

EDUCATION FOUNDATION OF WAUWATOSA

WALK/RUN 2017

T-SHIRT DESIGN CONTEST

The walk/Run will be held at the Milwaukee County Zoo on Saturday, May 6, 2017. It is a family event that raises money for the EFW.

If you are a Wauwatosa high school student looking for real world design experience then this is the contest for you! Last year over 2,200 shirts were printed with the winning design.



⇒ DESIGN CHECKLIST ⇐

- ☐ I am a Wauwatosa East or West High School student.
- My DESIGN FOLLOWS THESE GUIDELINES (Must check all 3):
 - ☐ Includes the EFW logo.
 - ☐ Includes the words: Education Foundation of Wauwatosa Walk/Run 2017
 - ☐ Uses no more than 3 spot colors (NO halftones) and can be printed on a MINT GREEN SHIRT (like the one pictured to the left).

2 OPTIONS FOR DESIGN SUBMISSION (check 1)

All entries must be postmarked, delivered, or e-mailed by 4:00 p.m. on Friday, February 3, 2017:

- ☐ My ELECTRONIC DESIGN is in Illustrator or Photoshop (300 dpi). All fonts are converted to outlines. Only spot colors have been used (no CMYK or RGB conversions). My file is saved as eps, pdf, or psd (unflattened). I've included my name, address, phone, school, and teacher's name to the e-mail sent to maryp@tosaeFW.org. (No color printouts will be accepted.)
- ☐ My HAND DRAWN DESIGN is on a white sheet no larger than 8.5" x 11". My name, address, phone, school, and teacher's name is included on a separate sheet. It can be mailed to or dropped off at the Fisher Building: 12121 W. North Avenue. (Do not fold or mount.)

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The EFW Board will choose 3-5 finalists from all entries. Online voting will determine the winning design. Online voting rules and details will be released in January 2017. The EFW reserves the right to make alterations to the final design.

T-SHIRT DESIGN CONTEST TIPS

Do



DO use hand-drawn designs and lettering.

DO mix-it up! Use a combination of design elements like text, electronic drawings, and hand drawings. Combine them in an interesting way.



DO get inspired. Observe what shirts you see people wearing or stores selling. Research the internet, look through design books, or visit a museum. This design was inspired by the Roy Lichtenstein exhibit at the Art Institute of Chicago.

DO play with program filters and tools. Use threshold in Photoshop to convert photos to black and white art. Use auto-trace in Illustrator to convert images to vector art.



T-SHIRT DESIGN CONTEST TIPS

DON'T



DON'T use halftones or gradients. Use 100% values of colors.



DON'T use photos or images that are CMYK or RGB. A maximum of 3 spot colors only.



DON'T use low resolution, blurry, pixelated, copyrighted, or watermarked clipart pulled off the internet.

The EFW logo must be incorporated in your shirt design. It can be used in two colors (green and blue) or one color (white or black) depending on your design.

In order to use the file below as vector art, open page 4 of this document in Adobe Illustrator



Use this blank mint green t-shirt to see how your design and colors will look on the actual shirt.

