

## SkillsUSA Maryland 2024 State Championship T-Shirt Design Contest Update 4/1/2024

1. Two presentations are required: a visual presentation and an oral presentation.
2. A space will be provided for competitors to display the T-shirt and binder to promote the design to the public and for viewing at the national conference. Competitors will have no more than a 28" x 28" table space for this display.
3. Design should be printed on a medium or large shirt for best fit on the supplied T-shirt display stand or have a minimum 8 ½ x 11 inch color mock up.
4. Entries will be created in a Vector-based design software package such as Adobe Illustrator.
5. The visual presentation will consist of the printed T-shirt and/or mock up as well as a design documentation binder showing the full design process to be submitted in an official SkillsUSA three-ring binder. A presentation board highlighting the design process is also suggested.
6. The design binder will contain 8.5" x 11" drawings, sketches, thumbnails, roughs, composites, lists, etc. that were used during the design process. Competitors may place any design asset or element that was used to create the design in this binder to aid in the oral presentation.
7. The design binder must include the following in this order:
  - T-Shirt Design, 2023-24
    - Final design
    - Table of Contents.
    - The table of contents will follow the presented order list with page numbers.
    - The binder will contain no more than 25 sheets of 8.5" x 11" paper.
    - Only the front surface of the 25 sheets may be filled.
    - **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.
  - A copy of the entry with competitor number must be submitted to the technical committee at time of presentation.
    - Failure to do so will result in a penalty determined by the official scorecard.
9. T-Shirt designs should be maximum of 4 process color plus T-Shirt color.
10. The front-only T-Shirt design will include elements to represent the competitor's 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.
15. The T-Shirt designer must specify the color of the shirt the artwork is intended to be printed onto and designate the PMS colors.
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 (binder).
17. Talking points should include:
  - a. How the competitor came up with the design
  - b. The process used in developing the 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.

Note: No extra time will be given if oral presentation does not leave time for the question/answer session.