

Client Social/Political Cause, Movie, Band, Concert, Event Job # IL-01-T-Shirt
Desc/Title T-Shirt (promotion, information or persuasion) Designer _____
Specs 10"x 10" max, front of shirt only ID # _____
Colors Design Versions: B/W and RGB @ 220 ppi Deadline _____

Competency/Task:

Prepare graphic t-shirt artwork and comps to provided specifications. Original art will be scalable, 220 ppi *vector art* created in Illustrator then exported and placed into the Photoshop template file provided for creating and exporting comps.

Instructions

1. Layout a minimum of 15-25 thumbnails; explore options: styles, layouts, scale, tone.
2. Discuss thumbnails/layout with instructor; choose the best solution, acquire approval.
3. After concept selection, prepare artwork in Illustrator. Export required .png's (w/transparency) and .jpeg's from Illustrator. Open Photoshop and the (.psd) template file. Place each exported .png into a layer of its own (between image guide & shirt layer). Size art to fit within image area. Hide guide layer and show appropriate combination of artwork and shirt layer. Save each required version as a JPEG from Photoshop.
4. Submit digital files:
 - Artwork** (export from IL):
 - (1) B/W PNG = Using Transparency (background), 220 ppi @100%
 - (1) RGB PNG = Using Transparency (background), 220 ppi @100%
 - Composite Comps** (save as from PS):
 - (1) B/W JPEG @ 150 ppi, Design on Black shirt
 - (1) B/W JPEG @ 150 ppi, Design on White shirt
 - (1) RGB JPEG @ 150 ppi, Design on Black shirt
 - (1) RGB JPEG @ 150 ppi, Design on White shirt

Criteria/Required Elements

Headline: Optional (if concept is image-driven), otherwise write original slogan/statement.

Other Elements: Illustrator-created art/graphics/type. Design can be purely typographic, purely visual, or a combination of type and images. **Demonstrate use and control of:** Creativity, stylized artwork, design elements, concept-content delivery hierarchy, fonts, colors, and layout effectiveness.

Supplemental Information

T-shirts have been an effective medium for personal communication since the demise of street-hawker sandwich boards. The impact of the art and/or copy is what conveys the message. Vector-based artwork can be scaled up, or down, without degradation.

Grading Factors: Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
• Art/Photo/Illustration Usage • Proficiency/Production Speed