

Create Original T-Shirt Designs for Pact's 'Urban Nature' Autumn Line!

About Pact

Pact makes guilt-free clothing and apparel by using only organic cotton and only manufacturing in Fair-Trade Certified factories. They feel that good clothes don't have to come at the cost of the people who make them or the planet.

Focusing on style and affordability, Pact believes that everyone deserves access to better choices. The goal of Pact's new fall collection is to break stereotypes of organic apparel with vibrant colors, unexpected silhouettes, and sophistication -- proving that style and sustainability can coexist.

The Task

To help bring their new fall collection to life, Pact is calling on you! You have been invited to create 3 or more original and unique t-shirt designs that represent Pact's new brand vibe dubbed "Urban Nature".

Pact's recently defined "Urban Nature" aesthetic is the juxtaposition of the raw, modernity of urban settings with the lush, vibrancy of nature. Each submission should be artwork you feel could be brought to life on Pact's organic apparel and captures the "Urban Nature" theme. Use this mood board as inspiration -- and let your creativity flow!

<https://www.talenthouse.com/i/create-original-t-shirt-designs-for-pacts-urban-nature-fall-line/submissions>

Things to consider

- Pact's Product Design: There are many stereotypes about what "organic" clothes look like -- drab, outdoorsy, crunchy, hippie-like, taupe, etc. Pact wants to show that organic can be fashionable. As such, for this project, Pact wants to shy away from "typical eco" iconography, symbols, colors, etc.
- Pact's Brand Vibe: A Pact customer loves to bring the beauty of nature into their modern city setting. While Pact can articulate the idea in words and through editorial photography (visible throughout this brief), they haven't been able to translate the notion into a graphic/illustration that would make for an emblematic t-shirt that espouses the overall vibe.
- Pact's Dream: One day we will live in a world where "organic" is an unnecessary adjective.

Graphic Design Extended Diploma - Transition Task Option 2

Celebrate Pantone's colour of the year, Classic Blue

About Pantone

In 1963, Pantone revolutionised the printing industry with the colourful PANTONE MATCHING SYSTEM ®, an innovative tool allowing for the faithful selection, articulation and reproduction of consistent, accurate colour anywhere in the world. Pantone provides a universal language of colour that enables colour-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control colour from inspiration to realisation.

The Task

Cool, calm, collected: Pantone's color of the year is Classic Blue – and in honor of 2020's new hue, we want you to make it the focus of your artwork!

Inspired by Pantone's coolest color for 2020, submit multimedia artwork that showcases blue in fresh and inspiring ways. Show us your creative interpretations of the color using graphic design (for example logo design, branding, an advertisement, typography, magazine, leaflet designs etc), illustration, photography or video.

From the sky to the sea, freedom to loyalty, this calming color is brimming with associations, meanings and symbolism. What does blue mean to you?

DO'S

- Create artwork inspired by blue shades. Think about being expressive, bold and celebrating the Classic Blue color. You may submit more than one final solution.
- Your work could be anything from illustrations or photography to GIF or a short video
- You can use other tones that are complementary to the design, but the main focus should be Classic Blue
- Check out this mood board for inspiration <https://www.pinterest.co.uk/talenthouse/classicblue/>

DON'TS

- Include any copyrighted or stock material
- Include immoral, offensive, or adult content – keep it PG, please