NYS SkillsUSA T-Shirt Virtual Project

Scope of the Contest
To evaluate a contestant’s creative, technical and oral presentation skills and recognize outstanding students for excellence and professionalism.

Knowledge Performance
The contest will include a Resume, jpeg or adobe pdf (if using Illustrator) of the T-shirt Design and Oral Presentation. Size of the design 81/2 x 11 inches vertical. Include whether the design is to be printed in four color process or digital full color. A jpeg of the thumbnails created in the design process. Can include multiple sketches in one scan or photo.

See SkillsUSA Virtual Technical Standards for competencies measured.

Contest Information (All items must be received by April 8, 2021) sent to dcbabcock.1@gmail.com
To be included:
1. Jpeg or adobe pdf (if using illustrator) of the T-shirt Design. Size of the design 81/2x11 inches vertical. Include whether the design is to be printed in four colors process or digital full color. Specify the color of the T-shirt the design will be printed on.
2. Resume
3. A jpeg of the thumbnails created in the design process. Can include multiple sketches in one scan or photo.

Zoom Interview/Role Play
You will receive a specified time to participate in a virtual interview/role play via Zoom with industry professionals. You should be dressed in your SkillsUSA attire for this session. Contest will be on April 15th beginning at 9AM.
**T-shirt Design**  
**(Virtual)**

**PURPOSE**  
To evaluate a contestant’s creative, technical and oral presentation skills and recognize outstanding students for excellence and professionalism.

First, download and review the General Regulations at: [http://updates.skillsusa.org](http://updates.skillsusa.org).

**ELIGIBILITY**  
Open to active SkillsUSA members enrolled in career and technical programs.

**CLOTHING REQUIREMENTS**  
Contest Clothing Notes (Apply ONLY to Virtual Competitions):  
- Official NYS SkillsUSA Competition Clothing recommended but NOT required.  
- Contestant clothing options include the following:  
  - Official Competition Clothing.  
  - Trade Appropriate Clothing.  
  - Professional Dress.  
  - Business Casual.  
- Clothing must meet industry safety standards.  
- No identification of the contestant, school or state is allowed on clothing.  
  - No offensive, vulgar or inappropriate images or text are allowed on contestants clothing.  
- No shorts or sleeveless shirts are allowed.  
- Skirts must be at least knee-length.  
- Proper Personal Protective Equipment (PPE) must be worn by contestants to meet all state, local and school requirements due to COVID-19.

**EQUIPMENT AND MATERIALS**  
1. Supplied by the technical committee:  
   a. Time keeper and judges  
   b. All necessary information for the judges and technical committee

2. Supplied by the contestant:
   **Note:** All electronic copies must be submitted to the technical committee at least seven (7) days in advance of the competition:
   a. Rendering of the T-shirt design in an electronic format. A scanned or photo image of design will be accepted. Instructions for submission of all electronic documents will be provided on the NYS SkillsUSA website.  
   b. Supporting materials for the presentation portions of the contest  
      i. Visual presentation materials should be on a standard tri-fold table display  
      ii. Additional materials to provide context are optional; ex. Printed T-shirt, props, etc. but display should not exceed the width of the standard tri-fold display.  
   c. Computer with high speed internet capability and camera to use applications such as Zoom and Teams Etc. The minimum recommended internet bandwidth speeds for joining Zoom meetings, accessing on-demand curriculum and other online operations is 2.0 Mbps up and down. You can test your current internet speeds by following this link:
https://www.speedtest.net. Allow the page to load and click on GO.

d. A secondary camera(s) may be required to provide judges with the ability to view contestants from different angles. Additional camera(s) requirements will be located on the NYS SkillsUSA Website.

e. A contest Proctor will be required to be on site to assist judges. A local industry expert is preferred to serve as the Proctor and shall not be an individual that has been involved with the training of the contestant(s). The Proctor will serve as the onsite “hands and eyes” for the judges. Proctor will follow instructions from the judges for safety and operations related to the competition. Proctor may be asked by judges to perform several tasks such as operating a portable camera to show specific components or steps, measure parts, or any task that will provide judges with information needed to assist in accurate scoring of the contestant's work or presentation. However, the Proctor shall not serve as a judge nor have any influence in contestant scores.

f. The contestant's instructor or advisor shall be on site to observe all competition activities to ensure a safe and healthy competition experience for all participants. That instructor or advisor will not be allowed to interact or interfere with the competitor unless a safety issue arises that requires interaction. Any other support or interaction between the contestant and the instructor/advisor will result in disqualification.

g. All competitors must create a one-page résumé and submit an electronic copy to the technical committee chair at least seven (7) days in advance of the competition. Failure to do so will result in a 10-point penalty. Resume should be sent to dcbabcock.1@gmail.com

SCOPE OF THE CONTEST
The contest consists of two parts:
1. Evaluation of the T-shirt design through one visual presentation.
2. Evaluation and verbal defense of the design decisions through an oral presentation, which will include a question-answer session.

Knowledge Performance
There will be no skill-related written test.

Skill Performance
The contest is designed to assess the ability of the competitor to design and produce a rendering of that design, as well as give a presentation regarding all aspects of his or her creation of the design.

Contest Guidelines
1. Two presentations are required: a visual presentation and an oral presentation.
2. Preferably, entries will be created in a design software package such as Adobe Illustrator, Photoshop, or Freehand. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers. However, all hand-drawn, painted or rendering in colored pencils or markers MUST be photocopied and sent in electronic format at least seven (7) days in advance of the competition to dcbabcock.1@gmail.com
3. All entries must be rendered in color. Your presentation must include the preferred printing method: four color process or digital full color.
4. 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. Entries must be submitted to the technical committee chair at orientation. Failure to do so will result in a penalty determined by the official scorecard.

5. State competition designs cannot be changed for national competition submission. There is no opportunity to “tweak” the design after it has been submitted at the contest orientation meeting.

6. The design will include key recognizable aspects that best represent the competitor's state.

7. The following text must appear on the T-shirt design: “SkillsUSA [State Name]”, and the current year of the national competition.

8. The SkillsUSA emblem or SkillsUSA logo (or elements of either) should not appear on the design.

9. All copyright laws must be followed in the creation of the design and presentations.

10. T-shirt design submissions must be turned in at the contest orientation meeting.

11. Advisors need to check all submissions prior to orientation to ensure strict compliance with all rules.

12. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.

13. In addition to the T-shirt background color, the designer may use up to four colors in his or her artwork. These colors are “spot colors” and may not be blended or shaded.

14. Students will participate in an interview during the oral presentation of the contest. They should be prepared to discuss the overall process and how they came up with their design and color scheme. They should display all their preliminary research and work (sketches, layouts, etc.) in the visual presentation.

15. Contestants will present a five- to seven-minute presentation and question-answer session regarding their design. Talking points should include:
   a. How he or she came up with the design
   b. The process used in developing their 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
Note: No extra time will be given if oral presentation does not leave time for the question-answer session.

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 above, as you may be scored on specific elements applied to your project. For more, visit: [www.skillsusa.org/about/skillsusa-framework](http://www.skillsusa.org/about/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 correct size and orientation of design. 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 understanding and skills necessary to create a variety of thumbnails and ideas for a given design problem

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

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

4.4.4 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 requirements of customers

5.3 Respond quickly, accurately and professionally in a customer situation

6.1 Apply job specific skills to the project

6.1.1 Explaining the research done for the state the pin is representing.

6.1.2 Explain the design rationale; why this design was chosen based on research done.

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 pin, and how those were overcome.

6.3 Apply workplace skills.

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

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

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 the pin is representing.

6.1.2 Explain the design rationale; why this design was chosen based on research done.

6.2 Presenting personal skills

6.2.1 Explain the integrity of the design