



SKILLSUSA WEEK

February 5-9, 2024

WHAT

Each year, SkillsUSA challenges students across the country to put their skills to the test and contribute creative designs to celebrate SkillsUSA Week. This challenge tasks students with creating a unique SkillsUSA Week T-shirt design to commemorate the week.

WHY

This design challenge is intended to give students the chance to contribute to the celebration of SkillsUSA Week while simultaneously sharpening their technical skills in the area of graphics and design.



This challenge will develop the following Essential Element of the SkillsUSA Framework:

- Job-Specific Skills.

tone of voice

Bold, celebratory, expressive, creative, fun, energetic, trendy, confident.

AUDIENCE

The primary audience of this challenge is SkillsUSA membership. Keep in mind that a majority of SkillsUSA members are in the 14-18 age bracket. However, the final product should also appeal to advisors, staff members and business and industry partners who are not within this age bracket.

GOALS

SkillsUSA wants to commemorate and celebrate SkillsUSA Week while giving stakeholders a T-shirt they would be proud to wear year-round.

- Create a commemorative product that all SkillsUSA stakeholders would be proud to wear for years following this year's SkillsUSA Week.
- Create a product that is easily recognizable on SkillsUSA's social media channels and is synonymous with the SkillsUSA Week brand.
- Create a product that adheres to all of SkillsUSA's brand standards and honors the SkillsUSA brand.



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TECHNICAL SPECIFICATIONS

- All designs must be rendered in color (limited to four process or spot colors).
- Entries must be created in a design software such as Illustrator, Photoshop or InDesign. Hand-drawn designs will not be accepted.
- Only one PDF file should be uploaded. The artwork contained within this PDF file should be no larger than 12" x 12."
- The SkillsUSA emblem or SkillsUSA logo (whole or elements of either) cannot appear on the design.
- All copyright laws must be followed in the creation of the design. Plagiarism of any kind will result in disqualification.
- The student must retain a digital copy of their original design in its native file format until results are announced. Upon notification, the winner will be required to submit their native art files to SkillsUSA by email or file transfer, as directed.
- SkillsUSA retains the right to make modifications to the final design as necessary.

REQUIRED TEXT

The following strings of text are required to appear in the final design as either a text string or a graphical element:

- "SkillsUSA Week"
- "February 5-9, 2024"

OFFICIAL SKILLSUSA COLORS

While not required to be used, designers should be conscious of SkillsUSA's official colors (outlined below). Using these colors keeps the SkillsUSA brand consistent across all applications.



PMS 485



PMS 541



PMS 7555

For more guidance on SkillsUSA's brand, designers should review the SkillsUSA brand Guide on the [SkillsUSA Brand Portal](#).



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ELIGIBILITY

This challenge is open to all registered SkillsUSA student members who are enrolled in a career and technical education program at a middle school, high school or college/postsecondary institution with an active SkillsUSA chapter. Membership for the 2023-24 school year will be verified by the national headquarters (the name must appear on a roster for this school year). **Limit one entry per SkillsUSA member.**

SUBMISSIONS

Only one PDF file should be uploaded. The artwork contained within this PDF file should be no larger than 12" x 12." Designers should not render the final product on a T-shirt mockup or other T-shirt template. All files should be uploaded using the link below.

<https://bit.ly/SkillsUSAWeekTshirt>

TIMELINE FOR THE CHALLENGE

December 1: All entries due by 5 p.m. ET

December 8: Winner Announced on SkillsUSA's social media platforms.

POINT OF CONTACT

For any additional questions, please contact Devin Goodman at dgoodman@skillsusa.org.

AWARDS

The winner of the design challenge will have their design represented as the official T-shirt of SkillsUSA Week. The winning design will be featured for sale on the SkillsUSA Store.

- Complimentary samples of T-shirt will be provided to the winning student and their advisor.
- The winner will receive recognition on the SkillsUSA website and social media channels.

