T-Shirt Logo Design

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Problem Definition Statement:

The Foundation Coalition and the National Science Foundation support the Integrated Engineering Curricula at TAMUK. There is a need for adequate publicity on our campus as well as for the outside. To this end, each beginning class has designed a T-shirt logo representing the First Year Integrated Engineering Curriculum. T-shirt logo designs from past years are available but a new design representing this year’s class is needed. Design an appropriate T-shirt logo for this year’s FYIEC class. You may design either the front or back or both for the T-shirt.

Constraints: Your design(s) must fit on an 8.5" x 11" sheet of paper, one for the front and one for the back if applicable. It must include the Foundation Coalition and Texas A&M University-Kingsville logos, and must recognize funding by the National Science Foundation. The logos can be obtained from WWW.

Due Dates:

1. Tuesday October 27 at 9:30 AM - Team presentations due using Powerpoint.
2. Wednesday October 28 at 5:00 PM - Formal report due using MS Word. One copy for Dr. Gunn and another copy to Dr. Corleto. Report format attached.

Resources:

- MS Word
- MS Powerpoint
- MS Paintbrush
- Color printer (see Dr. Corleto)

Evaluation Criteria:

- Cost - Printing businesses require a standard $75 setup fee + $15 for each color you use in your logo design to print the logo on T-shirts. An additional $25 is charged if you have a logo design on the front and back of the T-shirt. Any logos on the sleeves will cost $25 each.
- Artistic flavor and appeal
- Representation of major Foundation Coalition thrusts (i.e., curriculum integration, cooperative learning and teaming, technology-enabled learning, etc.)
- Creativity and originality

Design Report Format:

- TITLE PAGE
- ABSTRACT
- INTRODUCTION
  - Problem Definition/Statement
  - Product Design Specifications/Constraints/Criteria for Success
- PRODUCT DESIGN
  - Background Information on FYIEC, and previous T-shirt designs
  - Multiple Design Solutions - brainstorming/sketch-storming
  - Decision Matrix - must be included and relative weights of criteria justified.
- PRODUCT DESIGN RESULTS
  - Compare final product with product design specifications.
  - Make sure to show final representation of your design
- CONCLUSIONS
- RECOMMENDATIONS
- REFERENCES
- ACKNOWLEDGEMENTS
- APPENDIX
  - Make sure you include evidence of brainstorming and sketching

You must adequately refer to figures and tables in text. Figures and tables must have a caption.

Presentation Guidelines

- Design(s) must be posted on the wall before 9:30 so judges may see all the designs that will be presented.
- Teams will go in order determined by lot (to be announced by email on Monday).
- Each team has a maximum of ten minutes time, including set-up time, for its presentation.
- Teams must use power point in their presentation. Other visuals are permitted.

Oral Skills To Be Evaluated

- Organize the appropriate content concisely and logically
- Present a professional demeanor appropriate to the audience and situation
- Speak clearly and loudly as appropriate to the conditions
- Use appropriate audiovisual materials and other technology to support the presentation
- Effectively respond to questions and comments