



T-SHIRT DESIGN



SkillsUSA Championships Technical Standards

PURPOSE

To evaluate a competitor's creative, technical, and oral presentation skills and recognize students for excellence and professionalism.

First, download and review the General Regulations at updates.skillsusa.org.

ELIGIBILITY

Open to active SkillsUSA members enrolled in career and technical education program. Each state may send one middle school, one high school, and one college/postsecondary competitor.

CLOTHING REQUIREMENTS

Competitors may choose between either Class A or Class E clothing as described below.

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

Note: The official SkillsUSA windbreaker, sweater and black Carhartt jacket are no longer available for purchase in the SkillsUSA Store. However, these clothing items are grandfathered in as previous official SkillsUSA clothing and can be worn in SkillsUSA competitions as directed in this document.

OR:

Class E: Competition Specific — Business Casual

- Official SkillsUSA white polo shirt
- Black dress slacks or black dress skirt (knee-length minimum)
- Black closed-toe dress shoes

Note: Wearing socks or hose is not required. If worn, socks must be black dress socks and hose must be either black or skin-tone and seamless/nonpattern.

These regulations refer to SkillsUSA Championships Clothing Classifications that are pictured and described at skillsusastore.org. If you have questions about competition uniforms, call the SkillsUSA Store at 888-501-2183.

Note: Competitors must wear their official competition clothing to the competition orientation.

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
 - a. Timekeeper
 - b. Form used to display T-shirt and minimum 28" by 28" table space.
2. Supplied by the competitor:
 - a. Artwork
 - b. Printed T-shirt
 - 1). The design should be printed on a medium or large shirt to best fit on the supplied T-shirt display form.
 - c. Official SkillsUSA three-ring binder documenting the project.
 - 1). All competitors must submit a digital copy of their binder's contents saved as a PDF file. The purpose of the "Online Submission Requirements" is for pre-conference evaluation. Failure to submit a digital copy of the binder that can be opened and meets the required format may result in a loss of points. See "Online Submission Requirements" below for guidelines.
 - d. All competitors must create and submit online a one-page single sided resume. See "Online Submission Requirements" below for guidelines.

Note: All national competitors must also check for competition-specific updates and/or competitor preparation instructions on the SkillsUSA website at updates.skillsusa.org.

PROHIBITED DEVICES

Cellphones, electronic watches and/or other electronic devices not approved by a competition's national technical committee are **NOT** allowed in the competition area. Please follow the guidelines in each technical standard for approved exceptions. Technical committee members may also approve exceptions onsite during the SkillsUSA Championships if deemed appropriate.

Penalties for Prohibited Devices

If a competitor's electronic device makes noise or if the competitor is seen using it at any time during the competition, an official report will be documented for review by the Director of the SkillsUSA Championships. If confirmed that the competitor used the device in a manner which compromised the integrity of the competition, the competitor's scores may be removed.

ONLINE SUBMISSION REQUIREMENTS

All SkillsUSA national competitors must submit their one-page single sided resume online. The deadline and link for online submissions will be published on <http://updates.skillsusa.org>. Failure to submit any of the required online submission documents listed below by the established deadline will result in a 10-point penalty for each missing document. File(s) must open directly as a PDF file without additional software/application and/or permission status.

1. One-page single sided resume
2. A digital copy of the binder's contents saved as a combined single PDF file. The online submission of scanned pages must be in the same order as the physical binder presented at the competition orientation.

Your submissions must be saved as individual PDF file types using the file name format of "Your Last Name_Your First Name_DocumentType." For example, "Amanda Smith" would save the individual PDF submission files as:

- Smith_Amanda_Resume
- Smith_Amanda_Binder

OBSERVER RULE

The technical committee reserves the right to allow or prohibit observers into competition area(s). If allowed, no observer may enter or exit the competition area while a competitor is presenting. Observers are not allowed to talk to or make gestures to competitors. No videotaping or photography is allowed during the competition. All phones and electronic devices must be silenced and put away. The competition staff reserves the right to request any observer to leave if they are perceived as a distraction.

SCOPE OF THE COMPETITION

KNOWLEDGE PERFORMANCE

There is no general knowledge test required in this competition. Competitors are required to take the SkillsUSA Professional Development Test.

SKILL PERFORMANCE

The competition is designed to assess the ability of the competitor to design and produce a rendering of a T-shirt design for their state SkillsUSA association, as well as give a presentation regarding all aspects of their creation of the design.

COMPETITION GUIDELINES

1. Competition orientation
 - a. Competitors will be assigned appointment times. Appointments may be randomly pre-assigned by the technical committee or drawn during the competition orientation.
 - b. Artwork submission must be turned in at the competition orientation.
2. Display space
 - a. A table space, no larger than 28" by 28", will be provided for competitors to promote the design to the public.
 - b. The display will consist of only a printed T-shirt and the design documentation submitted in an official SkillsUSA three-ring binder.
 - c. The display must be set up by the time listed in the conference schedule and remain up until the competition debriefing. Advisors are not permitted to set up displays.
3. T-shirt design
 - a. Design should be printed on a medium or large shirt to best fit on the supplied T-shirt display form.
 - b. 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.
 - c. The following text must appear on the T-shirt design: "SkillsUSA [State Name]" and the current year of the national competition.
 - d. The name SkillsUSA must be used, and the proper spelling must be as shown (SkillsUSA is one word; accurate use of capitalization is required to comply with brand standards.) Learn more about SkillsUSA's brand guide at: skillsusa.org/resources/brand-resources/
 - e. The SkillsUSA emblem or SkillsUSA logo (or elements of either one) should not appear on the design.
 - f. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.
 - g. Artwork design proof page. The artwork should be a comprehensive design and be presented as "production proof" (a professional impression of the final design).
 - 1). Artwork must be rendered in color.
 - 2). Artwork printed on 8.5" by 11" page that is separate from the binder.
 - h. Preferably, entries will be created using computer design software such as Adobe Illustrator or Adobe Photoshop, or Freehand. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers.
 - i. All copyright laws must be followed in the creation of the design and presentations.
 - j. T-Shirt designs cannot be changed for national competition submission. There is no opportunity to "tweak" the design after it has been judged/produced as the state winner.
4. Binder
 - a. Design documentation must be submitted in an official SkillsUSA three-ring binder.
 - 1). A penalty of 20 points will be deducted for not submitting documentation in an official binder.
 - b. The binder must contain no more than 25 pages.

Note: A sheet of paper has two sides. Each side is considered one page. Therefore, a single sheet of unfolded paper is two pages.

- 1). Documentation must be on a single sided 8.5" by 11" sheet of paper.
 - 2). All pages must be numbered.
 - 3). A five (5) point penalty per page will be deducted for exceeding the page limit.
 - 4). Any pages contained in a pocket, folded page, or similar features will be counted as additional pages and will be subject to penalty.
 - c. The design documentation will contain drawings, sketches, thumbnails, roughs, composites, lists, etc. that were used during the design process. Competitors may place any design asset or element used to create the design in this binder to aid in the oral presentation.
 - d. The binder must be organized in the sequence identified below:
 - 1). Title Page. Include name of chapter, school name, school address, and school telephone number.
 - 2). Table of Contents.
 - 3). Design documentation organized as presented in the table of contents.
5. Presentation
- a. Competitors will deliver a five (5) to seven (7) minute presentation and question/answer session regarding their design.
 - b. After the presentation, the judges will ask questions related to t-shirt design, SkillsUSA, production process, professional development, workplace, technical, and leadership skills. A question/answer session regarding their design will be given a maximum of three (3) minutes.
 - c. Note: The maximum time allowed for the presentation and interview is 10 minutes. No extra time will be given if the oral presentation does not leave time for the question/answer session.
 - d. Competitors should have good eye contact and a good rapport with the judges.
 - e. Strong presentations have a commanding introduction, a series of strong supporting points, and a conclusion which summarizes the topic.
 - f. Talking points should include:
 - 1). How the competitor came up with the design
 - 2). The process used in developing the design
 - 3). The design's unique qualities
 - 4). Why other students/advisors would want to wear it
 - 5). Describe the printing method of the entry
 - 6). A defense of design decisions based on the question/answer session

STANDARDS AND COMPETENCIES

TSD 1.0 — Plan, develop, and create an effective project.

- 1.1. Brainstorm project ideas following a problem-solving process.
- 1.2. Break down project and task with timelines.
- 1.3. Identify resources and standards for completing project.

- 1.4. Anticipate and plan for possible obstacles and setbacks.
- 1.5. Establish work priorities.
- 1.6. Employ technology to solve problems.
- 1.7. Overcome barriers and roadblocks.
- 1.8. Evaluate the finished project and make appropriate modifications.

TSD 2.0 — Understand general design industry terminology and concepts.

- 2.1 Define, explain and describe various concepts related to typography, elements of design, digital images, artwork and the printing process.

TSD 3.0 — Demonstrate mechanical skills by creating a design on the computer within a specified amount of time.

- 3.1 Recall understanding and skills necessary to prepare art electronically.
 - 1.1.1 Implement correct size and orientation of design.
 - 1.1.2 Recall knowledge and appropriate use of industry standard hardware and software.
 - 1.1.3 Implement correct size and placement of elements.
 - 1.1.4 Implement correct use of typography.
 - 1.1.5 Implement assignment of proper color to elements.

TSD 4.0 — Administer creative skills by solving a graphic design problem relevant to the skill set required for the design industry.

- 4.1 Apply understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem.
 - 4.1.1 Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee.
 - 4.1.2 Implement media (markers, color pencils, etc.) in the creation of thumbnails.
 - 4.1.3 Demonstrate professional presentation and technical execution of thumbnails.
- 4.2 Apply understanding and skills necessary to create roughs developed from thumbnails for the given design problem.
 - 4.2.1 Implement correct number, size, scaling and color requirements of thumbnails as defined by the technical committee.
 - 4.2.2 Exhibit the development of ideas from the thumbnail stage.
 - 4.2.3 Implement media (markers, color pencils, etc.) in the creation of roughs.
 - 4.2.4 Demonstrate professional presentation and technical execution of roughs.
- 4.3 Administer industry standard hardware and software in the creation of the project.
 - 4.3.1 Implement correct size and format for the competition's comprehensive design.
 - 4.3.2 Exhibit the development of ideas from the rough stage.
 - 4.3.3 Implement clip art, original art and designs in the creation of the comprehensive.
 - 4.3.4 Demonstrate professional presentation and technical execution of the comprehensive.

TSD 5.0 — Create and deliver a professional presentation in a simulated customer situation.

- 5.1 Acknowledge and be present with customers.
- 5.2 Communicate professionally with technical knowledge.

- 5.3 Choose appropriate mode of communication.
- 5.4 Write and speak effectively.
- 5.5 Use appropriate body language.
- 5.6 Check for understanding when articulating complex issues.
- 5.7 Practice active listening skills.
- 5.8 Manage presentation time limits.
- 5.9 Articulate knowledge and understanding of SkillsUSA Framework and how the Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics are applicable to the project.

TSD 6.0 — SkillsUSA Framework

The SkillsUSA Framework is used to pinpoint the Essential Elements found in Personal Skills, Workplace Skills, and Technical Skills Grounded in Academics. Students will be expected to display or explain how they used some of these Essential Elements. For more, visit:

www.skillsusa.org/who-we-are/skillsusa-framework/.

COMMITTEE IDENTIFIED ACADEMIC SKILLS

The technical committee has identified that the following academic skills are embedded in this competition.

Math Skills

- Use fractions to solve practical problems
- Use proportions and ratios to solve practical problems
- Simplify numerical expressions
- Solve practical problems involving percentages
- Solve single variable algebraic expressions
- Solve multiple variable algebraic expressions
- Measure angles
- Find surface area and perimeter of two- dimensional objects
- Find volume and surface area of three- dimensional objects
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures
- Construct three-dimensional models
- Solve problems using proportions, formulas and functions
- Take measurements with a ruler

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: www.nctm.org.

Language Arts Skills

- Analyze mass media messages
- Demonstrate comprehension of a variety of informational texts
- Use print, electronic databases and online resources to access information in books and articles

- Demonstrate narrative writing
- Demonstrate expository writing
- Demonstrate persuasive writing
- Demonstrate informational writing
- Edit writing for correct grammar, capitalization, punctuation, spelling, sentence structure and paragraphing
- Connections to National Standards
- State-level academic curriculum specialists identified the following connections to national academic standards.

CONNECTIONS TO NATIONAL STANDARDS

State-level academic curriculum specialists identified the following connections to national academic standards.

Math Standards

- Numbers and operations
- Algebra
- Geometry
- Measurement
- Data analysis and probability
- Problem-solving
- Communication
- Connections
- Representation

Source: NCTM Principles and Standards for School Mathematics. For more information, visit: www.nctm.org.

Language Arts Standards

- Students read a wide range of print and nonprint texts to build an understanding of texts, of themselves and of the cultures of the United States and the world; to acquire new information; to respond to the needs and demands of society and the workplace; and for personal fulfillment. Among these texts are fiction and nonfiction, classic and contemporary works.
- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.

- Students apply knowledge of language structure, language conventions (e.g., spelling and punctuation), media techniques, figurative language and genre to create, critique and discuss print and nonprint texts.
- Students conduct research on issues and interests by generating ideas and questions and by posing problems. They gather, evaluate and synthesize data from a variety of sources (e.g., print and nonprint texts, artifacts, people) to communicate their discoveries in ways that suit their purpose and audience.
- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks and video) to gather and synthesize information and to create and communicate knowledge.
- Students participate as knowledgeable, reflective, creative and critical members of a variety of literacy communities.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

Source: IRA/NCTE Standards for the English Language Arts. To view the standards, visit: www.ncte.org/st.