LEVEL UP 2026 - 2027

NYS SkillsUSA

T-SHIRT DESIGN

PURPOSE

To evaluate a competitor's creative, technical, and oral presentation skills and recognize outstanding students for excellence and professionalism.

ELIGIBILITY

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

CLOTHING REQUIREMENTS

NYS SkillsUSA Official Attire:

- Official red blazer, NYS black jacket, the older red national windbreaker or older red sweater and the black or red Jacket from Nationals.
- Button up, collared, white dress shirt (accompanied by a plain, solid black tie), white shirt (collarless or small-collared) or white turtleneck, with any collar not to extend into the lapel of the outer layer coats
- Black dress slacks or black dress skirt (knee- length). Note: Wearing socks or hose is no longer required. If worn, socks must be black dress socks, and
- hose must be either black or skin-tone and seamless/nonpattern. Black shoes, which are not backless or open toe.

Note: **Contestants must wear their contest clothing to the contest orientation meeting. Also bring #2 pencil, resume, and safety assurance form.**

EQUIPMENT AND MATERIALS

1. Supplied by the technical committee:
   a. Timekeeper and judges
   b. All necessary information for the judges and technical committee
2. ***Note:*** The recommended shirt size for use with the stand display is medium or large
3. Supplied by the competitor:
   a. Printed T-shirt
   b. A design notebook submitted in an official SkillsUSA three-ring binder with supporting materials for the presentation portions of the competition
   c. All competitors must create a one-page resume. See "Resume Requirement" below for guidelines.
   d. T-Shirt display stand.

RESUME REQUIREMENT

Competitors must create a one-page resume to submit at orientation.

DEVICES

Cell phones or other electronic devices not approved by the NYS Chairperson will be collected by the contest chair during the competition. Chairpersons will announce their acceptance by listing it on their standard or at the orientation meeting. In case of emergencies advisors should allow the competitors to take their phones to the contest areas.

If the competitor uses their device in a manner which compromises the integrity of the competition, the competitor's score may be penalized.

SCOPE OF THE COMPETITION

The competition 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.
3. Evaluation of the design documentation submitted in an official SkillsUSA 3-ring binder

KNOWLEDGE PERFORMANCE

There will be no skill-related written test. Competitors are required to take the NYS SkillsUSA professional development test at orientation.

SKILLPERFORMANCE

The competition is designed to assess the ability of the competitor to design and produce a rendering of a state conference T-shirt design, as well as give a presentation regarding all aspects of his or her creation of the design.

COMPETITION GUIDELINES

1. Two presentations are required: a visual presentation and an oral presentation.
2. A space will be provided for you to display your T-shirt and notebook to promote your design to the public and for viewing at the national conference. You will have no more than a 28" x 28" table space for this display. Your entry submitted for judging will also be in this space. This display can be used in your presentation.
3. Design should be printed on a medium or large shirt for best fit a T-shirt display stand.
4. Preferably, entries will be created in a design software package such as Adobe Illustrator or Adobe Photoshop, or Freehand. Entries may also be hand-drawn, painted, or rendered in colored pencils or markers.
5. The visual presentation will consist of your printed T-shirt and a design notebook to be submitted in an official SkillsUSA three-ring binder.
6. The design notebook will contain 8.5" x 11" drawings, sketches, thumbnails, roughs, composites, lists, etc. that were used during the design process. You may place any design asset or element that was used to create the design in this notebook to aid in your oral presentation. Contestants should have at least ten thumbnails or roughs.
7. The design notebook must include the following in this order:
   a. Title Page. Include name of chapter, school name, school address and school telephone number.
   b. Table of Contents. This should be page 1. The table of contents will follow the presented order list with page numbers.
   c. Entries must be submitted in an official SkillsUSA three-ring binder. The notebook will contain no more than 25 sheets of 8.5" x 11" paper. Only the front surface of the 25 sheets may be filled.
   d. Penalty: Five points per surface will be deducted for exceeding these maximums.
8. 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. All entries must be

rendered in color. 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. State competition designs cannot be changed for national competition submission. There is no opportunity to "tweak" the design after it has been judged the state winner.

9. The front-only T-shirt design will include elements to represent your state and SkillsUSA. This should be a shirt that a SkillsUSA member would like to wear.
10. The following text must appear on the T-shirt design: "**SkillsUSA [State Name]**" and the **current year** of the national competition.
11. The SkillsUSA emblem or SkillsUSA logo (or elements of either one) should not appear on the design.
12. All copyright laws must be followed in the creation of the design and presentations.
13. T-shirt design submissions must be turned in at the competition orientation meeting.
14. The T-shirt designer must specify the color of the shirt the artwork is intended to be printed onto.
15. Competitors will deliver a five- to seven-minute presentation and question/answer session regarding their design. They should display all their preliminary research and work (sketches, layouts, etc.) in the visual presentation (notebook).
16. 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
    f. Describe the printing method of the entry.

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/.



TD 2.0—Understand general design industry terminology and concepts

2.1. OBJ 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. Competitors should 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 competition. 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
- 4.3.3. 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

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 T-shirt represents.
- 6.1.2. Explain the design rationale, i.e., why this design was chosen based on the research.

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 T-shirt, 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 T-shirt was created.
- 6.3.2. Provide examples of the commitment to leadership to complete this project.