

**WEAR
WEAR
WEAR**

**YOUR
YOUR
YOUR**

**VOICE
VOICE
VOICE**

AIGA

A T-SHIRT DESIGN COMPETITION FOR STUDENTS

Graphic designers are powerful. We can create messages that are seen across the globe which can influence how people think and behave. We have a voice, and that voice is heard. Unfortunately, not everyone and everything enjoys this valuable capacity for expression. In an effort to address this issue, the Philadelphia chapter of AIGA: the professional association for design is announcing a T-shirt design competition for students. **Wear Your Voice** is a project that asks you to use your own voice to speak for those without one.

THE PROJECT: Create a T-shirt design that speaks for an entity or cause that has limited or no means of personal expression. Possible topics could include, but are not limited to, issues related to **animal rights, the environment, or the rights of underprivileged or oppressed people.** Your design may be a direct and specific call to action or it might seek to create general awareness. The message is yours to create. All designs must be submitted on standard men's size large T-shirts. There are no limitations to either shirt color or material composition, to placement of graphics or to media by which graphics are applied.

All submissions must include a **conceptual statement** that explains the merit of your design in 100 words or less. Discuss why the chosen issue is deserving of attention, and why the graphic solution successfully gives a voice to the cause. The quality of this writing will be considered in the judging process.

ELIGIBILITY: This competition is open to **any currently enrolled graduate or undergraduate student** in Graphic Design, Digital Design, Illustration, Photography, Fashion Design or a related field within the AIGA Philadelphia chapter region.

WHAT TO SUBMIT: Please submit one original of your design on a standard men's size large T-shirt. Two completed **entry forms** with an instructor's signature and the required **conceptual statement** described previously must be taped to the back of each submission.

There is **no charge to AIGA student members** for their first submission. A fee of \$10 will be required per submission from each student who is not a member of AIGA. If an AIGA student member wishes to submit more than one entry, a \$10 fee will be required for each additional entry. There is no limit to the number of designs a student may submit. Please send **checks only** and make them payable to AIGA Philadelphia. Any entries submitted without payment, conceptual statement or completed entry form will not be considered in the judging process. Please note that work will not be returned and will become the property of AIGA Philadelphia.

Work must be received (if hand delivered) or postmarked before **5:00 pm on Wednesday, November 1, 2006.** Submissions may be mailed or personally delivered during normal business hours to: *UJMN Architects + Designers | Atten: Lauren Dougherty | 718 Arch Street, Suite 5N | Philadelphia, PA 19106*

THE EXHIBIT: Selected works will be displayed as part of the *Wear Your Voice* exhibit to be held at **Icebox Gallery** in the Crane Arts building (1400 North American Street, Philadelphia, PA). This show will run **Friday, November 10 to Friday, December 1, 2006.**

The organizers of this event will attempt to include as many submissions as possible in the exhibit. However, due to space limitations, display of all work may not be feasible. The organizers reserve the right to omit work from the exhibit, but **all work will be considered** in the judging process.

AWARDS: An awards ceremony and closing reception will be held on the evening of Friday, December 1, 2006 at Icebox Gallery in the Crane Arts building (1400 North American Street, Philadelphia, PA). Awards and recognition will be given to a First, Second and Third place winner. Ten Honorable Mentions will also be recognized. Additionally, one submission will be honored with a People's Choice Award. The People's Choice Award will result from votes collected from the general visiting public throughout the duration of the exhibit. First, Second, Third and People's Choice awardees will all receive copies of the **Adobe Creative Suite donated by Adobe**. Exact time and further details related to the awards ceremony will be available at www.aigaphilly.org/events as the date of the event draws near.

All submissions will be judged on the basis of conceptual originality, effectiveness of communication, visual appeal and quality of the conceptual statement. The judges will review all completed submissions to the competition, and the entries receiving awards will be at the judges' discretion.

ABOUT THE JUDGES:

Ennis Carter—*founder*, Design for Social Impact

Michele Cooper—*partner*, Gavin Cooper Graphic Design and AIGA Philadelphia president

Jane Golden—*director*, City of Philadelphia Mural Arts Program

RIGHTS STATEMENT: All entries submitted to this competition will become the property of AIGA Philadelphia. **Entries cannot be returned.** All products produced from winning submission are the property of AIGA Philadelphia. Entrants agree to hold AIGA Philadelphia and its parent organization harmless of any claims made against it by reason of such reproductions. Entries that are in any way incomplete will be disqualified. Entrance into this competition is an acknowledgement of these terms.

ARTWORK: All artwork must be either an original creation or from copyright-free sources. Students may only employ existing art or text with approval from the source to avoid copyright infringement.

ENTRY FORM

Please cut out this form and attach **two copies** to your entry along with your conceptual statement and payment. All payments must be in the form of a check made out to AIGA Philadelphia. No cash payments will be accepted. You will not receive a confirmation of entry receipt.

Any questions regarding this competition may be directed to AIGA Philadelphia's VP Education, Maribeth Kradel-Weitzel (education@Philadelphia.aiga.org).

student's name

address 1 (street, apt. #)

address 2 (city, state, zip)

telephone

email

name of school

AIGA member # (not applicable for non-members)

total entry fee included (checks only) / number of entries submitted

instructor's name

instructor's phone

instructor's email

instructor's signature

student's signature



AIGA: THE PROFESSIONAL ASSOCIATION FOR DESIGN:

AIGA's purpose is to further excellence in design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is a professional association committed to stimulating thinking about design through the exchange of ideas and information, the encouragement of critical analysis and research and the advancement of education and ethical practice.

AIGA PHILADELPHIA: In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the American Institute of Graphic Arts. Presently the chapter is comprised of over 600 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization: to provide the highest standards within the profession and the business community and to stimulate interest and understanding of graphic design and visual communication through lectures, exhibitions, periodicals and other activities.

EDUCATION COMMITTEE:

Maribeth Kradel-Weitzel (chair)	Peggy Hill
Ron Cala	Alyssa Krill
David Copestakes	Cecily Moon
Amy Davis	Gigi McGee
Lauren Dougherty	Kali Meeks
Allan Espiritu	

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This effort is being produced as part of **Worldstudio Foundation's** national campaign: **Design Ignites Change.**

This initiative is an annual program that seeks to inspire members of the design community to create visual artifacts on a social theme.

This year's theme is **sustainability.**

More information about Worldstudio Foundation and the Design Ignites Change initiative can be found at:

www.worldstudio.org.

