

Design Submission Instructions

Before you get cracking with your designs please read these instructions carefully as they will help you correctly format your design for submission.

How2 Open Theme

We set an ongoing open theme brief on the website. Designers can choose their own How2 theme and design to accompany it. If we like the design, we will upload it onto the website for scoring. After a month of scoring we then decide whether to print it as part of our collection to be sold online and in UK boutique shops.

How 2 Instructions

Each How2 t-shirt is made up of a **central design** on the front, with the theme in words included somewhere within the design, and **instructions** of how to do the theme on the inside back of the t-shirt.

If we like your design enough to print then we will write the How2 instructions to accompany your design.

Colour

You may only use **2 colours** within your designs (**excluding** the colour of the t-shirt).

We cannot allow any gradients of colour within the design. All colours used must be a solid, block colours, which through the screen printing method used will produce a bolder image.

Design

The design should be your interpretation of your chosen How2 theme and we are looking for eye-catching and original design. Have a look on our latest designs page and in our shop to see what kind of designs we have hand-picked for print.

You will be designing:

- i) The **central image** for the front of the t-shirt.
- ii) The **How2 theme in words** (i.e Milk a Cow, Change a Light bulb). This statement could sit around the central image, it could be incorporated into the central image or alternatively your design could simply be the statement on its own without an accompanying image.

Your design must meet the following requirements to be considered for the competition:

- 1) **The design must be no larger in size than A3 on the front of the t-shirt.**
- 2) **The How2 theme in words must be included on the front of the t-shirt.**
- 3) **The design must only include 2 colours (excluding the colour of the t-shirt).**
- 4) **The design must not include any photographic material.**
- 5) **The design must not include any copyrighted material, trademarks or established logos.**

Submission Format

We require you to submit your design as:

- 1) **A 72dpi jpeg file which must be 540 X 400 pixels in size.** This does not need to be a high-resolution image but please make sure you keep a layered 300dpi high-resolution image with a transparent background somewhere in case your design is chosen.
- 2) **A thumbnail which must be 100 X 70 pixels in size.** The thumbnail should be a small section of your design which you feel gives a good taster of the full design.

You can upload your jpeg image and thumbnail through our online form on the Submit Designs page. You will be asked to accept our design terms and conditions prior to submitting your design and these can be viewed at the bottom of the form.

If we receive a design which does not comply with the design requirements then we will contact the designer and they will then be given the opportunity to amend their design to meet the given requirements and re-submit it for consideration.

Deadline

There is no deadline for the competition, it is an **ongoing open brief**.

All designers will be informed of any designs being uploaded to the website prior to them appearing on the website.

Contact

If you have a design-related inquiry please contact one of the How2 team via the following:

How2 T-shirts Ltd

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Email: designers@how2tshirts.com