



Threadless
is
Calling all Art & Design Teachers!

Looking for an innovative project to spice up your curriculum? We can help!

We at Threadless would like to introduce you to a unique art and design project developed especially for you and your students: Threadless 101. In Threadless 101 students are assigned to create an original design for a tee shirt. Their designs are critiqued and voted on by the class and the student with the highest scored design will not only be featured in our Threadless newsletter, but also awarded a \$25 Threadless Gift Certificate.

Before I go into more detail, let me tell you about Threadless. Threadless is a community-centered tee shirt company run by skinnyCorp based in Chicago, Illinois, since 2000. Here is how it works:

Artists within the Threadless community (over 800,000 so far) submit original tee shirt designs online to the Threadless website (www.threadless.com). Each design gets its own page for voting and comments, and over a period of 7 days, the Threadless community scores the design on a scale of 0 to 5 and comments on the submission. Based on the scores and comments, a small percentage of submitted designs are selected for printing and sold through both our online store and our retail store in Chicago. On an average week, Threadless receives around 1000 tee design submissions. Each week, the staff selects new designs to be printed at a later time, and launches new designs every Monday. The artists of the selected designs are awarded \$2,000 or, if the artist is a Graduate or Undergraduate student, they have an option to choose a \$3,000 tax-free scholarship instead. \$500 is awarded each time a design is reprinted.

More About Threadless 101:

Based off of our design challenge, Threadless 101 promotes student community involvement, creativity, and collaboration. Students are assigned to create an original design for a tee shirt. Any and all specifications are up to you! Students can work off of a theme, collaborate with other student designers, or create anything they like! During the design process, you can easily set up a critique session with our 'Critique Questionnaire.' Once designs are completed, your students vote on their peers' designs and select a winning design from the class. We will also provide you with a spreadsheet, which makes keeping track of the voting a cinch! The student with the winning design will receive a Threadless gift certificate worth \$25 and will be recognized in our weekly Threadless newsletter. Our 'To Do Checklist' will help you along the way.

Once the assignment is completed and the winning design selected for the class, students can easily upload their design to the Threadless site to be included in our regular design challenge to get their tee actually printed. Don't forget to tell your students about the \$3,000 scholarship they could be awarded if their design is selected! Lastly, we would like to hear from you! Please fill out and return the 'Feedback Form' included in the resource kit we send you and we will send YOU a \$25 Threadless gift certificate to thank you for your involvement!



It's easy to get started!

If you are interested, we will provide you with ALL the instructional resources needed for the Threadless assignment in our Resource Kit including

- Threadless 101: Introductory Letter
- To Do Checklist
- Threadless Submission kit
 - Tee Templates
 - Placement Photos
 - Specialty Printing
 - Decline Reasons
- Critique Questionnaire
- Voting Spreadsheet (Available in XLSX and XLS Format)
- Feedback Form with \$25 gift certificate sent after Feedback Form is returned

All you need to do to sign up is email the information below to mimi@threadless.com or fax to 1.773.496.7810 and your Resource Kit will be on its way!

Name: _____

School: _____

Department: _____

Phone: _____ Email: _____

Class(es) involved with Threadless 101: _____

Number of students in class(es): _____

Assignment Dates: Starting Date: _____

Ending Date: _____

Would you like the Resource Kit in CD form or sent via email? _____

Mailing Address (for Resource Kit):

