



C2C[®]/CITDA 2006 Design Competition

AATCC announces the C2C[®]/CITDA design competition for students developed by its Concept 2 Consumer[®] Interest Group and the Computer Integrated Textile Design Association. In keeping with the C2C[®] mission, the aim of the competition is the promotion of innovative product development.

THEME

Shades of Comfort

- Emphasis on color and texture
- How color and texture have the potential to communicate comfort; how color, texture, and comfort compliment and/or relate to each other

DESIGN CHALLENGE

Create an original collection of three coordinating textile print designs for the sub-category of your choice. Draw inspiration from the theme, *Shades of Comfort*, and create fabrics appropriate to the sub-categories of apparel or interior design. Designs should focus on the key points of color, texture, appearance, and reproducibility. Illustrate and/or construct the print designs in end products, filling them in at the appropriate scale.

ELIGIBILITY

AATCC invites submissions from undergraduate, graduate, part-time, and full-time students. For judging, there will be no distinction between the previously mentioned student designations. All entries must be accompanied by a completed entry form. The entry fee is waived for participants who are AATCC student members. All who are not AATCC student members and are interested in participating may pay \$25 to enter and thereby become members. (Completed membership application forms must also accompany these entries.) Forms available at www.aatcc.org.

Print Design Category Digitally rendered print collection		Product Design Category Print collection & actual end product(s)	
A) Interior Design	B) Apparel Design	A) Interior Design	B) Apparel Design
Decorative Pillows or Throws	Children's Casual Wear (2-6x): Spring/Summer Season	Decorative Pillows or Throws	Children's Casual Wear (2-6x): Spring/Summer Season

GENERAL COMPETITION GUIDELINES

1. Students are encouraged to work as individuals or in teams of up to 4.
2. All entries should be in the English language.
3. Each submission should be given an identifying title to differentiate it from all other entries.
4. All submissions should be presented in the form of an electronic/digital story board supplied on CD. The CD requirements are:
 - a. Entire submission must be contained in **one** file as an 'electronic collage/story board'
 - b. File must be saved for the **Windows Platform** (PDF, JPG, TIFF, PPT, etc.)
 - c. File size should not exceed **50 megabytes**
 - d. Resolution should be no less than **300 dpi**
 - e. CD must be labeled with the **name of the school, student name(s), entry category and sub-category, and title of the submission**
 - f. CDs will **not** be returned
5. Entrants may create their electronic story board using any combination of, but not limited to, off-the-shelf software (e.g. Adobe Photoshop/Illustrator) or textile/apparel specific CAD software. Photographs, sketches, swatches, fabric simulations, and any other medium may be used in a digital format to enhance the overall appearance and concept of the CD submission.
6. **Five finalists** in each sub-category of the **Print Design Category** will be asked to submit a physical tri-fold story board (*Dimensions: Folded 36" H x 24" W; Open 36" H x 48" W*) for final judging.
7. **Five finalists** in each sub-category of the **Product Design Category** will be asked to submit a physical tri-fold story board (*Dimensions: Folded 36" H x 24" W; Open 36" H x 48" W*) along with actual end product(s) for final judging.

Note to ALL finalists: The name of the school, student name(s), entry category and sub-category should be placed in a corner on the **back** of the story board. The title of the product submission should appear somewhere on the **front** of the story board.

SPECIFIC COMPETITION GUIDELINES BY CATEGORY

There may only be one entry per category, per student or student team. Therefore, the total number of entries per student, or student team, may not exceed two.

Print Design Category:

- Entrants' collection of print designs should be **digitally** rendered, **original** designs created by each student or student team.
- Participants may enter only one of the sub-categories; *Interior Design OR Apparel Design*.
- If desired, students entering a print collection in this category may also submit their print collection along with an actual end product(s) into the Product Design Category, thereby entering two separate submissions that will be judged separately from one another.

Product Design Category:

- Entrants may use purchased/donated raw materials and/or fabrics that they have constructed themselves to create a collection of print designs and an actual end product(s).
- Participants may enter only one of the sub-categories; *Interior Design OR Apparel Design*.

TIMELINE

- **December 1, 2005:** All electronic entries supplied on CD must be received by 4:00 p.m. E.S.T. at the following address by **Federal Express** or **UPS**:
AATCC Technical Center
Attn: C2C®/CITDA Design Competition
1 Davis Drive
Research Triangle Park, NC 27709-2215
Tel: 919-549-8141; Fax: 919-549-8933
- **February 13, 2006:** Notification of finalists sent to all participants

- **April 17, 2006:** Finalists' submissions of story boards and/or end product(s) must be received by 4:00 p.m. E.S.T. at the AATCC Technical Center (same address as previously listed)
- **May 1, 2006:** Judging of finalists' submissions at the AATCC Technical Center, Research Triangle Park, NC
- **May 2-4, 2006:** Winners will be announced at the C2C® Interest Group meeting, held in conjunction with the AATCC Committee Meetings, in Research Triangle Park, NC (*finalists are not required to be present for the announcement*)
- **May 8, 2006:** Notification of winners sent to all participants and announced as press release

AWARDS

The winning entries in each sub-category, whether submitted by an individual or a team, will be awarded:

First Place: \$1,000
Second Place: \$500

- All winners will receive a complimentary student registration for the **2006 AATCC International Conference & Exhibition (IC&E)**, co-located with MEGATEX in Atlanta, Ga., in the fall of 2006. If winners worked as a team, all team members (up to 4) will be provided this complimentary registration as well.
- The five finalists in each sub-category will be issued a certificate in recognition of their finalist placement in the C2C®/CITDA 2006 Design Competition. This would be an excellent addition to any student's portfolio.

OTHER COMPETITION RULES & INFORMATION

- By entering the competition, students agree to allow AATCC to use any photographs and/or digital imagery in print or electronic publication as well as press releases sent to the general textile press. Students retain the rights to their designs and products. AATCC takes no responsibility for copyright or patent protections of any materials submitted. Copyright or patent protection is the responsibility of the individual students.
- Actual end products supplied by the finalists will be returned to their faculty advisor following the final judging. Story boards and material supplied in a digital format will **not** be returned.

QUESTIONS??

Contact Suzanne Holmes at 919-549-3537 or holmes@aatcc.org.

FACULTY NOTE

AATCC announces this competition during the summer of 2005 in hopes that design, art, and merchandising faculty will incorporate this as a project in their fall curriculum. Faculty are encouraged to assist students with the coordination of teams and resources and to act as a liaison with AATCC for this contest. The organization also encourages participation from within AATCC student chapters. If your school does not have a student chapter, contact Birgit Patty at 919-549-3531 or pattyb@aatcc.org to learn more about this opportunity.