

# ITAA Annual Conference 2017

## Design Exhibition

### Professional and Graduate Categories

Submission Deadline – June 1

### Preparation of Materials for Design Exhibition Submission

1. [Select a Category for presentation:](#)

**PRO** – Professional

**GRS** – Graduate Student

2. [Choose the level of production for which your product was intended.](#)

- **MM** - Mass Market (i.e. intended for a specified target market and widespread distribution)
- **LP** - Limited production (i.e. functional and/or custom/artwear/couture)
- **EX** - Experimental (new materials or methods; not yet reproducible)

3. [Select your Jury Track categories. Choose up to three descriptors from the list below that best categorize your design. You will be asked to rank them when you upload your submission to the website. These categories will drive the selection of jurors and judges with relevant expertise.](#)

New technologies (3-D printing, Smart garment etc.)

Textile innovation

Sustainability

Non-Apparel 2-D or 3-D design (wall hanging, chair, etc.)

Ready-to-wear (market-directed)

Surface design

Conceptual/experimental

Other

Historic reference

Couture techniques

Functional clothing

Accessory

Cultural reference

Patternmaking

Interdisciplinary/collaborative

4. [Create a title for your piece \(30-word maximum\).](#) Do not use all capital letters or special characters, such as colons (:), asterisks (\*), or forward slashes (/). These symbols mean something else in HTML language and cannot be included in the title so that it translates correctly for the online Proceedings.
5. [Photograph](#) your design. Items should be photographed as they would be used, i.e., apparel must be **photographed against a plain background**. **Submissions photographed on a busy background will be disqualified.** The design could be presented on a live model, mannequin, or dress form. Non-apparel items must be displayed as they would be exhibited. The purpose of these photos is to provide the jurors with information to evaluate your design. Submitting member should not be identifiable in the photo. Only one image is allowed per photo; you cannot collage the images.

📷 Image A: Full front view

📷 Image B: Full back view of apparel items or a view from a different angle of non-apparel items

📷 Image C: Side view of apparel items or a view from a different angle of non-apparel items

📷 Image D: Interesting design or construction detail

6. [Prepare and preserve original images](#) of your design in JPEG format, RGB color mode, at least 150 dpi resolution, and size set to 3 1/2" x 5". If your design is accepted into the exhibition, you will be asked to send these photographs to be used for the Design Catalog.
7. [Obtain copyright agreement signatures](#) from all persons involved in taking the photo: photographer, stylist, model, etc. If you are the only person involved in the presentation (photography, model) of your design entry, just check the copyright agreement box during submission.

If you have models, photographers, and others who may be involved in the presentation of accepted design work, they must assign ITAA the rights to distribute images of the accepted work. Complete the Copyright Agreement Form, secure appropriate signatures, and scan the form. Name the scanned copyright form: *submitter's last name-abbreviated title of design-copyright* and save as a pdf file. Be prepared to upload the file during submission.

