



MUSICALLY INSPIRED

T-Shirt Design Challenge

Creative Brief & Tips

Thank you for participating in deviantART's Musically Inspired T-Shirt Design Challenge! It's said that Music is the universal language that transcends boundaries and bond people even thousands of miles apart. Our Challenge to you is to design a T-Shirt that is inspired by music! So tune in, turn it up, and explore all the octaves. Designing never sounded so good!

This time we're trying something new. We will allow a two-week period for you to submit your designs before we open the voting. Voting will last for one week only! So don't forget to submit your work and then remind your friends to vote starting July 6, 2012!

Target Audience:

Your design should appeal aesthetically to a large audience on deviantART: boys, girls, teens, and adults of any size and shape.

Requirements:

Make sure to read all of the Terms & Conditions

- All Musically Inspired T-Shirt Design Challenge entries must be submitted on the T-Shirt templates provided in this asset pack (or their equivalent) in order to qualify to be a Semi-Finalist.
- The image(s) in your Musically Inspired design as well as its layout must be your original work with the exception of the T-Shirt template provided to you for download from the Design Challenge Page.
- Designs submitted without a T-Shirt template or on a non-conforming template will not be considered and removed from the contest.
- Limit your design to only two (2) print areas. The front, back, side, and each sleeve are considered separate print areas. Use the template guidelines to ensure your design conforms to the exact specifications of the eligible print areas.
- You may not include any images that were created by other artists, past or present. Entries containing copyrighted or trademarked images are also prohibited. Third party stock may not be used.
- Your design must be limited to no more than five (5) colors. For printing purposes any shade or blend of a color is considered it's own color. I.e. blue and dark blue are two different colors.
- Must be submitted to the "Musically Inspired T-Shirt Design Challenge" Gallery on or before 11:59:59 PM (Los Angeles, CA, time) on July 5, 2012.

Your design will be judged based on:

1. The originality and creativity of the design,
2. The design's appeal as presented on a bag intended for all ages and genders,
3. The design's success at conveying the theme of the challenge.

Designer Tips:

1. It is recommended that no line should be thinner than 2pt. no two areas of print should be closer than 2pt.
2. Avoid very large blocks of solid color; this results in a thick, plastic feel to the ink.
3. It is your choice if the deviantART logo or other deviantART attributes appear in your design. It's possible that community voting will be influenced by whether your design specifically references deviantART or not.
4. Make sure to use your ORIGINAL design. Remember that all of the images you use in the design must be owned by you.
5. Take risks. The best designs are often the ones that push boundaries.
6. Consider the appeal of your design when worn by persons of all ages and genders.
7. Do not use fan 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.