



**TSA State Conference  
T-Shirt Design Challenge  
2023 Delaware Design Prompt:**

**“Learners of Today, Leaders of Tomorrow”**

***Design-Challenge-Entry Disclaimer:*** Placement in contest will not guarantee production or use of artwork in promotion/marketing of Delaware Technology Student Association (DE TSA). All entries will become property of the organization. DE TSA will also retain the right to select, adjust, or combine design concept(s) and/or artwork prior to any promotional/marketing application.

**Questions?** Contact [Mike.fitzgerald@doe.k12.de.us](mailto:Mike.fitzgerald@doe.k12.de.us)

Updated — November 17, 2022

## TSA T-Shirt Design Challenge

**Note:** Recommend exploring [Custom Ink](#) as it is the site to be used to print and retail the winning design of the 2022-2023 TSA T-Shirt Design Challenge. Make sure that your design's file format is compatible with the website. The specific product will be the Hanes EcoSmart 50/50 Crewneck T-shirt.

**Design Challenge:** The purpose of this challenge is to design a t-shirt reflective of this year's theme that can be worn by students of Delaware TSA during the 2023 DETSA State Leadership Conference and during future TSA conferences.

**Eligibility:** Entries are limited to one entry per member. Members must be an affiliated member with a verifiable national TSA contest/student ID number.

**Levels of Competition:** Open to any chapter member of DETSA.

### Contest Guidelines:

1. Each complete entry must include the following elements:
  - 1.1. All entries must be rendered in color.
  - 1.2. The designer must specify the color of the shirt on which the artwork will be screened.
  - 1.3. In addition to the t-shirt background color, the designer may use up to two colors.
  - 1.4. The t-shirt background color must be a single color.
  - 1.5. Artwork submission should be no larger than 8 x 10 inches.
  - 1.6. Artwork submission should only be designed for the front of the shirt only.
  - 1.7. All copyright laws **must** be followed in the creation of the design.
  - 1.8. The design must include the Delaware TSA Logo. An image of the logo can be found below.
  - 1.9. The design must include the text of the design prompt, which is "*Learners of Today, Leaders of Tomorrow*".
  - 1.10. The design must include the year of the state conference (2023).
  - 1.11. Each entry must include a word processed (1 page) self-evaluation.

### Delaware TSA Logo:

*\*Note — The color of the logo can be adjusted to match your design.*

**Submission method:** Email submissions to [lklemash@detsa.org](mailto:lklemash@detsa.org).

Make sure to submit all necessary material as depicted below:

- A. Include the subject "DE TSA T-Shirt Design Submission — [Your Full Name]"
- B. Attach the artwork file saved as a PDF.
- C. Attach or link the T-Shirt Design Challenge Self Evaluation.

*Helpful hint! Be certain to review the evaluation rubric. Any additional materials that are submitted will not be evaluated.*



**Judging:** The designs for the contest will be judged prior to the state contest. Late submissions will not be judged. All design materials must be saved as PDF files. All entries must be submitted no later than **January 27, 2023 by 11:59 pm EST**. All submitted designs will become the property of Delaware TSA and may be used in future print or electronic media.

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## TSA T-Shirt Design Challenge Self-Evaluation Sample

National TSA Participant ID: \_\_\_\_\_

Software used: \_\_\_\_\_ Illustrator \_\_\_\_\_ Photoshop \_\_\_\_\_ Word  
\_\_\_\_\_ PowerPoint \_\_\_\_\_ PageMaker \_\_\_\_\_ InDesign  
\_\_\_\_\_ Publisher \_\_\_\_\_ Other \_\_\_\_\_

Use a separate sheet of paper!

This form is a mock up for how the self-evaluation should be submitted for judging.

Helpful points to consider when preparing your self-evaluation may include...

What is the inspiration for your design concept?

What was the process you used in developing the design concept?

What are the unique qualities of your design concept?

How does the design express the conference theme?

Why would other students/advisors want to wear it?

# TSA T-Shirt Design Challenge

National TSA Participant ID: \_\_\_\_\_

## TSA T-Shirt Design Challenge

**2023 OFFICIAL RATING FORM**

**HIGH SCHOOL**

### Self-Evaluation (30 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
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Evaluators: Using minimal (1-4 points), adequate (5-8 points) or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the far right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.)

<b>Inspiration for graphic design</b> (X1)	Little discussion of the inspiration for the graphic is included; illogical order of the design process is evident.	General overview of the design process is included, as is a basic description of the inspiration for the graphic.	An organized and logical overview of the entire design process, which details inspiration for the graphic design, is included.
<b>Design process</b> (X1)	Explanation does not fully discuss the technical development of the graphic; software packages used are not mentioned by name; frequent grammar and spelling errors are evident.	General overview of the technical development of the graphic (which mentions by name the primary software packages used in the design) is included; a few grammar and spelling errors may be evident.	Detailed and concise description of the technical development of the design (with discussion of all software packages used in the design) is included; proper grammar and spelling are evident.
<b>Relevance</b> (X2)	Brief and weak explanation of how the graphic design correlates to the theme is included, and/or the explanation is illogical.	The challenge is discussed in the explanation, and the correlation between the theme and the design is somewhat clear.	Explanation of relevance (i.e., how the final graphic design relates to the theme) is quite clear and complete.

**SUBTOTAL (40 points)**

### Design Artwork (70 points)

CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
<b>First impression</b> (X1)	The design is unorganized, and/or it is difficult to see; there is a poor choice of colors; the artwork is not suited for a t-shirt, and/or it	The design has good points, but some details may distract from the overall quality; the design may be too large or too small for a t-shirt.	The design is eye-catching and an appropriate size for a t-shirt; attention to detail is obvious.

	leaves an unfavorable impression.		
<b>Use of fonts/words in design</b> (X1)	Fonts/words are not readable, and/or they are hard to read in the actual pin size; location or sizes are not appropriate for the design.	Fonts/words are mostly appropriate, but there is room for improvement; fewer fonts/words could have been used in the design.	Fonts/words, their size, and their location are clearly appropriate for the design in the actual t-shirt size.
<b>Graphic appropriateness</b> (X1)	Graphic has little correlation to the state TSA affiliate it is intended to relate to; design does not work well for the intended purpose.	Design generally works for its intended purpose, but it may be a little too big or too small in size; design correlates to the intended state TSA affiliate and theme.	The design is a perfect size for the intended purpose; there is strong evidence for correlation of the design to the TSA affiliate and theme.

<b>TSA T-Shirt Design Challenge (continued)</b>			
<b>Design Artwork (70 points)</b>			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	4-4 points	5-8 points	9-10 points
<b>Dominance</b> (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	An attempt is made to use a graphic component that will draw attention to the design's main idea, but the result is confusing.	The design's main components draw eyes to the appropriate location and/or focal point of the graphic.
<b>Incorporation of graphic design principles</b> (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/or they are considered as an afterthought.	Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing.	Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.
			<b>SUBTOTAL (60 points)</b>
Rules violations (a deduction of 20% of the total possible points) must include the initials of the evaluator, coordinator and manager of the event. Record the deduction in the space to the far right. Indicate the rule violated: _____			
(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) <b>TOTAL (100 points)</b>			

Score \_\_\_\_\_

Judging Signature \_\_\_\_\_