

**CRITICAL DATES** (time allotted 6 class periods)

Start Date: tbd

Due Date: tbd

Final Critique Date: tbd

## Project Brief: T-shirt design for social awareness

Design an interesting, thought provoking t-shirt that will bring attention to a social cause that you or someone you know is passionate about. This could be anything from environmental issues, animal rights, equality or human rights (including the right to skateboard on public property). The word(s) related to the image should have a strong association to the image

Pay close attention to integrating the typography with the image through various treatments, effects, techniques and color choices. In this assignment the typography is a strong graphic element in the overall composition.

Choose a color palette for your composition, such as complimentary, monochromatic or analogous color scheme. [Go to <http://kuler.adobe.com/> to assist you with your color selections. Take a screen shot of your color palette to include in your final submission.)



## Objectives

Students will be able to:

- 1: recognize the elements of effective design
- 2: understand the process involved in effective T-shirt design
- 3: use industry standard technologies to produce artwork
- 4: understand and implement spot color for separations
- 5: prepare artwork for serigraph screen printing
- 6: make design and production decisions as they relate to the budget

## CTE Standards

### Sector: Art Media and Entertainment

A1.1 View and respond to a variety of industry-related artistic products integrating industry appropriate vocabulary.

A1.2 Identify and use the principles of design to discuss, analyze, and create projects and products across multiple industry applications.

A1.4 Select industry-specific works and analyze the intent of the work and the appropriate use of media.

A1.6 Compare and analyze art work done using electronic media with those done with materials traditionally used in the visual arts.

A2.1 Demonstrate skill in the manipulation of digital imagery (either still or video) in an industry-relevant application

## Final Submission Requirements

\*Download InDesign blank T-shirt template for this project

- 1: Place Images of 3 T-shirt designs that you like (pg 1-3)
- 2: Place Sketches and brainstorming of your concept (pg 4)
- 3: Screen capture of your color palette and named color theme (pg 5)
- 4: Design Narrative (200 words) (pg 6)
- 5: T-shirt artwork placement on template (pg 7)
- 6: Preflight, Package and .zip final artwork folder and copy to the shared drive.

## Software

We will be using Adobe Creative Cloud software installed on Macintosh work stations. The package has all the software you will need for this project including InDesign, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat.

Adobe is no longer selling the Creative Suites as separate packages containing only the software for a specific medium as it has done in the past. You will now purchase a monthly membership through Adobe to get access to all the software.

Visit the Adobe site to read about the educational pricing. There is a special offer for students to purchase a monthly membership plan for \$19.99 a month.

To help you learn the software you can always go to [Adobe TV](http://Adobe TV) and search for tutorials.

## RESOURCES

[Adobe TV \(video tutorials for all Adobe software\)](#)

[47 Essential Resources for T-shirt designers](#)

[Pantone™ Color Matching Systems](#)

[Adobe Kuler Color](#)

## Grading Rubric

Social Awareness T-shirt	earned	possible
submitted per final instructions requirements		20
Effective imagery at 300ppi resolution or vector		20
Typography integration is appropriate and legible		20
color palette executed properly		20
200 word narrative explaining the process and correct use of vocabulary learned		20
		100
<b>CRITIQUE (required for grading)</b>		
—20pts late submission		