

ITAA Annual Conference 2017
Design Exhibition
Undergraduate Category
Submission Deadline – June 1
Preparation of Materials for Design Exhibition Submission

Prepare the following information before beginning the Online Submission Process

1. ITAA Design Mentor:

- a. **Write a Design Mentor Statement** (maximum of 250 words)
- Describe the teaching/mentorship process. Include the purpose of this mentorship relationship, and how that purpose was met.
 - Include a statement of recommendation commenting on the quality of the work and why you chose to sponsor this particular student's work for this call.
 - No identifying information should be included in this statement.

2. Undergraduate Design Student and ITAA Design Mentor:

- a. **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)
- b. **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 the jurors and judges with relevant expertise.**
- | | |
|---|---------------------------------|
| New technologies (3-D printing, Smart garment etc.) | Historic reference |
| Textile innovation | Couture techniques |
| Sustainability | Functional clothing |
| Non-Apparel 2-D or 3-D design (wall hanging, chair, etc.) | Accessory |
| Ready-to-wear (market-directed) | Cultural reference |
| Surface design | Patternmaking |
| Conceptual/experimental | Interdisciplinary/collaborative |
| Other | |
- c. **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.
- d. **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 visual information to evaluate your design. Submitting member should not be identifiable in the photo. Only one image is allowed per photo; do not 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
- e. **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.
- f. **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 had models, photographers, and others 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.

- g. [Write a Proceedings/Review paper: A design statement of up to two pages describing your response to the points in the Design Call section titled, **Submission Evaluation Criteria** described in detail in the separate Call for Proposals document.](#) Evaluation categories include (1) design mentor statement, (2) statement of purpose, (3) aesthetic properties and visual impact, (4) process, technique, and execution, (5) cohesion, and (6) design contribution and innovation.
- No identifying information about the designers should be included in this statement; the identity of the submitter or the submitter's institution should not be revealed. Works cited should be in APA format. When citing own work use XXX for the name.
 - Jurors will blind-review your statement and evaluate it according to a numbered rubric. The juror scores will decide if your submission is accepted.
- h. [Write a short "preview abstract" \(150 words maximum\)](#) for the Digital Repository @ Iowa State and the Design Catalog.
- i. [Record the date completed and the measurements or dimensions of the submission.](#) For apparel, please select the most appropriate dress form size from the list provided. Measurements for bust/chest, waist and hip are included in inches. Include any additional information regarding the exhibition of your piece, such as need for an electrical outlet, special exhibition space requirements, or special target market dress form needs.
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|---------------|-----------|---------------------------|-----------|
| Child x-small | 20"19"20" | Female small (size 2-4) | 33"24"34 |
| Child medium | 26"23"24" | Female medium(size 6-8) | 34"26"35" |
| Male medium | 38"33"39" | Female large (size 12-14) | 39"31"41" |
| Male large | 40"34"40 | | |

3. [Prepare the 2017 Design Proceedings Paper.](#) Insert the statement from #g above into the 2017 Design Proceedings Template along with the following information. Combine Title, Designer and Mentor Information, Keywords, Mentor Statement, Design Statement, and Images into one file in the order shown below.

Title (major words capitalized)

Designer Name(s) and Institution Information

Mentor Name and Institution

Keywords (limit of four, your choice)

Mentor Statement

Design Statement

Images - aligned in vertical direction to fit on one page 8.5"x11" allowing ½ inch margins. This can be a blank page rather than one with the Proceedings Template headers.

Image- Front

Image-Back

Image- Side view or alternate view

Image-Detail

[Name](#) the file with Level of review- level of Production-Submitter last name -abbreviated title. For example: UGS-MM-Rutherford-Sustainable Dress. Minimum font size 10pts. Center Title, Author information, and Keywords.

The paper should be in English, single spaced with 1 space between paragraphs. Maximum page length is 2 pages for text and citations, plus one page for images. Maximum file size for the 2017 Proceedings Paper is 2 MB. Save the document as a PDF file. If your design is accepted and shown in the Design Exhibition, this will be published in the *ITAA Proceedings*.

4. [Prepare the 2017 Review File.](#) This is the file reviewed by jurors. Eliminate authorship and other identifying information from the Design Proceedings paper you created. Save in **PDF format** using the naming protocol above, but eliminate the last name of the submitter. Name file with level of review- level of production-abbreviated title. For example: UGS-MM-Sustainable Dress.
5. ITAA Design Mentor will submit design materials on the ITAA website.

Questions? executive_director@itaaonline.org for Nancy Rutherford, Executive Director of ITAA; ykim13@utk.edu for Youn-Kyung Kim, VP for Scholarship.