

2021 IEEE REGION 3 SOUTHEASTCON

STUDENT T-SHIRT COMPETITION RULES

The Region 3 Student Branch T-Shirt Competition is held annually in conjunction with SoutheastCon. The competition is open to all Region 3 Student Branches, which can submit a T-Shirt or lab coat design.

The 2021 T-Shirt competition will be different than any prior years of the T-shirt competition in two main ways.

First, the competition will be fully virtual and no students should produce a physical T-Shirt for submission.

Second, the T-shirt competition will have an added requirement of the students holding a virtual product design review with a panel composed of faculty/staff at their university or IEEE professional section members. The product design review must be recorded and included in the submission of the design to the T-shirt competition.

1. TIMELINE

September, 2020	Overview Released
November, 2020	Rules released
Sunday April 4, 2021	Registration deadline
Sunday April 4, 2021	Student branches must submit their designs for judging online.
February 28th, 2021	Competition end

2. REGISTRATION

Student branches must register for the Region 3 Student Branch T-Shirt Competition at:

<https://attend.ieee.org/southeastcon-2021/student-program/>

Note that registration might not be open until closer to the registration deadline. Registration on competitions will be open January 2021.

3. RULES

Each student branch is allowed to enter up to 5 items in the competition. The student branch T-shirt or lab coat design must include: 1) the IEEE logo and the school name and/or 2) "IEEE SoutheastCon 2021" incorporated into the design. Either one-sided or two-sided designs are allowable. For two-sided designs, the student branch should submit clear designs of both sides.

Student branches must adhere to the IEEE regulations related to the use of the IEEE Logo, which can be found at: <https://brand-experience.ieee.org/guidelines/brand-identity/>

The students must hold a virtual product design review with a panel composed of faculty/staff at their university or IEEE professional section members. It will be on the students to find the members for the panel and set up the review. The product design review will not be technical in nature but instead will focus on the

structure of a product design review (i.e. detail the design requirements, approach you took in coming up with the design, what it would take if you brought the design to market, etc.)

The product design review must be recorded and included in the submission of the design to the T-shirt competition.

The product design review must cover the following;

Details of what must be covered in the product design review will be included in the T-shirt competition rules.

- What is the target market of the tshirt?
- What are the business goals for this tshirt and how does this concept achieve those goals?
- How is the design tailored to the audience?
- How does the color palette map to overall branding of IEEE or the student branch?
- What are the considerations that went into the overall design? (layout, visibility of key elements, their sizes, and colors)
- How did cost play a role in the design?
- Answer the question: "would you wear this?"

[Sample](#)

The tshirt design together with the product design review must be submitted via the online portal at:
<URL here>

**2021 IEEE Region 3
Student T-Shirt Competition
Judging Criteria**

T-Shirt Judging Criteria	Max Possible Score
Design The entry must incorporate the IEEE branding/logo and must follow all restrictions and competition rules	25
Creativity The entry must innovatively incorporate technology and engineering principles into its design (even in unexpected ways)	25
Identity The entry must represent the school clearly and should promote interaction with the wearer	25
Originality The entry must show uniqueness and not be directly a derivative work of designs submitted in the past (if applicable)	25
Product Design Review	TBD

