SkillsUSA® CHAMPIONSHIPS

T-SHIRT DESIGN

SkillsUSA Championships Technical Standards

PURPOSE

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

- 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.
- The front-only t-shirt design should be a shirt that a SkillsUSA Tennessee Postsecondary member would like to wear.

ELIGIBILITY

Open to active SkillsUSA members enrolled in college/postsecondary career and technical education programs.
Deadline: February 1, 2024, via the [Contest Submission Form](#)

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
   a. Judges
   b. All necessary information for the judges and technical committee
2. Supplied by the competitor:
   a. Drawing of concept
   b. Design documentation submitted via presentation software.
   c. All competitors must create a one-page resume. See "Resume Requirement" below for guidelines.

RESUME REQUIREMENT

Competitors must create a one-page resume to submit online. SkillsUSA national competitors should submit their resume by the deadline published on the competition updates page of our website. Failure to submit a resume will result in a 10-point penalty.

Your resume must be saved as a PDF file type using file name format of "Last Name_First Name." For example, "Amanda Smith" would save her resume as Smith_Amanda. If you need assistance with saving your file as a PDF, visit the Adobe website for more information.

Note: Check the Competition Guidelines and/or the updates page on the SkillsUSA website at
http://updates.skillsusa.org.

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 includes a question-and-answer session
3. Evaluation of the design documentation submitted in an official presentation.

KNOWLEDGE PERFORMANCE
There will be no skill-related written test.

SKILL PERFORMANCE
The competition is designed to assess the ability of the competitor to design and produce a rendering of a state T-shirt design, as well as give a presentation regarding all aspects of his or her creation of the design.

COMPETITION GUIDELINES

1. Entries should be created in design software, such as Adobe Illustrator, Adobe Photoshop, Freehand, or similar software. Hand-drawn, painted, or entries rendered in colored pencils or markers will also be accepted.
2. The following text must appear on the t-shirt design: "SkillsUSA Tennessee Postsecondary" OR "SkillsUSA Tennessee PS", AND the year of the next National Conference.
3. "SkillsUSA" is one word; accurate use of capitalization is required to represent the brand's standards (Learn more about SkillsUSA's editorial and graphic style guidelines here.)
4. SkillsUSA was born in Nashville, TN, in 1965. These aspects can be included in the design but does not have to appear.
5. The SkillsUSA emblem or SkillsUSA logo (or elements of either one) should not appear on the design.
6. The design must be the original concept of the student. Use of the students' own original photos, drawings, or digital art is highly recommended. Designs may be constructed of small amounts of Creative Commons licensed material, material in the public domain, or commercial stock images. These materials must be accompanied by proof of license and must provide attribution to credit the originator.
7. All copyright laws must be followed in the creation of the design.
8. Learn more about SkillsUSA's editorial and graphic style guidelines at https://brandguide.brandfolder.com/skillsusa-brand-guide/
9. Designs may incorporate the National SkillsUSA theme for the current year; however, this is not a requirement.
10. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed on.
11. The designer will present the design and aspects involved in its development using presentation type software.
12. A presentation will be submitted. It will include sketches and individual design components.
13. The presentation will consist of
    a. .pdf or .jpeg design
    b. drawings, sketches, thumbnails, roughs, composites, lists, etc., used during the design process.

     c.   Competitors may place any design asset or element used to create the design in this presentation to aid in the oral presentation.

14.   The Presentation must include the following in this order:
    a.   Title Page. Include the name of the 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.   Drawings, sketches, thumbnails, roughs, composites, lists, etc. that were used during the design process.

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. Uploaded by the due date in .pdf or .jpeg format.

9.   T-shirt designs cannot be changed for submission to national competitions. There is no opportunity to "tweak" the design after it has been judged the state winner.

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.

17.   Talking points in the presentation 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
    g.   Presenter substitutions are not permitted. However, a language translator may be allowed for students with this need. To receive this accommodation, the proper form must be submitted by the established deadline. Please check with the State Director for more details on submitting this form.

STANDARDS AND COMPETENCIES

TD 1.0 — 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. Please reference the graphic, as you may be scored on specific elements applied to your project. For more, visit: www.skillsusa.org/who-we-are/skillsusa-framework/.

TD 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

TD 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
    3.1.1   Implement the correct size and orientation of the design. Competitors should recall knowledge and appropriate use of industry-standard hardware and software.
    3.1.2   Implement correct size and placement of elements
    3.1.3   Implement correct use of typography
    3.1.4   Implement assignment of proper color to elements

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

4.1 Apply the understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem

    4.1.1 Implement the 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 the 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 the correct size and format for the design of the comprehensive portion of the competition. Exhibit the development of ideas from the rough stage

    4.3.2 Implement clip art, original art, and designs in the creation of a comprehensive

    4.3.3 Demonstrate professional presentation and technical execution of the comprehensive

TD 5.0 — Complete an oral professional assessment in a simulated customer situation

5.1 Perform customer-service-related activities when relating to a customer

    5.1.1. Explain the function of the customer service representative

5.2 Communicate professionally with technical knowledge

    5.2.1 Describe the workings of a production environment

    5.2.2 Explain the nature of work performed and the requirements of customers

5.3 Respond quickly, accurately, and professionally in a customer situation

TD 6.0 — Demonstrate an understanding of the SkillsUSA Framework in the presentation.

6.1 Apply job-specific skills to the project

    6.1.1 Explaining the research done for the state of the T-shirt is representing.

    6.1.2 Explain the design rationale, i.e., why this design was chosen based on the research.

6.2 Presenting personal skills

    6.2.1 Explain the integrity of the design

    6.2.2 Share some of the hardships that came with executing the T-shirt, and how they were overcome

6.3 Apply workplace skills

    6.3.1 Explain the process of communicating, organizing, and managing the process in which this T-shirt was created.

    6.3.2 Provide examples of the commitment to leadership to complete this project.

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.

Science Skills

None Identified

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.

Science Standards

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 various 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 various 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 research issues and interests by generating ideas and questions and posing problems. They gather, evaluate, and synthesize data from various sources (e.g., print and nonprint texts, artifacts, and 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.

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 recognized at the State Leadership and Skills Conference Grand Awards Ceremony. The first-place winner will advance to the National Leadership and Skills 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 chosen medium. SkillsUSA Tennessee Postsecondary has the right to modify the design as necessary to produce a pin to our standards and to the manufacturer's specifications and abilities.