

C2C 2010 Design Competition

AATCC encourages creativity in textile and product design by offering cash and prizes to top student designers. In this competition developed by AATCC's Concept 2 Consumer® (C2C) interest group, students can submit their original fabric designs, product designs, or both!

Theme Summer Bling!

Gear up for fashion and fun in the sun! Show off your **Summer Bling** with pool and beachwear such as swimwear, cover-ups, totes, and hats, etc. Designs should:

- ☀ Be inspired by one of the color palettes from the **Pantone® View Colour Planner Summer 2010 'magic'**, accessible at www.aatcc.org
- ☀ Incorporate 3-dimensional embellishments
- ☀ Embellishment is taking a basic woven, knitted, or nonwoven fabric construction, and adding 3-dimensional surface characteristics (e.g., stripping, braiding, embroidery, beading, knotting, burn out, smocking, crunching, flocking, glue-ons)
- ☀ Printing is NOT considered 3-dimensional embellishment, but may be part of the base fabric

ELIGIBILITY

All AATCC student members are eligible! If you are not a student member, you must submit a completed student membership application and membership fee along with your entry.

FABRIC DESIGN CHALLENGE

Create an original collection of coordinating fabric designs with embellishment.

- Submit designs as a digital storyboard (see guidelines below).
- Digital renderings of fabric designs must be to scale with the product renderings.
- Remember to think about reproducibility and functionality when creating your designs.
- Finalists will be required to submit 12" x 12" physical swatches of the fabric designs (or one full repeat of pattern if larger).

PRODUCT DESIGN CHALLENGE

Using original or purchased base fabric(s), create a collection of product designs for pool and beachwear that incorporate and emphasize surface embellishment.

- Submit designs as a digital storyboard. (see guidelines below)
- Digital renderings of fabric designs must be to scale with the product renderings.
- Remember to think about reproducibility and functionality when creating your designs.
- Finalists will be required to produce at least one tangible sample of their product designs.

GENERAL COMPETITION GUIDELINES

- 1 You may work individually or in teams of **up to four**. Individual designs and concepts may be scanned or digitally created.
- 2 The final presentation should be a single digital storyboard file including all components.
- 3 Digital renderings of fabric designs must be to scale with the product renderings.
- 4 Remember to think about reproducibility and functionality when creating your designs.
- 5 You may submit one entry in the Fabric Design Challenge and/or one in the Product Design Challenge. You do not have to use the same fabric collection for both. Each entry will be judged separately.
- 6 Submit entries in the English language.
- 7 CDs will **not** be returned.



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FABRIC DESIGN GUIDELINES

- Your collection of fabric designs (minimum of 3) should be digitally rendered **original** designs created by yourself or your team. Finalists will be required to submit 12" x 12" physical swatches of the fabric designs (or one full repeat of pattern if larger).
- **Five finalists** will be asked to submit a **physical tri-fold storyboard** of sturdy cardboard for final judging (*Dimensions: Folded 36" H x 24" W; Open 36" H x 48" W*).
- The **title of your submission** and the **title of the color palette** chosen should appear prominently on the **front** of the physical storyboard. A **back** corner should be labeled with **your name(s)**, **school**, and **Fabric Design Challenge**.

PRODUCT DESIGN GUIDELINES

- Submit a collection of product designs (minimum of 3). Fabrics may be purchased or created by the entrant(s). Finalists will be required to produce at least one **tangible sample** of their product designs. The construction, assembly, and overall execution of this sample is expected to be of excellent quality (the inside and outside of the product should be neatly constructed with attention to detail including seam finishing, thread knotting and trimming, secure closures, and final pressing); otherwise, the submission will not be judged. All other samples of product designs can be digital renderings.
- **Five finalists** will be asked to submit a **physical tri-fold storyboard** of sturdy cardboard and **tangible sample(s)** of their product designs for final judging (*Dimensions: Folded 36" H x 24" W; Open 36" H x 48" W*).
- The **title of your submission** and the **title of the color palette** chosen should appear prominently on the **front** of the physical storyboard. A **back** corner should be labeled with **your name(s)**, **school**, and **Product Design Challenge**.



SUBMISSION INSTRUCTIONS

- 1 Give your submission a title to differentiate it from other entries. This submission title and the color palette title should appear in your digital storyboard.
- 2 Presenting your digital storyboard on CD:
 - a. Include entire submission in **one file**.
 - b. Use a file type compatible with the **Windows Platform** (PDF, JPG, TIFF, PPT, etc.)
 - c. The **title of your submission** should be the **name of the file** on the CD.
 - d. File size may not exceed **50 megabytes**.
 - e. Resolution should be no less than **300 dpi**.
 - f. Label the CD with:
 - **Name(s)**
 - **School**
 - **Fabric Design Challenge** or **Product Design Challenge**
 - **Title of your submission**
- 3 Submit **CD, entry form**, and **student membership application** with **US\$35** via Federal Express or UPS to:
AATCC Technical Center
Attn: *C2C Design Competition, Suzanne Holmes*
1 Davis Drive
Research Triangle Park, NC 27709-2215 USA
+1 919 549 3537

TIMELINE

- **December 15, 2009:** All entries must be received on CD
- **February 17, 2010:** List of finalists sent to all participants
- **March 12, 2010:** Finalists' storyboards and/or end products must be received
- **March 16, 2010:** Judging of finalists' submissions at AATCC
- **March 18, 2010:** Winners announced to all participants and press

AWARDS

- **First place** entries in fabric and product design, whether submitted by an individual or a team, will be awarded **US\$1,000** and a complimentary copy of **Pantone's Cotton Passport** [www.pantone.com].
- **Second place** entries in fabric and product design will be awarded **US\$500**.
- All finalists will receive certificates in recognition of their finalist status in the competition.

QUESTIONS

Contact Suzanne Holmes at +1 919 549 3537 or holmes@aatcc.org.

FACULTY NOTE

AATCC announces this competition during the summer of 2009, anticipating that design, art, and merchandising faculty will incorporate it as a project into their fall curriculum. Faculty are encouraged to assist students with the coordination of teams and resources, and to act as liaisons with AATCC for this competition. If your school is interested in starting an AATCC student chapter, contact Birgit Patty [pattyb@aatcc.org] at +1 919 549 3531 to learn more about this opportunity.

PERMISSIONS, PATENTS, AND PROPERTY

- By entering the competition, students agree to allow AATCC to use photographs and/or digital imagery in print and electronic publications, and in press releases. Students retain the rights to their designs and products. AATCC takes no responsibility for copyright or patent protections of any materials submitted. Copyright and patent protection is the responsibility of the entrants.
- End products supplied by the finalists will be returned following the final judging. Storyboards, fabric swatches, and material supplied in digital format will **not** be returned.



The color of ideas.™

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For inspiration palettes, forms, and past winners, visit www.aatcc.org/members/students/competitions.cfm

