



T-Shirt Design

2024 SkillsUSA Michigan State Championships Contest Description Task and Materials List

CONTEST LOCATION:

Amway Grand Plaza Hotel
187 Monroe Avenue NW
Grand Rapids, MI 49503, US
(616) 774.2000
<http://www.amwaygrand.com/>

RESUME:

Each student must submit a one-page printed resume before the contest start at the contest site (present to the contest coordinator, not judges). This is the only time that resumes can be turned in. Failure to do so will result in a 10-point penalty.

SUPPLIED BY THE TECHNICAL COMMITTEE:

- Timekeeper and judges
- All necessary information for the judges and technical committee

SUPPLIED BY THE CONTESTANT:

- 1 page resume
- Artwork submission. Refer to the contest guidelines below for specifications.
- Design documentation submitted in an official SkillsUSA three-ring binder with supporting materials for the presentation portions of the competition. Refer to the contest guidelines below for specifications.

SCOPE OF THE COMPETITION

The competition consists of the following:

1. Evaluation of the state T-shirt design.
2. Evaluation and verbal defense of the design decisions through an oral presentation, which will include a question and answer session.
3. Evaluation of the design documentation submitted in an official SkillsUSA 3-ring binder.

CONTEST GUIDELINES:

1. Two presentations are required: a visual presentation and an oral presentation.
2. 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.
3. The visual presentation will consist of **ONLY** a design documentation binder to be submitted in an official SkillsUSA three-ring binder.
4. 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.
5. The design binder 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 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.
 - d. Penalty: Five points per surface will be deducted for exceeding these maximums.
6. 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. Label the back of your artwork with the following:
 - a. Member's name
 - b. Advisor's name
 - c. Training program
 - d. School name, address and phone number
7. 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.
8. The following text must appear on the T-shirt design: "**SkillsUSA Michigan**" and the **current year** of the national competition.
9. The SkillsUSA emblem or SkillsUSA logo (or elements of either one) should not appear on the design.
10. Entries must be rendered in color with a maximum of 4 solid colors (no photos or parts of photographs). Any background color, other than white, will be counted as one of the 4 colors. White will be counted as a color if it is part of the design.
11. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.
12. All copyright laws must be followed in the creation of the design and presentations.

13. 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) with the design of the t-shirt.

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.

14. Either the winning high school or college/postsecondary design will be the Michigan state t-shirt at the National Leadership and Skills Conference in June of that year.
15. The student must keep a copy of the design until results are announced. Upon request, the winner will be required to submit his or her artwork in the original software file to the state office on a CD, flash drive or by e-mail for reproduction purposes. SkillsUSA Michigan cannot guarantee return of any materials. If the art was not rendered electronically but is selected as a winner, SkillsUSA Michigan will have the artwork rendered according to the original design, but to our specifications.
16. SkillsUSA Michigan retains the right to make modifications to the final design as necessary in order to produce the design to our standards and to the manufacturer's specifications and abilities.
17. All submissions will become the property of SkillsUSA Michigan.

CLOTHING REQUIREMENT (if different from National contest):

Class A: SkillsUSA Official Attire

- Official SkillsUSA red blazer or official SkillsUSA red jacket
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie or SkillsUSA black tie), white shirt (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel area of the blazer, sweater, windbreaker or jacket
- Black dress slacks or black dress skirt (knee-length at minimum)
- Black closed-toe dress shoes

FRAMEWORK REQUIREMENT

Students will be expected to display or explain how they used some of the SkillsUSA Framework Essential Elements.

TESTING REQUIREMENT

Online Professional Development

OBSERVERS ALLOWED IN ROOM DURING COMPETITION?

- No

