



## 2024 Concept 2 Consumer Student Design Competition

# VIBRANT VACATION -COLORFUL RESORT WEAR



The **2024 AATCC Concept 2 Consumer Student Design Competition** is a poster competition allowing students the opportunity to showcase their creative design and problem-solving skills in textile/apparel design.

### COMPETITION GOALS

*(Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster.)*

- Design a colorful resort wear apparel line that will include the use of sustainable fibers, dyes, or printing technology. Research color trends and define the target market keeping in mind color quality and sustainability.
- All items must be textile-based.
- Follow ALL prompts described on page 2 including the Educational Component.
- All parts detailed in the [Competition Entry Checklist](#) must be completed.

### EDUCATIONAL COMPONENT

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

- See Part 1 (page 2) on the competition entry checklist for FULL instructions.
- Students will be required to attend ONE AATCC virtual event (check the AATCC website and plan ahead!)

### ENTRY REQUIREMENTS

- Undergraduate or graduate students. Individuals ONLY! (US and international.)
- Must be an AATCC student member to enter.
- [Join online](#) or submit [application](#) and US\$35.
- Memberships are processed during business hours ONLY and take one business day to process. Memberships must be purchased by **April 9, 2024**.
- Only one entry per student per AATCC competition per year is permitted.
- Each entry needs to complete the online [submission application](#).
- All portions of the entry must be received on or before **April 11, 2024, 11am EST**.
- Refer to the [Competition Entry Checklist](#) as a helpful guide.

### AWARDS

Winners will be announced by **May 31, 2024**.

#### 1ST PLACE:

- **US\$1000** from **AATCC**
- **US\$500 Spoonflower** Gift Certificate
- **Datacolor** ColorReader

#### 2ND PLACE:

- **US\$750** from **AATCC**
- **US\$250 Spoonflower** Gift Certificate
- **Datacolor** ColorReader

#### 3RD PLACE:

- **US\$200** from **AATCC**
- **US\$125 Spoonflower** Gift Certificate
- **Datacolor** ColorReader

### SPONSORS

Spoonflower

**datacolor**

### QUESTIONS

Contact Manisha Patel, [patelm@aatcc.org](mailto:patelm@aatcc.org)



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## COMPETITION ENTRY CHECKLIST

All portions of the entry must be received as one file consisting of a two-page PDF (flattened—no art layers) by **April 11, 2024, 11am EST**. See Part 2 for full details regarding file submission.

### PART 1: DESIGN & PRESENT DESIGNS IN A TWO-PAGE PDF

#### PAGE ONE

(Page one should showcase your visual designs, sketches, color palette, and surface designs.)

- Title.
- Create, select, and define a color palette for the apparel line. Research color trends.
- Provide digital color specifications and/or color standard matching reference for each color in the color palette that would be used during the production process.
- Illustrate the designs of your resort wear apparel line incorporating sustainable fibers, dyes, or printing technology.
- Line should have 3-5 apparel items.
- Use technical sketches (CAD, hand drawn, photos of actual products made, etc.) to illustrate your 3-5 apparel designs.
- Incorporate 1 or more surface designs (print pattern, woven design, knit design, etc.) within the apparel line. Show enlarged surface design repeat swatches as well as the complete pattern on the garment.
- Engineered or all-over surface design prints or fabric textures should be illustrated to show accurate placement and scale on the product(s).
- Illustrate the focus area chosen and describe how it improves your designs. Use a combination of imagery and text to demonstrate the focus feature(s) added to designs.

#### PAGE TWO

(Page two should 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.
- Style/Influence/Design**
  - How do your designs incorporate sustainable fibers, dyes, or printing technology? Describe the methods/techniques used and explain your choice.
  - How does your color palette relate to researched color trends and the target market.
- Technical**  
(Failure to complete ALL portions of this section will result in disqualification.)
  - Select 2-3 AATCC Test Methods that will be used to verify product sustainability claims.
  - Explain why you chose each AATCC Test Method and how it verifies color quality claims.
  - Explain why the color process is important throughout the design process and supply chain.
  - Attend **ONE** AATCC virtual event (one student event will be held a month) and detail what you learned in the educational component.
  - Review AATCC Membership benefits and describe how one member benefit would be helpful to your research or future career plans.

#### 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 resources and to act as liaisons with AATCC for this competition.

### PART 2: SUBMIT POSTER FOR JUDGING

- Save poster with the **entry title as the file name**. (No student names, etc. in file name.)
- Save poster as **two-page** PDF file (flattened—no art layers.)
  - No less than 300 dpi resolution.
  - Each Individual PDF page size should be 48 inches width X 36 inches height (PDF should be two-pages.)
  - File size no more than 15 MB (Flatten your PDF to reduce the file size. Do not send a layered PDF file.)
- Show surface design(s) swatches.
- All text should appear in the English language. (Choose text fonts that are easy to read.)
- Join [AATCC online](#) (if not already a student member) by **April 9, 2024**.
- Each entry needs to complete the [online submission application](#). (DO NOT FAX, EMAIL, OR MAIL).
- All portions of the entry must be received on or before **April 11, 2024, 11am EST**. Entries that do not meet ALL components of the checklist will be disqualified.

Winners will be announced by **May 31, 2024**.



#### 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](#).