

## Cute Monsters Creative Brief & Tips

Thank you for participating in the deviantWEAR “Cute Monsters Design Challenge”! Your challenge is to create an amazing t-shirt that features a Cute Monster or Cute Monsters of your own original design. For our purposes, we take “cute” to mean endearing, delightful, humorous, and charming. “Cute” is the anti-monster, something that brings a smile to your face, something you want to pick up and squeeze. We’re not looking for gore, macabre, or scary on these little guys. If you saw a cute monster under your bed, you’d want to hug it instead of shrieking in terror. The adorable possibilities are endless! So let those cute monsters out of your head and share them with the world!

### **Target Audience:**

Your design should appeal to a large audience on deviantART: boys, girls, teens, adults, and monsters of all shapes and sizes.

### **Requirements:**

Make sure to read all of the Terms & Conditions

- All “Cute Monster Design Challenge” entries must be submitted on the t-shirt templates provided in this asset pack (or their equivalents) in order to qualify to be a semi-finalist.
- The design must be your original work with the exception of the t-shirt template provided to you for download from the [Design Challenge Page](#).
- Designs submitted without a t-shirt template or on a non-conforming template will not be considered and removed from the contest.
- Limit your design to only **two print areas**. The front, back, sides, and sleeve are each considered separate print areas.
- You may not include any copyrighted, creative commons, or fan art images, including but not limited to logos or images taken from television programs, movies, comic books, video games, and the like.
- Must be submitted to the “Cute Monsters Design Challenge” Gallery on or before 11:59:59 PM (Los Angeles, CA, time) on **February 28, 2012**.

### **Your design will be judged based on:**

- (1) The originality and creativity of the design,
- (2) The design’s appeal as presented on a garment intended for all sizes and genders,
- (3) The design’s successful representation of a cute monster or cute monsters. “Cute” for the purposes of this challenge is defined as: endearing, delightful, humorous, or charming.

### **Designer Tips:**

1. Screen prints are made with a rectangular screen, so make sure the entire design can be bound by a rectangle that does not overlap any seam, collar, or edge of the shirt.

2. It is recommended that no line should be thinner than 2pt. no two areas of print should be closer than 2pt.
3. It's recommended not to use more than 7 colors in your design. It will be difficult to print.
4. Avoid very large blocks of solid color; this results in a thick, plastic feel to the ink.
5. Design for only **two print areas**. Per the official terms and conditions, designs using more than two print areas, will be disqualified. For example, the front, back, side and sleeve are each considered a separate print area.
6. It is your choice if the deviantART logo or other deviantART attribute appear in your design. It's possible that community voting will be influenced by whether your design specifically references deviantART or not.
7. Entering the same design on several garments in different colors as multiple Entries dilutes your votes. You should pick a single garment color that you favor and submit one Entry per design.
8. Make sure to use your ORIGINAL design. Remember that all of the images you use in the design must be owned by you.
9. Take risks. The best designs are often the ones that push boundaries.
10. Consider the appeal of your design when worn by persons of all ages, genders, and sizes.
11. Do **not** use fan art or copyrighted material. Seriously, don't.

By entering the challenge, you authorize deviantART, at its sole discretion, to modify any winning design using its own creative team as needed to comply with printing requirements, including but not limited to scale, placement, and color use.