

EVERLASTING STYLE



2020 AATCC Concept 2 Consumer® Student Design Competition



The 2020 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 an apparel line (3-5 designs) for office/work attire that is timeless in terms of sustainability, quality, and style. The line must incorporate a color palette with at least 3 non-neutral, fashion colors (such as fuchsia, turquoise, jade, etc). **NO UNIFORMS.**
- Incorporate two or more surface designs within your line.
- Research related products currently on the market.
- Define your target consumer group and describe how your designs meet their needs.
- Describe what makes your designs unique, sustainable, and high quality—making them timeless.
- 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 (Describe why the specific methods were chosen).
- Optional: Use [Adobe Textile Designer](#) plugin for Adobe Photoshop to design one or more print(s) that you incorporate in your apparel line (Adobe video materials available soon [here](#)).
- Optional: Use color palette inspiration from [PANTONEVIEW Colour Planner](#).
- Make the designs functional and exciting! Optional: Use A

EDUCATIONAL COMPONENT

(Required: failure to complete this portion of the competition will result in disqualification)

- AATCC will provide online resources regarding various AATCC Test Methods related to the theme.
- Please watch and read [AATCC's online resources](#).
- Each entry must highlight at least ONE AATCC test method and describe why it is important to their product line and why it was chosen.

ENTRY REQUIREMENTS

- Undergraduate or graduate students (domestic and international).
- Individuals or teams of up to four.
- Only one entry per student per AATCC competition per year is permitted—A student can not enter as an individual and member of a group.
- All individual and team members must become AATCC student members to enter the competition.
 - Join [online](#) or [submit application](#) and US\$35
 - Memberships and member numbers are processed during business hours ONLY. Membership applications may take up to one business day to process. Memberships MUST be purchased by **March 31, 2020**.
- All portions of the entry must be received on or before **April 2, 2020** 11am EST.

[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
- [Pantone Cotton Passport](#) and COY mug
- **US\$300 Spoonflower** gift certificate and Spoonflower DIY Book Bundle
- **US\$200 Jacquard Inkjet Fabric Systems** gift certificate to obtain prepared for dyeing (PFD) fabric
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop
- [Datacolor ColorReaderPRO](#)

2nd place:

- **US\$750** from AATCC
- [Pantone Cotton Passport](#) and COY mug
- **US\$150 Spoonflower** gift certificate and Spoonflower DIY Book Bundle
- **US\$100 Jacquard Inkjet Fabric Systems** gift certificate to obtain PFD fabric
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop
- [Datacolor ColorReaderPRO](#)

Honorable Mention (2 prizes):

- **US\$100** from AATCC
- **US\$75 Spoonflower** gift certificate and Spoonflower DIY Book Bundle
- **US\$50 Jacquard Inkjet Fabric Systems** gift certificate to obtain PFD fabric
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop
- [Datacolor ColorReaderPRO](#)

Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster. **Winners will be announced by May 6, 2020.**

QUESTIONS

Contact Bliss Coleman Abrantes at colemanb@aatcc.org

FACULTY NOTE

AATCC announces this competition during the summer, 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 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. You also agree to allow AATCC to process and retain your personal information for the purposes of the competition. See AATCC's [Privacy Policy](#).

SPONSORS



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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 2, 2020 11am EST**.

Entries that do not meet ALL components of the checklist will be disqualified

PART 1: DESIGN & CREATE A TWO-PAGE STORYBOARD

Page one—include the following: visual designs, sketches, color palate, and surface designs

- Physical storyboard size should be 48 in. width X 36 in. height.
- Line should have 3-5 items.
- Select a color palette as inspiration for design(s). The line must incorporate a color palette with at least 3 non-neutral, fashion colors (such as fuchsia, turquoise, jade, etc). Optional inspiration: [PANTONEVIEW Colour Planner](#)
NO UNIFORMS.
- Research products currently on the market and determine new approaches to meet specific needs for office/work attire.
- Sketches, illustrations, and/or photos of actual prototypes (CAD, hand drawn, photos of actual products made, etc.) to illustrate your 3-5 garment(s).
- Incorporate 2 or more surface designs (print pattern, woven design, knit design, etc.) within the apparel line. Show surface design repeat swatches: enlarged surface design repeat swatches as well as the complete pattern on the garment. Optional: Use [Adobe Textile Designer](#) plugin for Adobe Photoshop to design one or more print(s).
- Illustrate the complete engineered or all-over surface design prints with accurate placement and scale on the product(s).
- Use a combination of imagery and text to demonstrate any special feature(s) of fabric(s) or garment(s) that enhance the users experience.

PART 2: SUBMIT POSTER FOR JUDGING

- Physical poster size should be 48 in. width X 36 in. height.
- Save poster as two page PDF file. No less than 300 dpi resolution.
- File size no more than 15 MB (please make sure to flatten your PDF to reduce the file size).
- Save poster with the entry title as the file name (NO student and university names, etc. in file name).
- All entrants must [join AATCC online](#) or submit a [student membership application](#) with US\$35 (if not already a member) by **April 8, 2020**.
- 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). Only one entry per student per AATCC competition per year is permitted—A student can not enter as an individual and member of a group.
- All portions of the entry must be received on or before **April 2, 2020 11am EST**.

Page two—include the following: research, defining your customer, defining your line, and the educational component

- Any research pertinent to your designs and inspiration for the look. 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.)
- Define your target customer.

Educational Component: Define your office/work attire line by responding to these prompts with clear and feasible explanations. Include and describe garment features/designs or techniques used in production that make your line sustainable, timeless, and high quality.

- Timeless Style**
 - How is your office/work attire product line timeless in terms of style? What is the color palette (must have at least 3 non-neutral/fashion colors in the line)?
 - Describe the type of office/work attire as well as the work environment (formal business, business casual, casual)? Explain why the product(s) unique features addresses the needs or experience of the wearer.
- Sustainability**
 - Describe the methods/techniques used during the design and production process that make your line sustainable.
 - Describe how the consumer will know your product line is sustainable.
- Quality**
 - Review the provided **educational component**.
 - Select AATCC Test Method(s) discussed in the educational component that will be used to verify your product claims .
 - Explain WHY you chose each AATCC Test Method and its importance to your product line (Required: failure to complete this portion of the competition will result in disqualification).
- All text should appear in the English language (choose fonts that are easy for judges to read).

