



## **T-Shirt Design Challenge**

**2019 Theme: "Why I Love Delaware"**

**Delaware Only Competition**

**DUE DATE: December 14, 2018**

Email any questions to

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Updated 11/01/2018

## T-Shirt Design Challenge

**Design Challenge:** The purpose of this challenge is to design a t-shirt that is reflective of the **theme**. The design may be selected by the Delaware SkillsUSA State Advisor for the creation of shirts to be worn at the national SkillsUSA conference by the Delaware delegation that is attending. **The top 3 finalists from each participating school will be invited to participate in the 2019 T-Shirt Design Occupationally Related SkillsUSA Contest. Invited finalist 2019 Pin Design SkillsUSA Leadership Contest projects will be due on February 22, 2019.**

**Eligibility:** Entries are limited to one entry per student

### Contest Guidelines

1. Each complete entry must include the following elements:
  - 1.1. All entries must be rendered in color
  - 1.2. The designer must specify the color of the shirt that the artwork will be screened onto
  - 1.3. In addition to the t-shirt background color, the designer may use up to three (3) colors in the artwork. These colors are “spot colors” and may not be blended or shaded
  - 1.4. Entries must be created in a design software package such as Illustrator, Photoshop, etc.
  - 1.5. All copyright laws must be followed in the creation of the design – This means no taking images from the internet and using them in your design unless you have legal rights to use the image.
  - 1.6. The design must include Delaware SkillsUSA (contestant may use text or the Delaware SkillsUSA logo)
  - 1.7. The design must include the year of the national conference
  - 1.8. The designer must write down on the back of their paper what software that the file was designed in and provide the live files if requested

**Note:** A complete entry will include the following.

- A. The actual design (submitted on an 8.5” x 11” sheet of paper)
- B. Submissions must be postmarked by Dec 14, 2018 and mailed to

Kelli Gehrke  
% SkillsUSA T Shirt Design  
214 Albacore Dr  
Frederica, DE 19946

*Helpful hint! Be certain to review the evaluation rubric. Any additional materials that are submitted will not be evaluated.*

**Judging:** Late submissions and will not be judged. All submitted designs will become the property of Delaware SkillsUSA and may be used in future print or electronic media.

**T-Shirt Design Challenge Entry Disclaimer:** All entries for the T-Shirt Design Challenge will become the property of Delaware SkillsUSA. Delaware SkillsUSA may use the t-shirt design in any way necessary to facilitate and/or promote the organization. Delaware SkillsUSA has the right to select and use any of the contest entries as the national conference T-Shirt. The 1st place design may or may not be used for this purpose. Additionally, Delaware SkillsUSA may select, adjust or modify the final design prior to production at the discretion of Delaware SkillsUSA.

## T-Shirt Design Challenge

Student Name and School \_\_\_\_\_

| T-Shirt Design Challenge  |   |   |  |
|---|---|---|--|
| OFFICIAL RATING FORM  |   | HIGH SCHOOL   |  |
| (20 points per section)   |   |   |  |
| CRITERIA  | Minimal performance<br>1-8 points   | Adequate performance<br>9-15 points   | Exemplary performance<br>16-20 points  |
| <b>First impression</b><br>(X1)   | The design is unorganized, and/ or it is difficult to see; there is a poor choice of colors; the artwork is not suited for a t-shirt, and/or it leaves an unfavorable impression. | The design has good points, but some details may distract from the overall quality; the design may be too large or too small for a t-shirt.                       | The design is eye catching and an appropriate size for a t-shirt; attention to detail is obvious.  |
| <b>Use of fonts/words in design</b><br>(X1)   | Fonts/words are not readable, and/or they are hard to read in the actual pin size; location or sizes are not appropriate for the design.  | Fonts/words are mostly appropriate, but there is room for improvement; fewer fonts/words could have been used in the design.                                      | Fonts/words, their size, and their location are clearly appropriate for the design in the actual t-shirt size.                           |
| <b>Graphic appropriateness</b><br>(X1)  | Graphic has little correlation to the state affiliate it is intended to relate to; design does not work well for the intended purpose.  | Design generally works for its intended purpose, but it may be a little too big or too small in size; design correlates to the intended affiliate and theme       | The design is a perfect size for the intended purpose; there is strong evidence for correlation of the design to the affiliate and theme |
| CRITERIA  | Minimal performance<br>1-8 points   | Adequate performance<br>9-15 points   | Exemplary performance<br>16-20 points  |
| <b>Dominance</b><br>(X1)  | Eyes are drawn away from what should have been the focal point by some other component of the graphic.  | An attempt is made to use a graphic component that will draw attention to the design's main idea, but the result is confusing.                                    | The design's main components draw eyes to the appropriate location and/or focal point of graphic.  |
| <b>Incorporation of graphic design principles</b><br>(X1)   | Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/ or they are considered as an afterthought.        | Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing. | Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.                            |
| Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator and manager of the event. Record the deduction in the space to the far right.<br>Indicate the rule violated: _____ |   |   |  |
| (To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) <b>TOTAL (100 points)</b>   |   |   |  |

Score \_\_\_\_\_

Judging Comments \_\_\_\_\_

Judging Signature \_\_\_\_\_