

## Creative Brief & Tips

Thanks for participating in the deviantWEAR “Retro Future: The Future That Never Was” Design Challenge! The purpose of this challenge is to design a t-shirt inspired by idealistic, futuristic, imagery prior to the 1970s that depicted what life would look like in the future. What we love about this idea is that this era unleashed a ton of images and concepts predicting futuristic clothing, appliances, robots, vehicles, technology and more! We’re not looking for post-apocalyptic darkness here. We want to see designs that show cool concepts and positive inventions or ideas that never really came into existence (or at least, they haven’t yet) - think [Googie Architecture](#), [The Jetsons](#), hover crafts, [robot butlers](#), [1960s space ships](#), etc. The inspiration available from these decades is unlimited.

Your t-shirt should be designed to appeal to large audiences on deviantART from men to women to kids and adults.

Remember that all of the images you use in the design must be owned by you. Your design may not contain logos, trademarks, symbols or stock images unless you yourself created them. Logos, symbols (such as Fella or Llama), trademarks and catch phrases of deviantART are permitted.

Please read the Official Terms & Conditions.

All “Retro Future: The Future That Never Was” T-Shirt Design Challenge entries must be submitted on the t-shirt templates provided in this asset pack (or their equivalents) in order to qualify to be a semi-finalist. Designs submitted without a t-shirt template or on a non-conforming template will not be considered.

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.

Remember that your design will be judged based on the following:

- (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) The design’s representation of “Retro Future,” defined in this Creative Brief as: “Idealistic futuristic imagery prior to the 1970s that depicted what life would look like in the future.”

### Designer’s Tips:

- 1- Research images and scientific predictions from the 1950s and 1960s about how culture and technology would evolve.
- 2- Make sure your design does not overlap any seam, collar, or edge of the shirt.
- 3- Remember that a screen print is made with a rectangular screen, so make sure the entire design can be bounded by a rectangle that does not overlap any seam, collar, or edge of the shirt.
- 4- It is difficult to print any design element smaller than 2pt. in any direction.
- 5- If you use more than 7 colors in your design, it will be difficult to print.
- 6- Try to avoid a very large block of solid color; this will avoid a thick plastic feel to the ink.
- 7- Consider color choices when designing this apparel garment in order to appeal to a large audience.

- 8- Designing 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 and sleeve are each considered a separate print area.
- 9- Have fun and don't be afraid to fail- the best designs are often those that take the most risks!
- 10- Consider the attractiveness and appeal of your design when worn by persons of all ages, genders and sizes.
- 11- Do **not** use fan art.