8-Bit Creative Brief & Tips

Thanks for joining in on the fun by participating in the deviantART "8-Bit Hoodie Design Challenge"!

Your challenge is to create an 8-Bit design for a hoodie. 8-Bit graphics remind us of the early days of computer-generated graphics produced for video games on Atari and Nintendo, and for early avatars.

Pixels are individual squares of color that make up the image. In case you don't remember the days of 8-Bit graphics, here's how we define it: "8-Bit" for the purpose of this contest means a style that is pixilated and in which each pixel represented in the design is clearly defined graphically. Each pixel should be uniform and should contain only one color per pixel. There is no official requirement on the total number of pixels, size of pixels, or color of pixels required for your original design. The term "8-Bit" is not intended in its technical, exact meaning and is used to evoke a design "look" inspired by 8-Bit designs. So, create an 8-Bit inspired graphic to share with the world on a hooded sweatshirt!

Target Audience:
Your design should appeal to a large audience on deviantART and should reflect the tastes and preferences of the members of deviantART, with whom you are familiar. We think this design should be particularly attractive to gamers. Keep in mind, your design will need to be adaptable to fit people of all shapes and sizes!

Requirements:
Make sure to read all of the Terms and Conditions.
- All "8-Bit" entries must be submitted on the Hooded Sweatshirt templates provided in this asset pack (or their equivalents) in order to qualify to be a semi-finalist.
- Designs submitted without a Hooded Sweatshirt template or on a non-conforming template will not be considered and will be removed from the contest.
- Limit your design to only *two print areas.* The front, back, sides, sleeve, and hood are each considered separate print areas.

- You may not use any copyrighted, creative commons, or fan art images, including but not limited to logos or images taken from video games, television programs, movies, comic books, and the like.

The design must be your original work with the exception of the Hooded Sweatshirt template provided to you for download from the Design Challenge Page.

Designs must be submitted to the "8-Bit Design Challenge" Gallery before March 30, 2012 before 11:59:59 PM Los Angeles, CA, time.

Your design will be judged based on:
- (1) The originality and creativity of the design,
- (2) The design's appeal as presented on a garment intended for all sizes and genders,
- (3) "8-Bit" for the purpose of this means a style that is pixilated and in which each pixel represented in the design is clearly defined graphically. Each pixel should be uniform and should contain only one color per pixel. There is no official requirement on the total number of pixels, size of pixels, or color of pixels required for your original design. The term "8-Bit" is not intended in its technical, exact meaning and is used to evoke a design "look" inspired by 8-Bit designs.

Designer Tips:

1. Screen prints are made with a rectangular screen, so make sure the entire design can be bound by a rectangle that does not overlap any seam, collar, or edge of the shirt.
2. It is recommended that no line should be thinner than 2pt. and no two areas of print that you intend to be separated should be closer than 2pt.
3. It is recommended not to use more than 7 colors in your design. It will be difficult to print your design with accuracy if more than 7 colors are used.
4. Avoid very large blocks of solid color. This results in a thick, plastic feel to the ink.
5. Design for only *two print areas.* Per the Official Terms and Conditions, designs using more than two print areas will be disqualified. For example, the front, back, side, and sleeve are each considered a separate print area.
6. It is your choice if the deviantART logo or other deviantART attribute appear in your design. It's possible that community voting will be influenced by whether your design specifically references deviantART or not.
7. Entering the same design on several garments in different colors as multiple entries dilutes your votes. You should pick a single garment color that you favor and submit one entry per design.
8. Make sure to use your ORIGINAL design. Remember that all of the images you use in the design must be owned by you.
9. Take risks. The best designs are often the ones that push boundaries.
10. Consider the appeal of your design when worn by persons of all ages, genders, and sizes.
11. Do **not** use fan art, video game art, or copyrighted material. Seriously, don't.

By entering the challenge, you authorize deviantART, at its sole discretion, to modify any winning design using its own creative team as needed to comply with printing requirements, including but not limited to scale, placement, and color use.