

TSA STATE TEE-SHIRT DESIGN CONTEST RULES 2024

LEVELS I & II

OVERVIEW

Contest participants plan, design, and layout an original tee-shirt design that includes the official 2024 TSA conference theme (Evolution of Excellence) addressed, illustrated or communicated in some fashion. Designs may include the letters TSA/Technology Student Association, the official TSA logo, the conference date/year, and the map shape/letters of the state of Alabama.

The design may also include the “Go Build Alabama” logo. This does not have to be prominent in your design. However, it should give proper acknowledgement to the sponsor of our T-shirts.

CHALLENGE

Create and produce a multicolor design that can be produced and worn to local, state, and national meetings to identify members as representing the Alabama TSA organization.

ELIGIBILITY

Entries are limited to three (3) per chapter. NOTE: There will be a level for both Middle School and High School. However, only one overall winner will be chosen for production.

TIME LIMITS

The entry must be completed during the current school year and emailed to the State Advisor with a postmark of no later than March 1st. Entries will be judged immediately, so that the winning entry can enter production and be distributed/offered for sale at the TSA State Conference.

PROCEDURES

Participants must mail and/or email their entries to the State Advisor.

Attn: Ben Scheierman
Alabama Department of Education
Room 3307 Gordon Persons Bldg.
P. O. Box 302101
Montgomery, AL 36130-2101

bscheier@alsde.edu

Evaluators will review all entries and the top ten (10) finalists are announced at the SLC awards ceremony. Participants may pick up their entries from the display area at the time and place stated in the conference program.

REGULATIONS

A. The actual tee-shirt area size may range from 8” to 12” in height and width. The size and amount of lettering in the design should be taken into consideration, fewer letters and greater size is recommended for a more legible design. Students should render and submit their design to actual size to insure the readability and integrity of the graphics.

B. The design may be submitted printed full size on a piece of paper and may be mailed folded or rolled. If mailed, it *must also* be submitted as a saved and easily opened electronic file on a USB storage device in a digital file format; preferably as a .jpeg, .tiff, or .bmp. **Adobe Illustrator and Corel Draw files are not supported.** *A note of caution, we had many submissions from web-based tee shirt design companies. None of these submissions had an accompanying electronic file.*

Submissions without the electronic file can't be reproduced and submissions from these types of companies are probably in violation of copyright laws. Please refrain from this type of submission.

Please, clearly indicate the student's name and chapter name in the digital file name and if mailed, please include the student's name and chapter name on the back of the entry. A printed address label should be used, do not use post it notes or paper clips.

Entries may also be emailed to TSA State Advisor Ben Scheierman bscheier@alsde.edu

C. The original tee-shirt design *must* include:

1. The letters Alabama TSA and /or Alabama Technology Student Association.
2. The year must be included. (2024)
3. The current conference theme must be included. (Evolution of Excellence)

D. The tee-shirt design will be produced using standard four-color process printing methods. Hand done drawings are ***not*** encouraged and all work should be rendered as a computer graphic (see B). The design may include commercially produced or computer generated fonts. Any use of copyrighted or registered artwork is prohibited without written authorization from the original artist.

E. The Alabama TSA reserves the right to make any changes to the design to aid in the ease of its production.

F. The winning design may be used to print the State conference tee-shirt, in publications, and on promotional items for the State and National TSA Conference. All entries become the property of the Alabama Technology Student Association and may or may not be used in future promotional materials and publications. When entering a design, the student relinquishes all rights for the sale and use of the design to the Alabama TSA.

EVALUATIONS

Designs are evaluated for creativity, the ability to catch the consumer's eye, effectiveness to communicate the conference theme, Alabama TSA pride, aesthetics, neatness, technical quality, and the ability to be reproduced effectively. ***This is a graphic design contest and therefore graphic design software should be used to produce the entry.*** Hand drawn work in colored pencil, crayon, or similar media are allowed, but generally do not place well when evaluated.