

Assignment Description: Graphic Tee Shirt & Button Contest for Pewaukee Kiwanis Club

Create an original design for the Pewaukee Kiwanis- Pewaukee Beach Party 2014. This is an actual contest and one of the designs will be chosen as the winner! There will also be a cash prize for the winner of this contest. Design a button for the Pewaukee Kiwanis River Run. There will also be a cash prize for the winner of this design.

Specifics:

- ❑ 12 thumbnails planning your tee shirt and button design using only 3 colors (your choice) Buttons can have multiple colors no limit.
- ❑ Design is 9" down and 13" across the front of the shirt.
- ❑ The lettering is 1" in height with the website (72pt)
- ❑ Must include the words: 19th Annual Pewaukee Kiwanis Beach Party 2014 (stress the word Kiwanis if possible).
- ❑ Must include: www.pewaukeekiwanis.org
- ❑ Design is only on the front of the shirts there are sponsor logos on the sleeves & back.
- ❑ 3 Cs concept, craftsmanship and composition
- ❑ Bold colorful design that is readable and meets the needs of client
- ❑ Research what the Beach Party event is
- ❑ Research other tee shirt designs that you've seen and think are good
- ❑ Written proposal on wiki post about your design and why it's the best choice
- ❑ Include an Adobe Illustrator version of design and a drawing in Illustrator of a tee shirt that has the design on it. This will be graded on screen.
- ❑ Save final versions of design onto Share drive and load into Mrs. Bjork's Tee Shirt folder for display on critique day. We will not print these. The finalists will be burned to a dvd and submitted to the Kiwanis
- ❑ Buttons must be correct size to fit on the button maker 2.125 inches with .125" fold
- ❑ Buttons need to say: Pewaukee Kiwanis RiverRun (no space between r), Let's Keep the Food Flowing, 41st Annual Event. You get to design how and where this is all stated.
- ❑ All art must be original. You cannot use clip art or found photos. If you use a reference image you must re-draw over it in Illustrator.
- ❑ Finished button design will be submitted as a jpg. You will hand in both Illustrator & jpg.
- ❑ **Final Designs are due Thursday March 27th .**

Sketchbook Requirements:

- ❑ Go to the class wiki <http://phsdesign.wikispaces.com/Kiwanis+Beach+Party+Post> and click the Blog tab to post your written proposal. Research the Kiwanis by visiting their website: www.pewaukeekiwanis.org look at the past designs and each event itself. Write a proposal to go with your tee shirt and button designs explaining why your idea is a good design choice and how it will meet the needs of your client. Describe how your tee shirt and button utilized the elements and principles of art and met the criteria of the 3 Cs. Post your proposal along with any research images you found that will help

inspire your idea. Make sure you meet the criteria of the client. **Due Wednesday March 19th.**

- Create 6 - 2"x 2" thumbnails for each design 12 total. (tee shirt and buttons) that illustrate your layout ideas, your ideas for images and the various fonts you're considering-Full Color Be neat and organized with the division of your page. **Due Friday March 21st during class. These could be done digitally and shown to me on screen.**