



Updated: July 9, 2010

College District Design Guidelines:

Design Criteria:

- a. Create an original t-shirt design using either a vector art program such as Adobe Illustrator® or a raster program such as Adobe Photoshop®. If using a raster program, make sure to design actual size at a minimum of 150dpi. **Please note: making your design in a program such as Microsoft Paint® will probably result in your design not being accepted.**
- b. Each design MUST BE ORIGINAL. That means NO use of copyrighted material. If you submit a design that contains copyrighted material, we will not accept your design. The use of any school's marks is prohibited unless you are submitting a gameday design or a design for a contest in which we state it is allowed. This includes current logos, fonts or images copyrighted by the school. NCAA rules dictate that the design cannot contain the name or image of a player. Any designs with reference to a coach must be approved by that coach. Each design must be relevant. If it is for a themed design contest, it must pertain to that current theme. We will give you space to explain your design.
- c. Each design must be appropriate. We know this is a little ambiguous, but it's up to us to decide. Please use your best judgment. Note: If you are submitting a gameday design, keep in mind that the design has to be approved by CLC, as well as both teams. We want you to have fun with your design, but please remember it has to be approved by the opposing team as well.
- d. Each design should use no more than six colors on one side; and only two colors on the other side. If one of your colors is the same as the shirt color, then it is not included as a color. A design can be printed on any color t-shirt and is not limited to the template colors we provide. Each design should be suitable for printing in an area no larger than 14" x 18", and should be able to be printed on a standard American Apparel® shirt, long or short sleeved, using regular screen printing.
- e. When your design is complete, transfer it to one of our t-shirt templates (included in the Submission Folder; **you must use one of our templates in order for your design to be accepted**).
- f. Your design must be submitted to us in jpeg format. It has to be 500 x 500 pixels and under 150kb. If you are designing a one-sided t-shirt, we will need a total of two files (image + shirt). If you are designing a front and back t-shirt, we will need a total of four files (two images + two shirts).
- g. When uploading, the FIRST file you upload MUST be one of the design images; NOT your design on a t-shirt template. This will be the thumbnail image that the community sees on the website.
- h. Once your design has been accepted by College District and displayed on the website for grading, changes to the design are not allowed. If your design is selected for printing and you have made changes based on community feedback which you think improve your design, we will allow you to submit the updated version for review. College District will make the final decision regarding which version will be used.

Grading Procedures:

- a. For design contests: A minimum of ten designs must be accepted for the grading phase to begin. By 5pm CST on the day of the submission deadline, all approved designs will be displayed on the website. Grading will be open to the community and will remain open for 7-14 days. A design must have a minimum of 100 grades to be eligible to be selected for printing. All submissions will be competing against one another and there will only be one winner.
- b. For all other submissions: A minimum of ten designs must be accepted for the grading phase to begin. By 5pm CST each Wednesday, all approved designs will be displayed on the website. Grading will be open to the community and will remain open for 7-14 days. A design must have a minimum of 100 grades to be eligible to be selected for printing. Submissions are not competing against one another and multiple submissions may be selected for printing.

Winning Designs:

- a. For design contests: We will need the vector or raster files of selected designs in order to make the t-shirts. The designer will receive a cash prize as predetermined by College District for each specific contest. No residual payment option is available for design contests.
- b. For all other submissions: We will need the vector or raster files of selected designs in order to make the t-shirts. For shirts sold on CollegeDistrict.com, the designer will choose between two payment plans prior to the shirt being available for purchase. The first option, the Cash Plan, includes a one-time cash prize of \$150. The second option, the Residual Plan, is a residual payment plan. The designer will be paid \$3 per shirt for the first 50 shirts sold; \$2 per shirt for the 51st through 100th shirts sold; and \$1 per shirt for every additional shirts sold over 100. If you're willing to work with us, we're willing to work with you. If you don't feel either of these payment plans work for you, feel free to make us a different offer if your design gets chosen for print. We are also willing to help you if you prefer to donate your earnings to a charity of your choice. If you intend to donate your earnings, we will match your amount and give it to the charity you specify.

Number of Shirts Sold	Cash Plan	Residual Plan*
50	\$150	\$150
100	\$150	\$250
200	\$150	\$350
300	\$150	\$450
400	\$150	\$550
500	\$150	\$650
600	\$150	\$750
700	\$150	\$850
800	\$150	\$950
900	\$150	\$1050
1000	\$150	\$1150

Note: Amounts reflect total you will have accrued for each amount of shirts sold, not how much you will be paid.

Explanation of Retail Residual Plan:

1-50 shirts sold - \$3 per shirt sold.

51-100 shirts sold - \$2 per shirt sold.

101+ shirts sold - \$1 per shirt sold.

* The Retail Residual Plan is not retro-active for designs selected for print prior to September 17, 2009, and does not pertain to designs entered for a themed contest, such as a gameday design contest. The residual amount may be changed by College District at any time and will affect any present or future design submissions not currently in print, as of May 5, 2010. The Retail Residual Plan is only applicable to designs that are sold on CollegeDistrict.com.

When will I get paid?

If you choose the Cash Plan, you will be paid \$150 via PayPal once the printed shirts arrive at our warehouse.

If you choose the Residual Plan, you will be paid via PayPal by the end of each calendar month for all sales from the previous calendar month. For example, for all sales that occur in July 2010, you will be paid by the end of August 2010; for all sales that occur in August 2010, you will be paid by the end of September 2010, and so on.

Why was my design not accepted?

If your design does not follow the design criteria above, we will not accept it. Other reasons we may not accept your design are: we feel the design needs more work before the community is allowed to view and grade the design, the image quality is poor (double check your resolution), or proper design software was not used.

Due to the high volume of designs submitted to College District, we will notify you if your design is not accepted for grading by the community, but we cannot provide individual feedback concerning the reason your design was not accepted. It is ultimately at the discretion of College District to make the final decision concerning accepting designs for grading by the community and selecting designs for print.