



T-shirt Design '09 Contest

Get Started! Guidelines

Designers using software, start here:

1. Download the template in either [Photoshop](#) or [Illustrator](#) format by following the instructions below:
 - o PC: right-click on each link above and select "Save Target As" (IE) or "Save Link As" (Firefox) and save the file to your hard drive.
 - o Mac: control-click on each link and select "Download Linked File As" (Safari) or "Save Link As" (Firefox).
2. Choose your T-shirt color.
 - o The options are provided within the template and include brown, grey, or white.
3. Select your design colors from the MyLife 24-7 palette.
 - o Download [palette swatches](#)
 - o Use a maximum of four (4) colors.
4. Build your work as vector art (preferred) or as a full-sized .psd file at 300 dpi or higher for reproduction quality.
5. Design Don'ts.
 - o Don't use gradients or transparent layers.
 - o Keep the design off the seams.
 - o No photographs or sketch drawings please.
6. Save your work.
 - o Save the source file because winners must send us their original file (PSD, AI, EPS) so that we can accurately reproduce the shirt.
 - o Save your design as a JPG or GIF. 1000x750 pixel resolution is optimal. The maximum image size allowed is 30x30 cm / 12x12 inches / 1800x1800 pixels.

Adobe software downloads & tutorials

- <http://www.adobe.com/downloads/> (Trial period lasts 30 days)
Download Illustrator CS4 or Photoshop CS4.
- <http://www.adobe.com/designcenter/tutorials/>
Teach yourself how to use the software with these tutorials as your guide.

Freehand designers, follow these guidelines:

1. Choose your T-shirt color (brown, grey, or white).
2. Select your design colors from the MyLife 24-7 palette.
 - o Download [palette swatches](#) for reference.
 - o Use a maximum of four (4) colors.
 - o Solid colors only.
3. Design Dos and Don'ts.
 1. Think simple!
 - Work with shapes, lines, colors, and/or type (text).
 - Lines should be dark and colors should be solid.
 - Type-only concepts are ok.
 2. Create 2D graphics.
 - No 3D art and no photographs.
 - Avoid shadows and gradients.
 3. Submit finished work only. No sketches or drafts.
4. Scan your work at high resolution (300 dpi or higher).