

## T-Shirt Design

### Description

The NYC SkillsUSA T-Shirt Design contest is developed to evaluate a competitor's creative, technical and oral presentation skills and recognize outstanding students for excellence and professionalism.

### Clothing Requirements

- NYC SkillsUSA T-Shirt
- Black Dress Slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).
- Black leather shoes that are not backless or open toe

### Equipment and Materials

**1. Supplied by NYC chair/committee:**

- a. Timekeeper and judges
- b. All necessary information for the judges and technical committee
- c. Stand to display T-shirt

Note: The recommended shirt size for use with the stand display is medium or large

**2. Supplied by contestant:**

- a. Printed T-shirt / Design
- b. A design notebook submitted in an official SkillsUSA three-ring binder with supporting materials for the presentation portions of the competition
- c. All competitors must create a one-page resume.

### Scope of the Competition

The competition is designed to assess the ability of the competitor to design and produce a rendering of a state conference T-shirt design, as well as give a presentation regarding all aspects of his or her creation of the design.

1. Two presentations are required: a visual presentation and an oral presentation.
2. A space will be provided for you to display your T-shirt and notebook to promote your design to the public and for viewing at the national conference. You will have no more than a 28" x 28" table space for this display. Your entry submitted for judging will also be in this space. This display can be used in your presentation.
3. Design should be printed on a medium or large shirt for best fit on the supplied T-shirt display stand.
4. Preferably, entries will be created in a design software package such as Adobe Illustrator or Adobe Photoshop, or Freehand. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers.

5. The visual presentation will consist of your printed T-shirt and a design notebook to be submitted in an official SkillsUSA three-ring binder.
6. The design notebook will contain 8.5" x 11" drawings, sketches, thumbnails, roughs, composites, lists, etc. that were used during the design process. You may place any design asset or element that was used to create the design in this notebook to aid in your oral presentation.
7. The design notebook must include the following in this order:
  - a. Title Page. Include name of chapter, school name, school address and school telephone number.
  - b. Table of Contents. This should be page 1. The table of contents will follow the presented order list with page numbers.
  - c. Entries must be submitted in an official SkillsUSA three-ring binder. The notebook will contain no more than 25 sheets of 8.5" x 11" paper. Only the front surface of the 25 sheets may be filled.
  - d. Penalty: Five points per surface will be deducted for exceeding these maximums.
8. Artwork submission is 8.5" x 11". The artwork should be a comprehensive design and be displayed as a "proof" — a professional impression of the final design. All entries must be rendered in color. Entries must be submitted to the technical committee chair at orientation. Failure to do so will result in a penalty determined by the official scorecard
9. City competition designs can be changed for state competition submission.
10. The front-only T-shirt design will include elements to represent your state and SkillsUSA. This should be a shirt that a SkillsUSA member would like to wear.
11. The following text must appear on the T-shirt design: "SkillsUSA [State Name]" and the current year of the national competition.
12. The SkillsUSA emblem or SkillsUSA logo (or elements of either one) should not appear on the design.
13. All copyright laws must be followed in the creation of the design and presentations.
14. T-shirt design submissions must be turned in at the competition orientation meeting.
15. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.
16. Competitors will deliver a five- to seven-minute presentation and question/answer session regarding their design. They should display all their preliminary research and work(sketches, layouts, etc.) in the visual presentation (notebook).
17. Talking points should include:
  - a. How he or she came up with the design
  - b. The process used in developing their design
  - c. The design's unique qualities
  - d. Why other students/advisors would want to wear it
  - e. A defense of design decisions based on the question/answer session

- f. Describe the printing method of the entry.

## **STANDARDS AND COMPETENCIES**

### **1. SkillsUSA Framework**

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. Please reference the graphic above, as you may be scored on specific elements applied to your project. For more, visit: [www.skillsusa.org/about/skillsusa-framework/](http://www.skillsusa.org/about/skillsusa-framework/).

### **2. Understand general design industry terminology and concepts**

2.1. Define, explain and describe various concepts related to typography, elements of design, digital images, artwork and the printing process