SPLASHING AROUND

2019 AATCC Concept 2 Consumer® Student Design Competition

The 2019 AATCC Concept 2 Consumer® Student Design Competition is a poster competition that allows students the opportunity to showcase their creative design and problem-solving skills in textile/apparel design.

COMPETITION GOALS

- Design a line of 3-6 apparel pieces for a specific outdoor activity that is both fashionable and functional to use in the rain.
- This new line should enhance the outdoor experience while being used in the rain. Please explain.
- Research the specific chosen outdoor activity and related products currently on the market. Define your target consumer group and describe how your designs meet their needs.
- After reviewing the educational component, please describe in your poster what you learned and specify which AATCC test method(s) would be used to verify product claims for your design.
- Incorporate 2 or more surface designs within the apparel line.
- Optional: Use color palette inspiration from PANTONEVIEW Colour Planner Spring/Summer 2019.
- Optional: Use Project Paras for Adobe Photoshop CC to design one or more print(s) that you incorporate in your apparel line.
- Make the designs functional and exciting!

EDUCATIONAL COMPONENT

Please watch and read AATCC's online resources regarding AATCC Test Methods related to rainwear. Each entry must then highlight at least ONE AATCC test method and describe why it is important to their product line. Additional AATCC publication resources pertaining to rainwear will also be provided.

ENTRY REQUIREMENTS

- Undergraduate or graduate students.
- Individuals or teams of up to four.
- All individual and team members must be an AATCC student member to enter the competition.
  - Join online or submit application and US$35.
  - Memberships and member numbers are processed during business hours ONLY. Membership applications take up to one business day to process. Memberships MUST be purchased by **April 8, 2019**.
- All portions of the entry must be received on or before 11am EST **April 10, 2019**.

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** from AATCC
- Macbook Pro with a 1-year VStitcher software license and a paid internship from Browzwear
- Pantone Cotton Passport and COY mug
- **US$300** Spoonflower Gift Certificate and Spoonflower DIY Book Bundle
- **US$400** Jacquard Inkjet Fabric Systems gift certificate to obtain a large roll of printable fabric
- Datacolor ColorReaderPRO
- 1-year of Adobe Creative Cloud Photography plan, including Adobe Photoshop CC

2nd place:
- **US$750** from AATCC
- 1-year VStitcher software license and a paid internship from Browzwear
- Pantone Cotton Passport and COY mug
- **US$150** Spoonflower Gift Certificate and Spoonflower DIY Book Bundle
- **US$200** Jacquard Inkjet Fabric Systems gift certificate to obtain a medium roll of printable fabric
- Datacolor ColorReaderPRO
- 1-year of Adobe Creative Cloud Photography plan, including Adobe Photoshop CC

Honorable Mention (2 prizes):
- **US$100** from AATCC
- 1-year VStitcher software license from Browzwear
- **US$75** Spoonflower Gift Certificate and Spoonflower DIY Book Bundle
- **US$50** Jacquard Inkjet Fabric Systems gift certificate to obtain sample rolls of printable fabric
- Datacolor ColorReaderPRO
- 1-year of Adobe Creative Cloud Photography plan, including Adobe Photoshop CC

*Internship details: The Browzwear internship will be an opportunity to work closely with the 3D product specialist team and learn the most advanced 3D software for apparel. The interns will learn to use 3D in the design process and gain an understanding of how important 3D is within the fashion industry today, from design all the way through to merchandising and sales. The skills and knowledge gained will prepare the interns for great jobs and other opportunities in the industry. Interns may choose to work in either the NYC or Corvallis, OR office.

Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster. Winners will be announced by **May 9, 2019**.

QUESTIONS

Contact Bliss Coleman at **colemanb@aatcc.org**

SPONSORS of the C2C Design Competition:

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COMPETITION ENTRY CHECKLIST

☐ All portions of the entry must be received as a single file, one-page, flattened pdf by **April 10, 2019 11am EST.**

PART 1:
DESIGN YOUR LINE
Research and design for the target customer

☐ Select a color palette as inspiration for design(s) from PANTONEVIEW Colour Planner Spring/Summer 2019

☐ Research products currently in the market and determine new approaches to meet specific needs

☐ Use technical sketches (CAD or hand drawn) to illustrate your 3-6 garments

☐ Incorporate 2 or more surface designs within the apparel line

☐ Use combination of imagery and text to demonstrate the feature(s) that enhance the wearer's experience and transition to everyday wear

☐ Engineered or allover surface design prints should be illustrated to show accurate placement and scale on the product(s)

☐ Optional: Use Project Paras for Adobe Photoshop CC to design one or more print(s) that you incorporate in your apparel line.

PART 2:
PRESENT DESIGNS IN A POSTER
Create a single page PDF poster including the following elements:

☐ Entry title

☐ Sketches, illustrations, and/or photos of actual prototypes

☐ Include fashion sketches, text, or design inspirations to enhance overall visual appeal

☐ Describe & illustrate special features of fabric(s) or garment(s) that enhance the users experience

☐ Show surface designs swatches

☐ After reviewing the educational Information, include which AATCC test method(s) you would choose to validate product claims

☐ All text should appear in the English language (choose fonts that are easy for judges to read)

☐ Save poster with the entry title as the file name (NO student names, etc. in file name)

☐ If including inspiration photos, please limit them to no more than 25% of your poster and make sure they are your own images. (Due to copyright laws, please do not include images on your poster that you do not have specific permission to use)

☐ Save poster as single page PDF file

☐ No less than 300 dpi resolution

☐ Physical poster size should be 48 in width X 36 in height

☐ File size no more than 10 MB (please make sure to flatten your PDF to reduce the file size)

PART 3:
SUBMIT POSTER FOR JUDGING

☐ All entrants must join AATCC online or submit membership application with US$35 (if not already a member) by **April 8, 2019**

☐ Each individual or group needs to complete the online submission application. Only ONE submission per group! All group members must have access to the login credential (DO NOT FAX, EMAIL, OR MAIL)

☐ All portions of the entry must be received on or before **April 10, 2019 11am EST**

FACULTY NOTE

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

PERMISSIONS

By entering the competition, you agree to allow AATCC to use photographs and/or digital imagery of your designs in print and electronic publications and press releases. You retain the rights to your designs. You also agree to allow AATCC to process and retain your personal information for the purposes of the competition. See AATCC's Privacy Policy.