



DELAWARE TECHNOLOGY STUDENT ASSOCIATION

TSA T-Shirt Design Challenge

Annual Wearable Graphic Design Competition • Grades 6–12

ELIGIBILITY	DIVISIONS	SUBMISSION
Individual entries • Grades 6–12	Middle School • High School	See annual DETSA calendar / Judge Pro

Purpose

Design a wearable graphic for Delaware TSA that responds to the annual DE-TSA design prompt. The design should be visually compelling, readable, and feasible for professional screen-print or comparable apparel production.

2027 DESIGN PROMPT: Create a design that creatively promotes Delaware TSA

Eligibility and Divisions

Eligibility	Open to active Delaware TSA student members in Grades 6–12.
Entry format	Individual event. Each student may submit one entry. A chapter may submit up to three entries per event and division unless the annual conference calendar states otherwise.
Divisions	Middle School: Grades 6–8. High School: Grades 9–12. Entries are judged within their division.
Annual brief	The current DE-TSA annual design prompt, state-conference year, and submission deadline are published in the annual conference calendar and Judge Pro.

Required Design Elements

- The current annual DE-TSA design prompt, written exactly as published.
- A clear Delaware TSA reference using approved text, logo, or brand asset supplied by DE-TSA.
- The current Delaware TSA State Conference year.
- Original visual content that is appropriate for a statewide student organization.

Production Specifications

Design area	Create artwork no larger than 8 × 10 inches. Show the design at intended print size.
Shirt and placement	Specify shirt color and print placement. Include a mockup that shows how the design appears on the garment.
Color	Use the shirt color plus no more than two ink colors. Identify each ink color clearly; gradients and halftones are permitted only if identified and production-feasible.
Legibility	Text, graphics, and contrast must be effective at the intended viewing distance and print size.
File quality	Use high-resolution raster artwork or vector artwork. Finalists must provide an editable source file upon request.

Submission Package

Submit one PDF portfolio through Judge Pro. Name the file using the current submission convention provided by DE-TSA. Do not place a student name, school name, advisor name, or chapter number on portfolio pages that judges will score.

- Cover page with event title, division, current conference year, student ID number, and advisor email.
- Final design sheet showing the required artwork and all production specifications.
- A final product sheet with the artwork at intended print size, shirt-color specification, ink-color callouts, placement information, and at least one apparel mockup.
- Design process portfolio: brief, inspiration/research, concept development, final solution, and reflection.
- Originality and tool-use declaration, including sources and assets used.

Finalist Files and Interview

Finalists may be asked to provide an editable source file and participate in a brief interview or recorded design pitch. The interview may be used to verify authorship, design decisions, and production readiness.

Design Portfolio

The design portfolio replaces a traditional long-form self-evaluation. Use 3–5 pages in the final PDF, excluding the cover page. It should be visual, concise, and understandable to a client or production partner.

1. Design brief: identify the audience, purpose, annual prompt, and intended message.
2. Inspiration and research: show references, sketches, a mood board, or other evidence of planning.
3. Development: show at least one earlier concept or revision and explain what changed.
4. Final solution: show finished artwork and required production mockup(s).
5. Reflection and attribution: identify software/tools, explain key choices, cite assets, and describe what was learned.

Division expectations Middle school entries may use guided prompts and visual explanations. High school entries should demonstrate more detailed production rationale, intentional iteration, and professional presentation.

Judging and Recognition

Entries are evaluated using the 100-point rubric below. Judges may apply a rules-violation deduction of up to 20 points for missing requirements, unapproved copyrighted material, incomplete files, or inaccurate disclosure. Late submissions are not judged.

Criterion	What judges consider	Points
Response to brief and Delaware TSA brand	How clearly the design responds to the annual prompt, intended audience, and required Delaware TSA elements.	25
Visual communication and originality	Clarity, creativity, hierarchy, contrast, typography, composition, and overall impact.	25
Design process and reflection	Evidence of research, ideation, revision, designer decision-making, and accurate attribution.	20
Production readiness and technical execution	Print feasibility, color control, specified shirt/placement, quality of files, and readability at actual garment scale.	20
Portfolio presentation and professionalism	Complete submission, clear organization, effective mockups, and compliance with event requirements.	10

Originality, Copyright, and Responsible Tool Use

Entries must be the student’s original work. Students may use design software and lawful, properly licensed assets. Any fonts, images, icons, stock elements, or reference materials not created by the student must be identified in the portfolio. Copyrighted logos, characters, images, or other protected material may not be used without documented permission.

Generative artificial intelligence may be used for brainstorming, research, or early ideation only when disclosed. Final artwork must be created and substantially authored by the student. Students must identify the tool used, describe how it was used, and may be asked to show process files or explain design decisions.

Use of Entries and Production Disclaimer

All submitted entries become the property of Delaware Technology Student Association (DE TSA). The Delaware TSA State Advisor may select, reproduce, edit, adapt, modify, or use any entry, in whole or in part, for promotional, print, electronic, conference, or other organizational purposes at their discretion.

Contest placement does not guarantee that an entry will be produced, distributed, or used as an official Delaware TSA t-shirt, pin, or other item. The State Advisor may select any submitted entry for production or use, regardless of contest placement, and may make reasonable modifications to the selected design to meet branding, manufacturing, printing, accessibility, or production requirements.

TSA T-Shirt Design Challenge — Official Rating Form

Student ID: _____ Division: ☐ Middle School (6–8) ☐ High School (9–12)

Use the rubric descriptors to assign a score. Record specific feedback that will help the student grow as a designer.

Criterion	Evidence / feedback	Points possible	Score
Response to brief and Delaware TSA brand	How clearly the design responds to the annual prompt, intended audience, and required Delaware TSA elements.	25	_____
Visual communication and originality	Clarity, creativity, hierarchy, contrast, typography, composition, and overall impact.	25	_____
Design process and reflection	Evidence of research, ideation, revision, designer decision-making, and accurate attribution.	20	_____
Production readiness and technical execution	Print feasibility, color control, specified shirt/placement, quality of files, and readability at actual garment scale.	20	_____
Portfolio presentation and professionalism	Complete submission, clear organization, effective mockups, and compliance with event requirements.	10	_____

TOTAL SCORE: _____ / 100

Judge Comments

Judge signature: _____

Student Declaration

I certify that this is my original work; that all third-party assets are identified and lawfully used; and that any generative-AI use is accurately disclosed in my portfolio.

Student signature: _____ Date: _____