

T-SHIRT DESIGN

This is your opportunity to show your design skills

The Print and Graphics Scholarship Foundation (PGSF) is proud to announce our first-ever Promotional T-shirt Design Competition.

The t-shirt will be used to promote the careers possible in graphics, availability of scholarships through PGSF, and/or how graphic communications fit into today's world. The winning design will be placed into production during the Printing United show in Atlanta this coming October.

What to turn in:

Design Process: brainstorming, thumbnails, rough and comprehensive sketches

Digital file: Hand in your digital file for grading as a .pdf on the shared drive, it needs to be like this: YourLastName.pdf

*Also export a digital file for submission to the contest use a file format that is listed below. As always I suggest saving a NATIVE file format as well

Use the assets that are on the class website as a part of your design, see below.

Design entries must include the following:

1. Prominently display Print and Graphics Scholarship Foundation name and logo in the right or left hand corner.
2. Design Theme Options (Pick one and showcase):
 - Graphic Communications in Today's World
 - Career Opportunities in Graphics & Print
 - Apply for Scholarships in Graphic Communications
3. Bright and highly visible colors are great!
4. Final artwork:
 - Files should be high res jpg, png, tif or psd
 - Maximum / optimal area to fill for printing on t-shirt is 13×18" max

Prizes:

The winning entrant will receive a trip to the Printing United show in Atlanta in October 2020. This will include airfare and hotel for one night. Additionally, they will receive an award certificate, and will be recognized in a national news release.

Thanks to sponsorship by Ryonet®|Allmade®, ROQ, and Sanmar. The first-place winner will receive a Semi-Pro 4 Color Screen Printing Kit by Ryonet (valued at \$2000). Runner-up will receive a DIY PRINT SHOP Original T-Shirt Screen Printing Kit (value \$250).

3. Find the “real story”: After your research, you can determine the angle you want to take your story. Is the newborn the first son of a wealthy family on whom the family legacy will continue? Or does the baby have a rare heart condition? Is the drama production an effort to bring the student body together? Or is it featuring a child star? Is the birthday party for an adolescent turning 13, or the last birthday of a dying cancer patient? Though each story idea is the same, the main factors of each story create an incredibly unique story.

4. Every dynamic story is built on a set of core values and emotions that touch the heart of its audience. Anger. Joy. Fear. Hurt. Excitement. The best way you can connect your photo essay with its audience is to draw out the emotions within the story and utilize them in your shots. This does not mean that you manipulate your audience's emotions. You merely use emotion as a connecting point.

5. Plan your shots: Whether you decide to sit down and extensively visualize each shot of the story, or simply walk through the venue in your mind, you will want to think about the type of shots that will work best to tell your story. Then create a “shot list” for the story. Each shot will work like a sentence in a one-paragraph story. You will start with 5 shots. Each shot must emphasize a different concept or emotion that can be woven together with the other images for the final draft of the story. There is an assignment on our PowerSchool learning blog for you to create your “shot list”

Remember that story telling takes practice. You don't have to be an incredible writer to pull off a powerful photo essay. All you need is a bit of photographic technique, some creativity, and a lot of heart. And once you begin taking pictures in stories, your images will never be the same.