



## T-SHIRT DESIGN CONTEST

### OVERVIEW

The t-shirt design contest gives SkillsUSA members an opportunity to showcase their graphic design skills at the state and national level. The winning design will be the official conference t-shirt for the State Leadership and Skills Conference. The designer will be recognized at the State Leadership and Skills Conference and have the opportunity to compete at the National Leadership and Skills Conference in June.

### THE CONTEST

- Contestant artwork and design should focus on Tennessee and its unique and/or appealing qualities. The design should include key recognizable aspects that best represent the state of Tennessee.
- Contestants will present a five to seven minute presentation and question-answer session regarding their design to a panel of industry judges. This presentation will occur virtually the week of February 7-11, 2022. Talking points should include:
  - a. How the contestant came up with the design
  - b. The process used in developing the design
  - c. The design's unique qualities and how it represents the state of Tennessee
  - d. Why other students/advisors would want to wear it
  - e. A defense of design decisions based on the question-answer session

### CONTEST RULES

#### Design Rules

- Entries should be created in design software, such as Adobe Illustrator, Adobe Photoshop, or similar software. Hand-drawn, painted, or entries rendered in colored pencils or markers will also be accepted.
- Designs must be rendered in color.
- The designer must specify the color of the t-shirt.
- 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.
- Designs must include the following text: "SkillsUSA Tennessee Postsecondary" **OR** "SkillsUSA Tennessee PS", **AND** the year of the next national conference.
- The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the design.
- Use of the word SkillsUSA must follow the graphic standards as published by the national SkillsUSA organization.
- All copyright laws must be followed in the creation of the design.

## Submission Rules and Procedures

- All designs must be submitted by a student member of SkillsUSA.
- Design entries must be submitted electronically through the [contest submission form](#).
- The winning contestant and their advisor will be contacted for the source file format if the design is created using computer software.
- The first, second, and third place winners will be posted on our website and recognized at the state conference awards ceremony.
- The first place winner will advance to national conference. The second and third place winners can enter to compete in a different contest at state.

All submissions become the property of Tennessee Postsecondary Association of SkillsUSA and will not be returned. Submitting a design indicates that SkillsUSA Tennessee Postsecondary has the right to reproduce the design or one similar in any media chosen. SkillsUSA Tennessee Postsecondary has the right to modify the design as necessary to produce a t-shirt to our standards and to the manufacturer's specifications and abilities.

## **ELIGIBILITY**

The t-shirt design contest is open to all registered SkillsUSA student members who are enrolled in a career and technical education program at a college/postsecondary institution in Tennessee with an active SkillsUSA chapter. Membership for the current year will be verified by the state director.

## **JUDGING**

All entries will be judged by a panel of industry judges. SkillsUSA Tennessee Postsecondary student members and advisors will also have the opportunity to vote for the best design. Judges scores will count for 75% while the member vote will count for 25% of the overall score.

## **DEADLINE**

All entries must be received by Tuesday, February 1, 2022 via [electronic upload](#).