Grade 9 Integrated Technologies   Mr. Brunato

Design Process: T-Shirt Design (Revised April 19, 2009)

Challenge

The final product will be a t-shirt with a design of your choice. The design will be transferred to your t-shirt by means of an 8 ½" by 11" iron-on transfer. Please keep in mind that the image area will be slightly smaller 8" by 10 ½". You will use an image manipulation program, namely PhotoShop, to create your final iron-on.

There are many design choices for decorating your t-shirt. You may decorate just the front, just the back, just the sleeves, or a combination of the front back and sleeves. Since you are limited to only one iron-on, you will face 2 challenges: fitting the appropriate images and text onto the iron-on; and deciding what will go on your shirt and where. Ultimately, you will end up with a main image, a catch phrase and possibly secondary image(s). You will employ design skills in creating the final composition.

Side note: You will be given the iron-on transfer and you will provide your own T-shirt.

Background (Research)

You will learn about principles of graphic design to help make the final layout of your advertisement.

Design Terms

Elements - The characteristics of items that are in the composition, like colour, shape, texture, line, space, and value.

Format - The outside shape or boundary of a composition, for example, a billboard is long, horizontal rectangle, a cd cover is a small square.

Composition - The arrangement of the visual elements within the format, which the designer controls.

Graphic Design Principles

Unity - Each element in the composition works together to communicate one message or idea

Emphasis - The designer controls what the viewer sees first, second, third, etc. How? Contrast, placement and isolation.

Balance - This is distributing the weight of the visual elements equally on both side of a composition.

Gestalt - When a viewer looks at a composition, your mind makes connections or associations between the visual elements. In other words you mind sorts out visual information into groups, so it is easier to manage.

Details

As you design and create your t-shirt design, you will apply principles of graphic design. Graphic design is the arrangement of text and images within a given format or dimensions. You will use software to prepare the artwork for your t-shirt design, in particular, you will use an image manipulation program to create a multilayered image.

Your completed t-shirt design will have the following characteristics:
- The t-shirt communicates a clear message.
- The design creates visual interest and appeal.
- The catch phrase attracts the reader's attention and relates to the elements on the t-shirt
- The text is easy to read, and the artwork is clear.
- You may include a image of yourself, or possibly another peer, taken with a digital camera
- Using an iron transfer, the final ad may be put on a white T-shirt.
- Since you are providing your own t-shirt, the colour is your choice.

Solutions	Best Solutions
Theme Investigation Answer the following questions regarding the t-shirt design that you will create. 1) What is the theme of your t-shirt? 2) Who is your target audience? Describe with regards to age, gender, social and economic background. 3) Why will it appeal to the target audience?	
Thumbnail Sketches of Images (5) In pencil, draw thumbnail sketches of 5 images that may be included in your design. Use the handout given. They may be variations of the same image. Your goal is to get a variety of images from which, you can make a good choice.	**Image Choice** Re-write and answer the following questions: 1) What is your main image? How does it fit in with the theme of your t-shirt? 2) Do you have a supporting image? What is it? Justify why or why it isn't a good idea to have a supporting image. 3) Why would the image be appealing to your chosen audience?
Catch Phrases (5) Make a list of 5 catch phrases that will attract someone's attention when looking at your t-shirt.	**Catch Phrase Choice** Pick one catch phrase and write a rationale why it was chosen. 1) How does the catch phrase relate to the t-shirt theme? 2) Explain why your catch phrase would be appealing to your target audience.
Solutions: Thumbnail Sketches of T-shirt Layout (5) Having chosen the best phrase and image for your t-shirt, draw 5 thumbnail sketches of the t-shirt layout. In other words, draw 5 variations of how the final t-shirt will look when you arrange your chosen image with your chosen text on the shirt. Use the paper provided.	**Best Solutions: T-shirt Layout Justification** Re-write and answer the following questions: 1) How do your catch phrase and image fit together to create a strong theme? 2) Which sides of the t-shirt (front, back, left sleeve, right sleeve) did you decide to decorate? Why?

Planning

Coloured Drawing of your T-Shirt Desgin

Create a detailed drawing of your chosen design. Colour your drawing using pencil crayons. Use the paper provided to do your final design.

Production (Making the Design)

You may use digital camera to take images, use images from the Internet, or create the images yourself. Use the image manipulation program, PhotoShop, to make the final arrangement for your iron-on transfer. Make sure you are making good use of the space provided, so as to maximize your image size and text size.

Testing

Test your design to see how people react to it. Show your coloured rendition of your t-shirt to several classmates or to other people in the school. See what kind of reaction you get. You may need to go back to the drawing board if someone says something like, "What is it?"