



Click It or Ticket T-Shirt Design Contest

GUIDELINES

- Purpose: The purpose of this contest is for students at member high schools in counties of focus to create and produce a t-shirt design promoting the importance to “Click it or Ticket” and to generate and increase awareness for the NCDOT/Governor’s Highway Safety Program ‘Click it or Ticket’ initiative.
- Logo: The entry must contain the Click it or Ticket Logo and the NCHSAA Logo. These logos must not be altered in any form and must remain the original color.
- Format: .pdf, .jpg or .png; 300 dpi; transparent background;
- Registration: Register for the T-shirt design contest from 1/24/18-2/7/18 [here](#).
- Submission deadline: Submit t-shirt designs by 2/18/18 by 11:59pm to Kayla Dempsey at kayla@nchsaa.org

T-Shirt Designs will be judged on the following:

- **Creativity & Originality** – How effectively does the entrant convey his/her idea, message or thought in an original and imaginative way through the design?
- **Impact** – How effectively does the design affect emotions/feelings? Does the design evoke an emotion? Is the design engaging?
- **Style** – How does the entrant showcase his/her personal originality and technique?
- **Relevance** - Is the right message being shared and is it in line with the purpose of the contest?
- Designs that are considered offensive, obscene, indecent, violent, discriminatory, racially inflammatory or morally objectionable in the opinion of the judges will be immediately disqualified from competition.
- Designs found to be pirated/plagiarized/stolen from other sources will be immediately disqualified from competition.

Ownership: *The NCHSAA and Governor’s Highway Safety Program/North Carolina Department of Transportation have exclusive rights to reproduce and use the designs created as part of this design contest. Entries become the property of the NCHSAA. Designs will be credited to the artist on the NCHSAA website and in all promotions relative to the t-shirt and/or championship game program ad copy.*

Winning designs will be featured on t-shirts and distributed at the NCHSAA Basketball State Championships games as promotional items that will not be sold. Design may also be incorporated into advertising copy for the Governor’s Highway Safety Program/North Carolina Department of Transportation and featured within souvenir game programs at state basketball championships. Entrant of the overall-winning design will not have any right to royalties for use of the design by NCHSAA and Governor’s Highway Safety Program/North Carolina Department of Transportation.

