



Presents 500 designs from this volume and Rockport's *Great T-Shirt Graphics*, volumes 1 & 2

Great T-SHIRT GRAPHICS



Great TSHIRT GRAPHICS



Rockport Publishers
Rockport, Massachusetts

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Alison Scheel

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Great T-SHIRT GRAPHICS

BEFORE OPENING THE T-SHIRT CD-ROM:

Be sure to turn off all virtual memory, and set your monitor's color depth to 256 color.
The CD-ROM will not run properly otherwise.

The CD-ROM runs exclusively from the CD and does not install to your hard drive.

The CD-ROM features selected T-shirt images from GREAT T-SHIRT GRAPHICS 1, 2, and 3.

To access these images click on the specific links:

Promotion, Self Promotion, Events, Sporting Events, Nonprofit, Food, Fine Arts, Retail

Each area can be accessed from the main contents screen by clicking on the appropriate button.

Once in the project area, you have access to all of the
images by clicking on the numbers in the scrollable box at left.

To search for a specific design firm or client click the search button at the bottom of the project screen.

TO PLAY THE T-SHIRT CD-ROM:

Macintosh

1. Place the CD-ROM in your CD-ROM drive.
2. Open the CD-ROM by double-clicking the T-shirt icon.
3. Choose the appropriate T-shirtPlayme file for your Macintosh: T-shirtplaymeMac or T-shirtplaymePPC.
4. Double-click the T-shirt icon.
5. Choose one of the four round buttons from the contents screen to access the eight main areas.
6. The help button on each screen will explain each screen's operation.

Windows/PC

1. Place the CD-ROM in your CD-ROM drive.
2. Choose tshirt.exe. and open this file.
3. Choose one of the four round buttons from the contents screen to access the eight main areas.
4. The help button on each screen will explain each screen's operation.

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Intro

T-shirts, the great American pastime...the wearable art, the self-expression of a culture obsessed with itself and its sports stars, movie stars, politics, art, comic book heroes, etc. The T-shirt has long been a means of letting the world know who we are, from the color and content of the fabric to the words and images adorning its surface. We can bellow out that we are complete lunatics or whisper that we have impeccable taste and a fashion sense to boot. We can express our love for the subtly absurd, the understated, the obvious, the nostalgic, the futuristic. For those of us who are contained by the cool corporate costume of reason and restraint by day, the T-shirt is our alter-ego set loose on the world after work and on the weekend. For many others, it is an ever-changing collage of words and colors and images that openly express their mood from day to day. And, there are those to whom none of these decisions apply, who simply throw on whatever their hands happen to grab from the bureau drawer that day. 🌀 In my ten or so years of designing and art directing T-shirt graphics, I have learned much about the industry, about fashion, trends, fads, the technical challenges of color separating and printing, the vast difference in the process

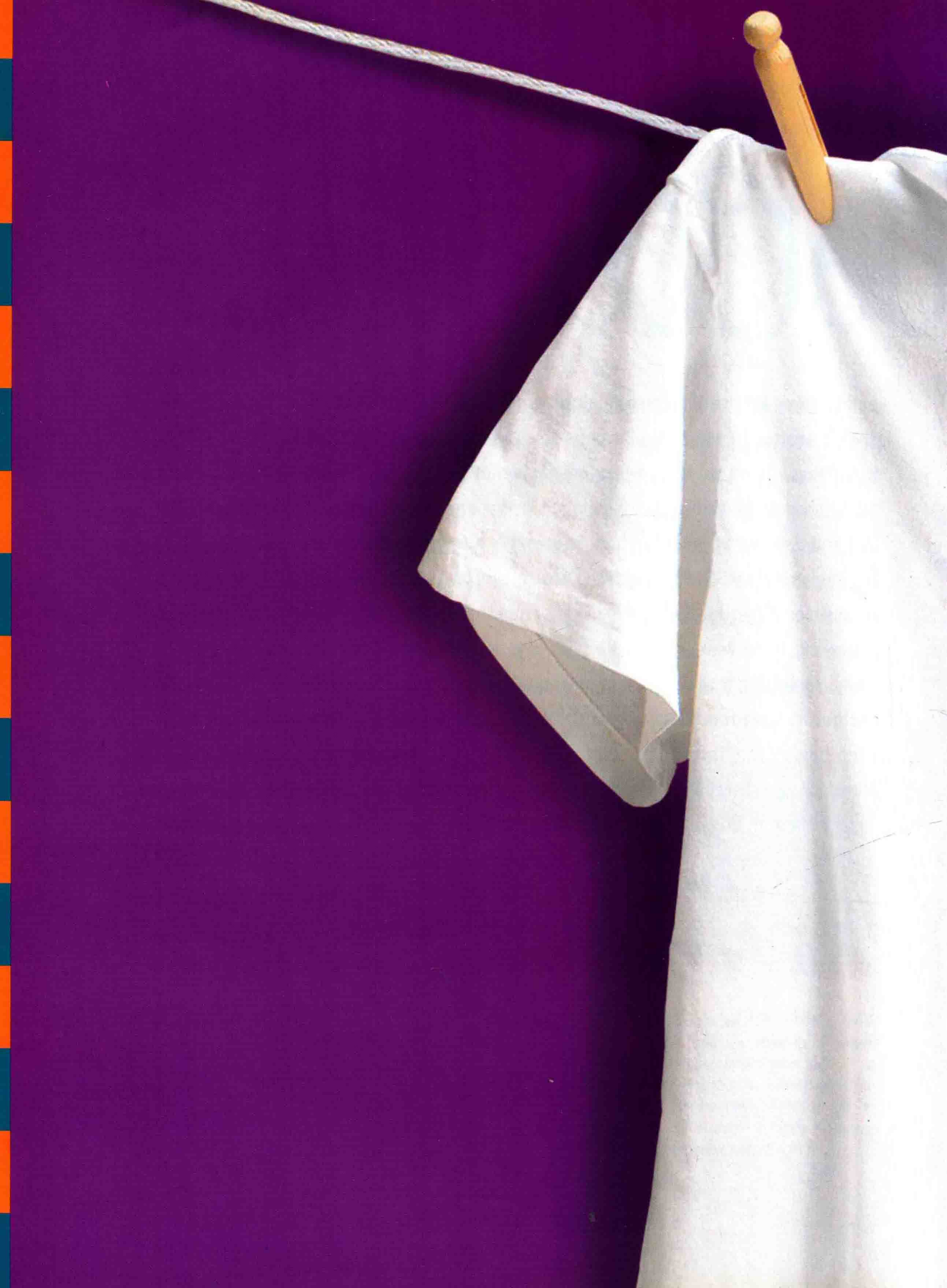


The client wanted an NFL graphic with a retro look. Stylized ink drawings of players based on old photographs were scanned in, colorized in Adobe Illustrator, and masked into the letters. The background photograph was scanned in and tweaked in Adobe Photoshop using different filters and effects.

lection

of designing for printed versus embroidered. But it has been fun and challenging. I'm always excited to see what everyone else in the design world is doing, whether it be web pages, furniture, packaging, magazine and TV ads, or T-shirts. Certainly, technology has revolutionized all facets of the design industry (yes, I did once cut ruby-lith and use press-type). Much more complex and higher resolution images are making their way onto T-shirts much more quickly and easily, with the end result being sometimes only slightly less clean and crisp than paper printing. The technology is becoming more widely available to many, and the possibilities are endless when it comes to getting great looking graphics on a T-shirt. 🌀 To all fellow T-shirt graphic designers, have fun, be young, drink Pep...(only kidding). Keep up the good work, keep having fun and experimenting with new and radically different ideas.... Just think, one day you could print with an ink that transmitted sounds when touched. Or inks that could be mixed with digitally encoded mirror-chips that carried a personal bodily monitor, recording thoughts, feelings, and other important secretions, which could be hooked up to your personal wristwatch-sized Internet transmitters and linked with a global network of other similarly minded T-shirt wearers.... Ah, dream on. 🌀

SAM KIMBALL · DESIGNER





E V E N T S

EVENTS

Design Firm
Letvin Design
 All Design
Carolyn Letvin
 Client
Kennedy & Company
 Purpose or Occasion
**National Wheelchair
 Championships**
 Number of Colors
Three

The original purpose of the shirt was fund-raising, but it was so well received that it was used as the official event T-shirt as well.



Design Firm
KCPQ Kelly Television
 Art Director
Amy Garcia
 Designer/Illustrator
Cory Brown
 Client
MDA
 Purpose or Occasion
VIP Day Camp Waskowitz
 Number of Colors
Five

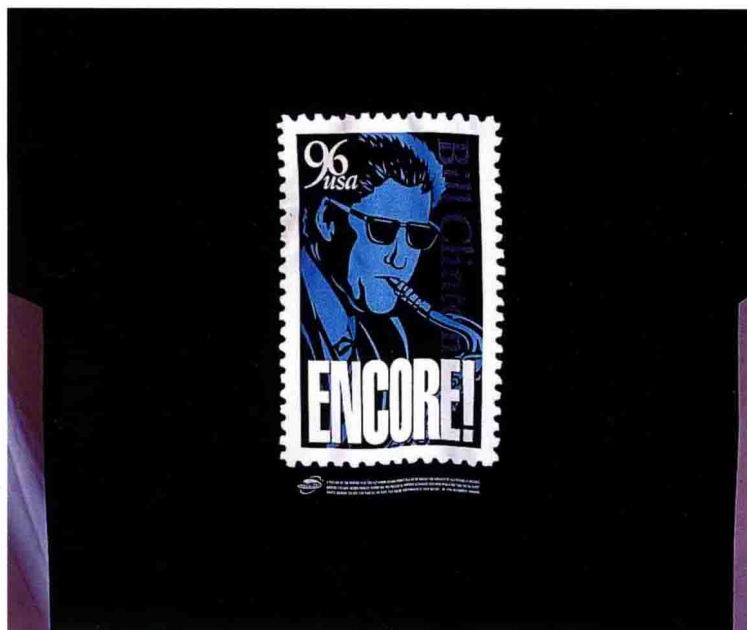
The idea behind this T-shirt design was to create an inspirational image for people with MDA. The designer chose the image elements, colors, and font style to appeal to children.





Design Firm
Wirsig Design
 Art Director/Designer
Wendy Wirsig
 Client
Ohio Wesleyan University
 Purpose or Occasion
Class of '76, twentieth reunion
 Number of Colors
Four

The class of 1976 wanted a T-shirt commemorating their twentieth college reunion that was colorful, upbeat, and fun. The logo on the front of the shirt is from the college itself, and the image on the back reflects the general sentiment of the class—disbelief that twenty years had passed since graduation. The T-shirt was created using Adobe Illustrator.



Design Firm
Alphawave Designs
 All Design
Douglas Dunbebin
 Client
Alphawave Designs
 Purpose or Occasion
1996 Presidential Campaign
 Number of Colors
Two

Alphawave Design's "Bill Clinton ENCORE!" stamp design is one of two sequels to Alphawave's highly successful 1992 presidential campaign design, "The Cure for the Blues." This 1996 sequel design was one of the official Democratic convention shirts and was distributed nationally by Political Americana in Washington, D.C.

E V E N T S

Design Firm
Minkus & Associates
 Art Director
Robert Minkus
 Designer
Lisa Brueggemann
 Illustrator
Elise Phillips
 Client
IAC Chapter 58
 Purpose or Occasion
International Aerobatic Club
annual contest
 Number of Colors
Six

This T-shirt spoofed the competitive aspect of aerobatic contests, showing two planes "duking it out" over the "box" (or boundary for all maneuvers), which was drawn to look like a boxing ring. The design was done completely in Adobe Illustrator 6.0 and supplied to the printer on a Mac disk.



Design Firm
Alphawave Designs
 All Design
Douglas Dunbebin
 Client
Alphawave Designs
 Purpose or Occasion
1995 Mining Reform Leadership
Conference
 Number of Colors
Two

"Dig in for the Earth" was a national conference for organizations concerned about the effects of mining on the environment. The conference brought miners, lobbyists, and activists together to discuss strategies for protecting and preserving our future. The designer used the shirt color to represent the earth and the polluted water.





Design Firm

EWTN Global Catholic Network

Art Director

Maryann Charles

Designer

Heidi Welch

Client

EWTN Global Catholic Network

Purpose or Occasion

Coverage of the Pope's visit

Number of Colors

Four

This T-shirt was done to commemorate the station's live coverage of the Pope's visit to the United States. They wanted to make it cutting edge without being disrespectful to the Pope.