

Festival Shirt Design

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Possible Issues with current design:

The fabric visual and font on the 'Festival' image you provided was good. The visual was classy and the text was interesting.

Although the image was good, I am concerned that using a visual like that is not well suited for a shirt. Below I outlined a few reasons why I think that is.

- Regarding the fabric. Using an image that is multicolored like this can lead to a shirt that does not represent the original art very well. The fabric has a gradient on each piece of fabric that goes through many colors. Accurately screen printing a gradient raises the number of colors needed for the design, which will probably raise prices too. If that image is used, I would advise you ensure that the printer used for the shirts is high enough quality to print the shirt you want.

- Regarding the image. Although there are exceptions, typically, graphics and images on shirts are complete on the shirt. Think piece of a puzzle versus the completed puzzle. The current image ends on the top, left, and bottom without any resolution to the fabric.

Design options and direction. I have compiled four shirt design directions that I feel would each be interesting and good options to take the shirt in. The first element I worked on was the text. Maypole Festivals are predominately in Germany and Britain, so I took inspiration from that. I have made three separate text options that I feel express the culture and essence of a Maypole Festival. If a different expression is needed, I will be more than happy to explore different directions as well.

1

FESTIVAL

2

Festival

3

Festival

when I first started doing research into this shirt design, my immediate thought was to spotlight a maypole, with fabric twirled around it. While researching maypole festivals, I stumbled upon a maypole music festival who's logo was my first thought. This is the direct inspiration for the first design option. I think different directions to explore the maypole as an element on the shirt is interesting.



The rest of the designs play around with fabric/ribbon on the shirt. Some have the text on top of the fabric, and another has the text standing alone.



The Pride of Haltom

FESTIVAL

2016

The Pride of Haltom

Festival

2016

The Pride of Haltom

Festival

2016



I hope that at least some of the designs are in a direction you would like to further explore. Please let me know what you like/dislike and what you might like to see. Thanks for your time!

- Raul Camacho