



Metamorphosis



2016 AATCC Concept 2 Consumer® Student Design Competition

Showcase your talent in design to win cash and prizes!

- End product is garment that transforms! Examples of transformations may include:
 - One garment that can be worn in multiple ways or for multiple purposes (transforms from one silhouette into another)
 - A garment that changes color through the use of technology or innovation in garment construction
 - A fabric design that uses technology, optical illusion, or chemistry to change appearance
- Target consumer group is men and/or women, ages 18-30
- Color palette inspiration from [PANTONEVIEW Colour Planner Summer 2016](#)
- You must be an AATCC member to enter; join [online](#) or submit [application](#) and US\$35
- Work individually or in a team of up to four

Refer to the [Competition Entry Checklist](#) as a helpful guide.

Awards

Team entries will divide the prize among all members.

- 1st place: **US\$1,000**, [Pantone Cotton Passport](#), **\$100 Spoonflower** Gift Certificate, & [Datacolor Spyder®5](#)
- 2nd place: **US\$750**, Pantone Cotton Passport, **\$100** Spoonflower Gift Certificate, & Datacolor Spyder®5
- Honorable Mention (2 prizes): **US\$100**, **\$50** Spoonflower Gift Certificate, & Datacolor Spyder®5

Winners will be announced by **May 24, 2016**.

Questions

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Faculty Note

AATCC announces this competition during the late fall season anticipating that design, art, and merchandising faculty will incorporate it as a project for their spring curriculum. Faculty members are encouraged to assist students with the coordination of teams and resources, and to act as liaisons with AATCC for this competition.

Permissions

By entering the competition, you agree to allow AATCC to use photographs and/or digital imagery of your entry in print and electronic publications and press releases. You retain the rights to your designs.

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are sponsors of the C2C® Design Competition.

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2016 AATCC Concept 2 Consumer[®] Student Design Competition

Competition Entry Checklist

- All portions of the entry must be received by **April 8, 2016**

STEP 1: Design Your Collection

- Select one color palette from the [PANTONEVIEW Colour Planner Summer 2016](#) as inspiration for design(s)
- Use technical sketches (CAD, hand drawn, etc.) to illustrate your garment
- Use combination of imagery and text to demonstrate the transformation feature(s)
- Engineered or allover prints should be illustrated to show accurate placement and scale on the garment
- Point out any technical features of fabric or garment design on the sketches

STEP 2: Present Designs in a Storyboard

Create a single storyboard including the following elements:

- Entry title
- Garment sketches or illustrations
- Include fashion sketches, text, or design inspirations to enhance overall visual appeal
- Describe transformation features of garment
- Use photographs or drawings to illustrate surface design and/or garment details that transform
- All text in the English language
- Save storyboard as single PDF file
- Save storyboard with the entry title as the file name (**NO** student names, etc. in file name)
- No less than 150 dpi resolution
- File size no more than 8 MB

STEP 3: Submit Storyboard

- Join AATCC [online](#) or submit [membership application](#) with US\$35 (if not already a member)
- Submit completed [entry form](#) online (DO NOT FAX OR MAIL)
- Email storyboard to design@aatcc.org

