T-shirt Design Iterations

I joined this t-shirt design competition by Proxy. The winner's design will be worn by all participants during this summer's intro week.

My idea was to keep the design simple, such as some text or basic illustrations. Realising that the trend is "text on the back, smaller text or logo on the front", I started with the first iteration.

First iteration

Peer feedback
The back looks perfect. The front is too big and confusing. Some people read it as 4 proxy international 4 study 0 association. Later realised it's 404 after taking a look at the back. There is no logo, one of the requirements.

Second iteration

Client (Proxy) feedback

Still, some people are misreading the front. Most people said the back looks good, the front questionable. The logo and text together make the front too crowded. White will not be any of the colors worn in the intro week.

I realised that this text piece of text will not leave me alone, so I decided to remove it.

Third iteration

Client (Proxy) feedback

Correct intro parent t-shirt color, black. Tested with different colors for intro kids. It works with all. By changing the color of the text to white or black, it can be fitted to any color that will be used in the intro week. Ready to submit and wait for the competition's results.

Reflection

Again, the importance of getting feedback. Looking back at the first iterations and comparing them to the latest one, I see how much the design has improved. To make a design look better, you don't necessarily add stuff, but sometimes remove. Getting peer feedback is nice; however, asking the client directly is way more useful, since they are the ones who will be using the design. In my following designs, I will try to go to teachers or clients more often.