

RIT | MAGIC Spell Studios

We are eagerly anticipating our return to the Game Developers Conference and our first PAX East this spring. To look our best and “rep our brand” at these two important industry events, we are hosting a t-shirt design contest. The selected design will be worn by students, faculty and staff attending these events.

Eligibility requirement:

Entrants must be an undergraduate or graduate student currently enrolled at RIT

Design criteria:

Although the front of the design is primary, you may also use the back of the t-shirt in your overall design plan

Your design should incorporate the MAGIC Spell Studios theme: “we learn by making things”

The RIT | MAGIC Spell Studios lock up will be added to the t-shirt, but should not be included in the design of the shirt

As the designer, you can recommend the color of the t-shirt that you believe best compliments your design. However, we encourage you to please make note of the RIT brand portal:

<https://www.rit.edu/brandportal/colors>

The t-shirt design must be your own, original work. Submissions must not have been previously published and must not contain profanity, trademarks, other organization's logos, or any copyrighted works of any other person or business. Images/copy found on the internet, unless clearly marked as published under a Creative Commons (cc) license are not acceptable

Design software:

Please utilize design software such as Adobe or CanvaDesigns. Designs created using t-shirt design websites such as Bonfire, CafePress, and Zazzle will NOT be accepted

Design entry:

- A high resolution JPG or PNG of just the design image
- A JPG or PNG of the design placed on a t-shirt template to show the design placement. Size and garment color is not required but would be helpful
- Be submitted to jenn@magic.rit.edu by January 31 at midnight

Evaluation criteria:

Team MAGIC will evaluate submissions and select a winner based on the following criteria:

- Creativity of design
- Design that is representative of the GDC and PAX East conferences
- Successfully captures the spirit of our theme of “we learn by making things” in the design
- Adherence submission rules and guidelines

The winning designer will:

- Receive \$100.00 in RIT Tiger Bucks
- Be featured on our social media accounts

Additional considerations:

By entering the contest, you agree that your submission is your own work, and MAGIC Spell Studios at RIT has exclusive rights to use your design. Contest entrants who are not selected as the winning designer(s) retain all rights to their artwork

Contest winner must agree to submit a high-resolution layered vector art file within 3 days of notification and agree to work with our vendor if slight changes/modifications are necessary for production

Contest winner will be notified by February 3

Questions:

Contact Jenn Hinton at jenn@magic.rit.edu