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# T-Shirt Design

OPEN TO MIDDLE AND HIGH SCHOOL STUDENTS

## **OVERVIEW:**

Participants in this event develop and submit electronically in PDF format a T-shirt design, which can be adopted as the Colorado state delegation T-shirt to be worn at the National TSA conference.

NOTE: Due to the complexity and the large number of entries in this event as well as the limited duration of the state conference, this event has an early submission deadline! Contestants should submit their entries as a single, multi-page PDF document via the COTSA State Conference Early Submission Entry Form located at <http://goo.gl/hwsZvG> by February 1, 2018. Contestants will need to enter their STATE CONFERENCE ID# when submitting their entry. Entries that are not submitted electronically or are not received by the deadline will NOT be considered for competition.

## **I. PURPOSE**

Provide a means for TSA members to demonstrate their ability to communicate design and layout skills.

## **II. ELIGIBILITY FOR ENTRY**

This event is open to Middle School and High School Chapters. Entries are limited to one (1) entry per student.

## **III. SPECIFIC REGULATIONS**

- A. The T-shirt design is an individual event. No recognition will be given for a group effort.
- B. The student should develop a design for the back of the T-shirt as well as an accompanying design for the front left pocket area of the Shirt.
- C. The student should create a design for the back of the shirt (it must fit on a standard 8.5" x 11" piece of paper in portrait orientation).
- D. The student should also create a design for the left chest area of the front of the shirt not to exceed 5" x 5".
- C. The design of the shirt may have a maximum of three (3) colors. This does not include the color of the shirt (for example, if a white shirt is used, white can be incorporated into the design along with three other colors).
- D. The design should reflect the current year's national conference theme which can be found at <http://www.tsaweb.org/Themes-and-Problems>.



## T-Shirt Design

- E. The following information **MUST** be included in the design:
- The words “TSA National Conference”
  - Date of the National Conference
  - Location of the National Conference (City & State)
  - The theme for the National Conference
  - Either the Colorado TSA logo, or the official TSA logo
  - The type face(s) may be original in design or may consist of a traditional-type style(s). The required alphanumeric characters may be incorporated as an integral part of the illustration.
- F. Public domain computer clip art may be included in the design. Use of copyrighted or registered artwork in design is prohibited without verified permission from the original artist/publisher,
- G. Students **DO NOT** have to print out the design or prepare a mock up of the shirt. Contestants should submit their entries electronically as a single, multi-page PDF document via the COTSA State Conference Early Submission Entry Form located at <http://goo.gl/hwsZvG> by 11:59 p.m. on February 1, 2018. Contestants will need to enter their STATE CONFERENCE ID# when submitting their entry. Entries that are not submitted electronically or are not received by the deadline will **NOT** be considered for competition.
- H. When submitting a design, contestants should prepare a single, multi-page documentation portfolio in PDF format (8.5” x 11”) that includes:
- Title page with the event title, the conference city and state, the year, and the team/chapter ID number; one (1) page
  - Table of contents
  - LEAP documentation (High School Individual Resume or Middle School LEAP Response)
  - **Design:** A full-color design for the back of the shirt (no larger than 8.5” x 11” - portrait orientation). This page should also include the contestant’s individual ID number. Nothing else should appear on this page.
  - **Design Part II:** A full-color design for the front of the shirt (no larger than 5” x 5”). This page should also include the contestant’s individual ID number. Nothing else should appear on this page.
  - **Description:** A one (1) page description of the design process (including research efforts, design plans, creation process and self evaluation). This would include an explanation of the designer’s inspiration. This description should also include software programs used, artwork/ graphic/ photo sources used in the production of the graphics.



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## T-Shirt Design

- **References:** All entries must be the original work of the participant. Computer generated type fonts and public domain computer clip-art may be used. All ideas, text or images from sources other than the designer must be cited (copyrighted or not). Cited works should be in MLA format (see the Documentation Style Guide in this book for formatting examples!).
- **Letters of Permission:** If copyrighted material is used, separate written permission must be included as well. Failure to follow this procedure will result in disqualification. If the artwork is completely original, this must be stated in the description.

- I. All submissions are to be received by 11:59 p.m. on FEBRUARY 1, 2018.
- J. Copies of previously submitted (winning or non-winning) designs shall not be used.

### *IV PROCEDURE*

- A. Registration: Event participants must register and follow the guidelines for the event in accordance with the procedures established for the conference.
- B. All winning entries will become the property of Colorado TSA. Colorado TSA reserves all rights to use and modify the designs for use on the state delegation t-shirt.
- C. Go or No-Go Compliance - A design that receives a "No" answer to any of the requirements below will not be evaluated.
  - Is LEAP documentation present in the documentation portfolio? (Yes/No)
  - Does the design meet all the stated specifications? (Yes/No)

### *V EVALUATION*

The designs will be evaluated using the following rubric. In the event of a tie, ranking will be determined by the Event Coordinator.



Participant/Team ID# \_\_\_\_\_

T-SHIRT DESIGN			
2016 OFFICIAL RATING FORM		MIDDLE & HIGH SCHOOL	
Go/No Go Specifications			
<p>Before judging an entry, ensure all items below are present; indicate presence with an "X" in the box. If an item is missing, leave the box blank and place an "X" in the box labeled ENTRY NOT EVALUATED; this disqualifies the entry and it is not to be judged.</p>			
<input type="checkbox"/> Completed LEAP Resume (HS) / LEAP Response (MS) is present			
<input type="checkbox"/> ENTRY NOT EVALUATED			
Specifications			
	Minimal Performance 1-4 points	Adequate Performance 5-8 points	Exemplary Performance 9-10 points
Design Specs: Artwork Part I	T-shirt design is poorly prepared, is not in color, or has more colors than specified. Design is NOT presented in PDF format, or does not show both front/back designs of shirt.	T-shirt design in color. Design consists of no more than three colors (not including the color of the shirt). Design is not presented in PDF format or may show only the front or back design of the T-shirt.	T-shirt design is prepared neatly and in color. Design consists of no more than three colors (not including the color of the shirt). The design is presented in PDF format and shows both front and back designs of T-shirt.
Design Specs: Artwork Part II	<p>Artwork is not clear and all elements are not readable/recognizable. Design may be missing two or more of the following:</p> <ul style="list-style-type: none"> <li>• The words "TSA National Conference"</li> <li>• The Colorado TSA logo or official TSA logo</li> <li>• Dates of the National Conference</li> <li>• Location of the National Conference</li> <li>• The theme of the design reflects some aspect of Colorado and Colorado TSA</li> <li>• The words "Colorado TSA"</li> </ul>	<p>Artwork is clear and all elements are readable/recognizable. Design may be missing one of the following elements:</p> <ul style="list-style-type: none"> <li>• The words "TSA National Conference"</li> <li>• The Colorado TSA logo or official TSA logo</li> <li>• Dates of the National Conference</li> <li>• Location of the National Conference</li> <li>• The theme of the design reflects some aspect of Colorado and Colorado TSA</li> <li>• The words "Colorado TSA"</li> </ul>	<p>Artwork is clear and all elements are distinct and easily readable/recognizable. Design includes:</p> <ul style="list-style-type: none"> <li>• The words "TSA National Conference"</li> <li>• The Colorado TSA logo or official TSA logo</li> <li>• Dates of the National Conference</li> <li>• Location of the National Conference</li> <li>• The words "Colorado TSA"</li> </ul>
Design Specs:	The artwork DOES NOT reflect, interpret or in some other way communicate the theme of the national conference. Design also does not include some element that reflect, interprets or in some other way communicates a sense of the specified theme as outlined in the rules.	N/A	The artwork reflects, interprets, or in some other way communicates the theme of the theme of the design reflects some aspect of Colorado and Colorado TSA.
Design Specs: Artwork Part III	Design is messy and/or damaged; it includes three (3) or more of the following: dull/rough edges, hard to read fonts, smudges, smears on the graphic, extraneous markings.	Design has several good points, but some details detract from the overall quality; it includes two (2) or fewer of the following: dull/rough edges, hard to read fonts, smudges, smears on the graphic, extraneous markings.	Graphic is striking, elegant and includes one (1) or none of the following: dull/rough edges, hard to read fonts, smudges, smears on the graphic, extraneous markings.

Record scores in the column spaces below.





<b>Use of Graphic Design Principles</b>	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated into the graphic, and/or they are considered as an afterthought.	Graphic is missing two (2) or fewer design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing.	Graphic is aesthetically pleasing and all design principles are incorporated into the design and layout.	
<b>Graphic Elements</b>	Design uses more than the number of colors specified, gradients and/or photographs. Design colors are not separated. Design does not utilize metal color of the pin in the design.	Design incorporates no more than the maximum number of colors specified. Colors may not be separated by a distinct border. The design may include gradients and/or photographs.	Design incorporates no more than the maximum number of colors specified. Colors are separated by a distinct border. The design does not use gradients. The design does not incorporate any photographs. Design incorporates the metal color of the pin in the design.	
<b>SUBTOTAL</b>				

*Proof of permission to use copyrighted image(s) must be included. Clip art must be documented. Failure to provide this information will result in DISQUALIFICATION. No permission is needed for the use of the TSA logo by affiliated chapters.*

Rules violations (a deduction of 20% of the total possible points) must be initiated by the evaluator, coordinator and manager of the event. Record the deduction in the space to the right. Indicate the rule violated: _____	
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(To arrive at the TOTAL score, add any subtotals and subtract rules violation points, as necessary.)	<b>TOTAL SCORE</b>	
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Comments:	
_____ Printed name:	I certify these results to be true and accurate to the best of my knowledge. Signature: