.

6. **Deadline: July 10, 2023**

Sample:  
Issue No. 228 cover  
Poster of AGI Conference (2016)  
cr: Kenya Hara



## How to submit

1. Download the “Submission Form” [HERE](#) and fill in the form.

2. Collect materials below in a ZIP document:

- The AI & JPG files of your cover design;
- Doc files (50-200-word design concept description) ;
- Submission Form.

Please note: The title of the ZIP file should be: **name of the designer + number of pieces of work.**

3. Send the required materials to the e-mail of our editorial department:

[pnd@package-design.press](mailto:pnd@package-design.press)

The e-mail title should be: **Submission for Package & Design 50<sup>th</sup> Anniversary Cover Design.**

## Important Declarations!

Contributors shall be responsible for copyright of the contribution. The editorial department shall not be responsible for any dispute caused by the copyright. Editorial department of *Package & Design* has the right to edit and publish the contributed works.



## About *Package & Design* Magazine

Founded in 1973, *Package & Design* is one of the most influential professional design magazines in China.

For the past 50 years, *Package & Design* has been committed to introducing international design vision to China, while helping Chinese design to form its own characteristics and pushing Chinese design to the world stage. Through accompanying and helping the growth of Chinese designers one generation after another, *Package & Design* has also been promoting and witnessing the development of Chinese design.

Now *Package & Design* features a wealth of exciting and enlightening content, including: in-depth interviews with domestic and international design masters, brand design, packaging design, product design, spatial design, digital design, cultural and creative design, design education...





**We look forward to seeing your excellent work!**

*Package & Design Magazine*

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