

# 2026 Delaware State T-Shirt Design for National Leadership & Skills Conference

State Competition Date: Friday, March 13, 2026 at DelTech Stanton

The winning design in this category will be produced and used as the Official Delaware State T-Shirt at the National Leadership Conference. The winner will represent Delaware as the T-Shirt Design competitor.

## Eligibility

This contest is open to all paid-in-full SkillsUSA Delaware secondary school members for the current academic school year. "Paid-in-full" means that the competitor has been registered as a national SkillsUSA member.

## Purpose

To evaluate a competitor's ability to design a Delaware-themed trading pin that reflects creativity, technical skill, and professional presentation. The contest recognizes excellence in visual storytelling — where every element of the design, display, and presentation communicates a cohesive and meaningful theme that represents Delaware's identity and spirit.

## Design Specifications

Competitors will design an original creation to be presented at the 2026 Delaware SLC (State Leadership Conference). All entries should:

- Be approximately 7" x 7" in size.
- Use up to four colors. Please note that black is considered a color.
- Be original artwork created by the competitor. Computer-generated designs are strongly encouraged.
- Communicate, through imagery and typography, the ideals and mission of SkillsUSA Delaware and SkillsUSA.
  - Include the following required text elements: "SkillsUSA Delaware" or "SkillsUSA"
  - The year **2026**
- Adhere to SkillsUSA brand standards. The name "SkillsUSA" must appear as one word, with correct capitalization.
  - Reference the official brand guide: [skillsusa.org/resources/brand-resources](https://skillsusa.org/resources/brand-resources)
- The SkillsUSA emblem or SkillsUSA logo (or any elements of either) may not appear on the shirt or artwork.

## Presentation Specifications

In addition to original artwork, competitors will design a presentation to accompany their design. This presentation will be evaluated by judges at the Delaware SLC. The presentation should include:

1. Artwork
  2. Printed T-shirt
  3. Official SkillsUSA three-ring binder documenting the project. See requirements in checklist.
  4. All competitors must create and submit online a one-page single sided resume.
- Table will be provided to competitors for presentation.
  - Typed paragraph of less than 100 words that describes the design and colors used.
  - The back of artwork or presentation board must include:
    - Competitor's name
    - School
    - Teacher
    - Chapter Advisor
    - Note: There cannot be any identifying information about competitor name or school on the front of the presentation.

## Prohibited Devices

Cellphones, electronic watches and/or other electronic devices not approved by the state committee are **not** allowed in the competition area. State committee members may approve exceptions onsite during the Delaware SLC if deemed appropriate.

## Testing

For the State Leadership Conference, all competitors are required to take the SkillsUSA Professional Development test. Free study materials are available on our website.

# 2026 Delaware State T-Shirt Design for National Leadership & Skills Conference

## Thematic Guidance

Successful national competitors demonstrate a complete thematic connection between their design, binder, and presentation.

Delaware competitors should:

- Choose one central concept that represents Delaware's identity or story.
- Ensure that every decision—from color palette and typography to display layout and presentation talking points—connects back to this theme.
- Think of the design as a narrative on a shirt, not just an illustration.

## Binder Requirements

Design documentation must be submitted in an official SkillsUSA three-ring binder. Failure to use an official binder will result in a 20-point deduction.

- The binder must contain no more than 25 single-sided pages.
  - A single sheet (front and back) counts as two pages.
  - A 5-point deduction per page applies for exceeding the limit.
- All pages must be numbered and organized in this order:
  - a. Title Page — Include chapter name, school name, address, and phone number.
  - b. Table of Contents.
  - c. Design documentation in sequence (drawings, thumbnails, roughs, composites, digital proofs, lists of resources, and any visual assets used).
- Competitors may include screenshots or photos of digital work, sketches, and color palette choices to demonstrate the design process.
- The binder may also contain notes or statements explaining how SkillsUSA Framework Essential Elements were applied (e.g., Creativity, Communication, Professionalism).

## Display Space at Delaware SLC

- Each competitor will have a table space no larger than 28" by 28".
- Display includes:
  - The printed T-shirt (medium or large, on the display form)
  - The official binder
  - The artwork proof page (8.5" x 11", in color, shown separately)
- Displays must be neat, professional, and aligned with the chosen theme.
- Advisors are not permitted to assist in setup.
- Displays will remain up until competition debriefing.

## Presentation

Competitors will deliver a 5–7 minute presentation, followed by a maximum 3-minute Q&A. (10 minutes total)

Presentations should:

- Be memorized and well-structured, with a clear introduction, body, and conclusion.
- Reference visuals only for brief cues.
- Highlight the Delaware story behind the design and how the competitor's creative decisions reinforce the theme.

Suggested talking points:

1. How the concept originated.
2. The process and design choices used to develop the final product.
3. How the design reflects Delaware and SkillsUSA.
4. Why students and advisors would want to wear it.
5. Printing method and materials used.
6. How the competitor applied the SkillsUSA Framework (e.g., innovation, teamwork, responsibility).
7. Defending design decisions.

# 2026 Delaware State T-Shirt Design for National Leadership & Skills Conference

## Standards & Competencies for Delaware SLC

- **TSD 1.0 — Creative Concept Development**
  - 1.1 Generate an original idea that expresses a unified theme.
  - 1.2 Demonstrate an understanding of Delaware’s identity and the SkillsUSA mission.
  - 1.3 Develop sketches and plans that support design execution.
- **TSD 2.0 — Design and Technical Execution**
  - 2.1 Apply principles of design (balance, contrast, hierarchy, unity).
  - 2.2 Use appropriate color and typography consistent with the theme.
  - 2.3 Follow file setup, printing, and size specifications accurately.
- **TSD 3.0 — Thematic Integration and Storytelling**
  - 3.1 Ensure every element (color, symbol, layout, typography) reinforces the chosen theme.
  - 3.2 Communicate Delaware pride and SkillsUSA values through visual and verbal means.
- **TSD 4.0 — Display and Binder Presentation**
  - 4.1 Create a visually cohesive, professional binder and tabletop display.
  - 4.2 Include sketches, digital drafts, and research that show evolution of design.
  - 4.3 Present information clearly and with attention to detail.
- **TSD 5.0 — Oral Presentation and Professionalism**
  - 5.1 Deliver a confident, well-structured presentation within time limits.
  - 5.2 Explain how the design represents Delaware and the SkillsUSA experience.
  - 5.3 Display effective communication and poise before judges.
- **TSD 6.0 — SkillsUSA Framework Application**
  - 6.1 Identify at least two Essential Elements demonstrated during the process.
  - 6.2 Reflect on how Personal, Workplace, and Technical Skills contributed to success.

## Judging Criteria for T-Shirt Design (1,000 Points Max)

<i>Specification / Technical Standard</i>	<i>Max Points</i>
Design Accuracy & Specifications (TD 1.0–TD 4.0)	75
Color Choice Development (TD 1.0–TD 4.0)	75
Font Choices (TD 1.0–TD 4.0)	75
Professional Appearance (TD 1.0–TD 4.0)	100
Preliminary Research (TD 1.0–TD 4.0)	100
Process Followed in Design (TD 1.0–TD 4.0)	75
Thematic Cohesion / State Storytelling (TD 1.0–TD 4.0)	75
Unique Qualities (TD 1.0–TD 4.0)	75
Potential Appeal to Members (TD 1.0–TD 4.0)	100
Verbal Techniques and Poise (TD 5.0)	75
Self-Confidence (TD 5.0)	75
Introduction and Closing (TD 5.0)	75
Framework & Professionalism (TD 5.0, TD 6.0)	25