



MYTHICAL CREATURES

T-SHIRT DESIGN CHALLENGE

CREATIVE BRIEF & TIPS

Thank you for participating in the deviantART Mythical Creatures T-Shirt Design Challenge! Your challenge is to create a T-Shirt Design using a Mythical Creature or Creatures. We are looking for creatures (one or many), friendly or not, inspired by or found in folklore and myth.

We are not looking for images of cute monsters (we already did that.) Instead, think about the books you read in school about Greek and Roman Mythology or Chinese folklore. Remember that unicorns, dragons, fairies, etc. are all mythical creatures too!

For more information about mythical creatures check out these sources

<http://www.factmonster.com/ipka/A0777436.html>

<http://www.mythicalcreaturesguide.com/>

http://en.wikipedia.org/wiki/Mythical_creature

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

- **NEW RULE:** You may not change the color of the T-Shirt(s) as presented in the templates.
- **NEW RULE:** You may only use one (1) color template per design entry.
- All Mythical Creatures T-Shirt Design Challenge entries must be submitted on the T-Shirt templates provided in this asset pack in order to qualify to be a Semi-Finalist.
- The image(s) in your Mythical Creatures 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, each 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.
- 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 "Mythical Creatures T-Shirt Design Challenge" Gallery on or before 11:59:59 PM (Los Angeles, CA, time) on July 24, 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 shirt 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. Design for only two (2) print areas. The front, back, each side, and each sleeve are considered separate print areas. . Per the official terms and conditions, designs using other print areas, will be disqualified.
4. 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.
5. 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.
6. Make sure to use your ORIGINAL design. Remember that all of the images you use in the design must be owned by you.
7. Take risks. The best designs are often the ones that push boundaries.
8. Consider the appeal of your design when worn by persons of all ages and genders.
9. 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.