**T-SHIRT DESIGN **

North Carolina - 2020

## PURPOSE

To evaluate a contestant’s creative, technical and oral presentation skills and recognize outstanding students for excellence and professionalism.

First, download and review the General Regulations at: [http://updates.skillsusa.org.](http://updates.skillsusa.org/)

## ELIGIBILITY

Open to active SkillsUSA members enrolled in career and technical programs.

## CLOTHING REQUIREMENTS

**Class A: SkillsUSA Attire:**

* Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket
* Button-up, collared, white dress shirt

(accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area or the blazer, sweater, windbreaker or jacket

* 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 dress shoes

## EQUIPMENT AND MATERIALS

1. **Supplied by the technical committee:**
	1. Time keeper and judges
	2. All necessary information for the judges and technical committee
2. **Supplied by the contestant:**
	1. Rendering of the T-shirt design
	2. T-Shirt Design Notebook
	3. Tabletop display setup to showcase your T-Shirt design to the public
	4. Supporting materials for the presentation portions of the contest:

## \*Updated 12/1/19

* + 1. Visual presentation materials should be on a standard tri-fold table display
		2. Additional materials to provide context are optional; ex. Printed T-shirt, props, etc. but display should not exceed the width of the standard tri- fold display.
	1. All competitors must create a one-page résumé and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a penalty designated by the official scorecard.

## SCOPE OF THE CONTEST

The contest consists of two parts:

1. Evaluation of the T-shirt design through one visual presentation.
2. Evaluation and verbal defense of the design decisions through an oral presentation, which will include a question-answer session.
3. Evaluation of the Tabletop Display.

# Knowledge Performance

There will be no skill-related written test.

# Skill Performance

The contest is designed to assess the ability of the competitor to design and produce a rendering of that design, as well as give a presentation regarding all aspects of his or her creation of the design.

# Contest Guidelines

1. All entries must be rendered in color (full color or up to four colors).
2. Preferably, entries will be created in a design software package such as Adobe Illustrator, Photoshop, or Freehand. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers.
3. 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. 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.

1. The design will include key recognizable aspects that best represent the competitor’s state.
2. The following text must appear on the T- shirt design: “SkillsUSA North Carolina”, and the current year of the national competition.
3. The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the design.
4. All copyright laws must be followed in the creation of the design and presentations.
5. Advisors need to check all submissions prior to orientation to ensure strict compliance with all rules.
6. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.
7. In addition to the T-shirt background color, the designer may use up to four colors in his or her artwork. These colors are “spot colors” and may not be blended or shaded.
8. Students will participate in an interview during the oral presentation of the contest. They should be prepared to discuss the overall process and how they came up with their design and color scheme. They should display all their preliminary research and work (sketches, layouts, etc.) in the visual presentation.

**NORTH CAROLINA CONTEST ALTERATIONS**

1. T-shirt design submissions and written answers must be turned in by the date specified to info@SkillsUSAnc.org.
2. Contestants will display a notebook along with their design. The notebook should include a Cover page with the contestant ID number and Preliminary work including sketches, layouts, etc.

14. A space will be provided for you to make a table top display to promote your t-shirt design to the public for viewing at the state conference. You will have approximately 24”x24” for this display. Your entry submitted for judging will also be in this space. This display can be used in your presentation. Displays may not include hazardous or flammable materials or generate noise. Displays will be judged on: Neatness, Overall aesthetic appeal, Informative, Cohesiveness, Grammar/spelling, and Size. **A DISPLAY IS REQUIRED**.

15. **WRITTEN COMPONENT & RESUME** (to be submitted by the date specified below)–

 Answers to the following questions, typed 12 point font, no more than 1-page per question.

 **Written Components should be submitted in PDF format and include the final design on one page.**

1. Discuss how you came up with the design of the t-shirt.
2. Discuss the process you used in developing your design (the technical development aspect including: Storyboarding, sketching, design software process, etc.)
3. Why do you feel this t-shirt represents the State of North Carolina?
4. SUBMIT YOUR **RESUME** ELECTRONICALLY ALONG WITH YOUR WRITTEN COMPONENT

**16. ORAL PRESENTATION** (on site) –

In less than 2 minutes, you will discuss -

1. What are the unique qualities of the t-shirt?
2. Why would other students/advisors want to wear it?

**17. DESIGN SUBMISSIONS** – (BOTH to be submitted by the date specified below) –

1. Original source file NOT compressed / flattened (psd, ai, indd, etc.)
2. Final file in jpeg format

**\*\* NORTH CAROLINA CONTEST ALTERATIONS / DEVIATIONS:**

**The Written Component, Oral Presentation, electronic Design Submissions and Display Requirements are deviations from the National Competition. If you advance to the national competition, BE SURE TO READ THE NATIONAL STANDARDS and understand what is expected of national contestants.**

**What is to be Submitted Prior to Conference:**

1. **PDF of Final Design**
2. **Original design (not flattened or compressed)**
3. **PDF of Written Answers**
4. **Resume (PDF or Word Doc)**

**Design submissions, Written Component AND Resume must be submitted via email (to info@SkillsUSAnc.org) by April 15.**

**(If this is during your spring break, submit early.) Entries submitted late will have a 10% point deduction for each day late.**

**Displays/Notebooks must be set up at the area designated in the conference program no later than:**

* **High School / Middle School Contestants – 3:00pm on Wednesday, April 22**
* **PostSecondary Contestants – 7:30am on Thursday, April 23**