

Prerequisites: Art 1001, 1002, 1003. All art majors must pass this class with a C or higher to receive credit

DIGITALIMAGING

project two

DUE: 01/25: 15 Thumbnails (at least 4"x4")

01/27: Work in class on finalized versions of designs

DUE: 02/01: Final presentations. Critique. Submit to Threadless

THREADLESSDOTCOM

Threadless is a community-centered online apparel store run by skinnyCorp of Chicago, Illinois, since 2000. Co-founders Jake Nickell and Jacob DeHart started the company with \$1,000 in seed money after entering an Internet t-shirt design contest. Members of the Threadless community submit t-shirt designs online; the designs are then put to a public vote. A small percentage of submitted designs are selected for printing and sold through an online store. Creators of the winning designs receive a prize of cash and store credit.

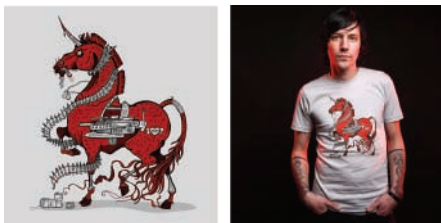
Designers (that's you!) upload their t-shirt designs to the website, where visitors and members of the community score them on a scale of 0 to 5. On average, around 1,500 designs compete in any given week. Each week, the staff selects about ten designs. Each designer selected receives \$2,000 in cash, a \$500 gift certificate (which they may trade in for \$200 in cash), as well as an additional \$500 for every reprint.

For submission kit, guidelines and rules go to: <http://www.threadless.com/submit>

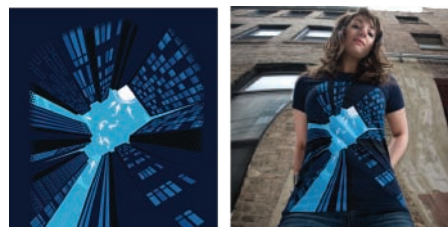
This information will also be available on the class website at: www.davidmazure.com/courses/

RULESANDREGULATIONS

This project is fairly simple. . . create a t-shirt design! . . . actually, you will need to create two t-shirt designs. Using Adobe Illustrator you will create 2 vector art designs to submit to Threadless on February 1st. The first of your two designs will be a self contained design (no bleeding off any edges) as seen in the below example titled: *A Unicorn for Boys*:



The second of your two designs will bleed off of at least one side of your t-shirt. The example below titled: *Solitary Dream Part 2* shows the design bleeding off of at least 2 edges of the tee.

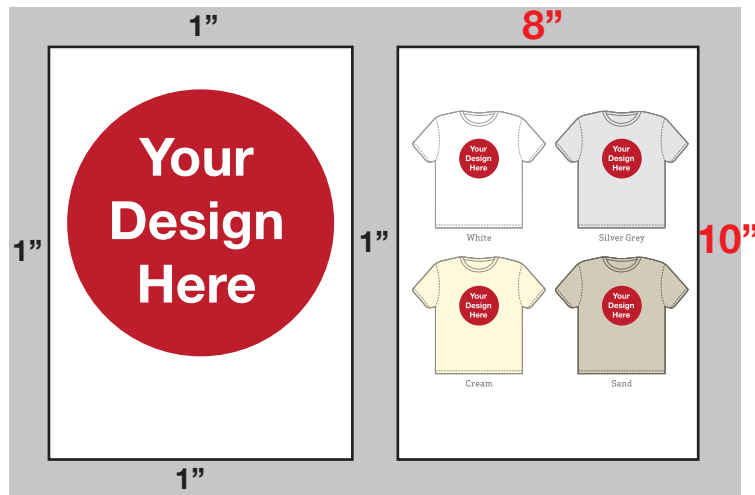


DESIREDPROCESS

1. Download the Threadless submission kit.
2. Read through the rules and regulation, guidelines and submission policies.
(you will be penalized for not following the official Threadless guidelines)
3. Look through the threadless collection to get some ideas/inspiration. Save some images to reference later.
4. Develop (at least) 15 concept sketches for your designs. These are due, Monday, Jan. 25th
5. Finalize your designs by recreating them in Illustrator as vector art.
6. Follow the below directions for final project presentation. Due date: February 1st.

FINALPRESENTATIONSPECIFICATIONS

You will create two presentation boards. Each will contain two, full-color printouts. Each printout will measure 8" x 10". One will contain just your design. The other will contain your design as it looks on four different color t-shirts (colors from the Threadless template), with the appropriate shirt color listed below it (as pictured). Both printouts will be mounted to the same black/white/grey illustration board with a one inch border all the way around. Visually, one of your final presentation boards should look like this:



On Monday, February 1st you must have your files prepared and ready to submit to threadless.com. The directions are in the submission kit. We will all submit them at the same time during class.

THINGSTOCONSIDER

- How will my designs look in different colors and on different color t-shirts?
- Have I read through the specialty printing document that explains Threadless's capabilities with specialty inks, heat applications, gradients/simulated process, embroidery & belt printing?
- Will someone actually WANT to wear my t-shirt?
- Have I expanded my skills and knowledge in Illustrator?
- Did I take chances?