

Design Competition: China Icon Tee

Creative Design Brief

July 2022

1. Overview

RMIT University is a global University which enrolls students from all around the world; on-campus and online, in Melbourne, Australia. The RMIT Store, Australia's only seller of official RMIT apparel and products, has previously produced two t-shirts which launched our Global RMIT apparel: the [Melbourne](#) and [Vietnam](#) Icon Tee. We want to extend our range and create a China Icon Tee. We invite students residing in Victoria Australia to take us on their journey studying at RMIT and how their experiences of China have added to their studies.

2. Objective

Our objective is to connect RMIT staff, students, and alumni through unique student designs, and to acknowledge RMIT as a globally inclusive university.

Following on from our popular Melbourne and Vietnam line drawn icon t-shirts, themed around 'Your RMIT experience,' we are asking domestic and international students based in Melbourne to submit a print design which takes the customers on a journey through their 'eyes' of China and how this connects to RMIT and their studies.

3. Target Audience

RMIT community (students, staff, alumni and wider RMIT community).

4. Key Message

Get creative, win a monetary prize and gain some industry experience by telling us your story and experience of China and how this has added to your RMIT student experience through your design skills.

5. Look and Feel

Review our last two Icon Tees and thoroughly read the Deliverables required section to understand the look and feel we are after.

Your design must be considerate of retail production and uphold the RMIT brand e.g., RMIT brand guidelines for correct colouration.

The design should take us through your RMIT experience as a student which shows connection of a time residing or experiencing

Chinese culture. This connection and experience will influence your studies and be expressed in the end design.

6. Deliverables Required

6.1 T-shirt design

- 12 - 15 icons using a line drawing style, designed within a space of at least 290 mm high x 350mm wide.
 - These icons must be original and of your own work. If you are sketching from a reference, this must be photographed by you.
- Two colour design
 - Line colour dependent on t-shirt colour and red RMIT PMS with the RMIT logo present.
 - The t-shirt colour will be either white, black, navy, or grey.
- Icons from the Melbourne and Vietnam Icon Tee designs can not be repeated.
- Icons must represent your connection to China and how this experience has influenced your RMIT experience.
 - Suggestions include buildings, iconic symbols, foods, culture, diverse groups, student specific needs / identifiers, personal triumphs.

6.2 Swing Tag

- A swing tag will be printed as a multi-page booklet and attached to each t-shirt for sale. Upon submission, the below must be included.
 - Full name (First / Last)
 - Full course code and name being studied e.g. PB115, Bachelor of Design (Communication Design).
 - Hometown / city / country.
 - Maximum 250-word paragraph stating inspiration.
 - Maximum 15–20-word description for each icon symbol meaning.
 - RMIT logo.

7. File Format Required

- Vector Art or EPS file must be emailed for submission of t-shirt and swing tag design.
 - A shareable link sent to melanie.sordello@rmit.edu.au is acceptable for submission as file sizes may exceed attachment limits.
- JPEG or PDF files must also be emailed as per above.

8. Contact

For further details, please contact Melanie Sordello at melanie.sordello@rmit.edu.au.

9. Previous Work

9.1 Melbourne Icon Tee



9.2 Melbourne Icon Tee Swing Tag

Designed by
Abi Trewartha

RMIT Graduate
Bachelor of Communication Design



Globe of the World

RMIT is a global University and welcomes students from across the world to study.



Cup of Noodles

A staple diet of a hungry student studying, especially at 2am when your assignment was due two-hours ago!

Camera

There are endless photo opportunities around Melbourne and outside the city limits. Explore. Enjoy. Create Memories.



The **rainbow** has many connotations such as hope, new beginnings, equality, and good luck.

What does it symbolise to you?

State Library

This is an iconic Melbourne building. Study within its grand rooms, sit outside on the grass for lunch or simply take a break from campus to people watch.



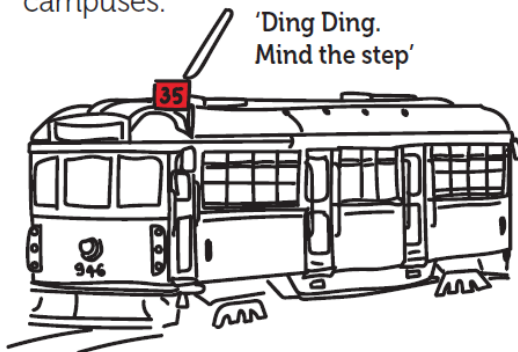
The **Kangaroo** is a well-known Australian marsupial and can be found in rural townships and bushland.



A **laptop** is the workhorse for coursework masterpieces!

It is also a connector to family and friends, and a helpful vehicle for procrastinating through watching funny cat videos.

Trams are the favourite public transport vehicles to get around Melbourne. They connect students to our city, Brunswick, and Bundoora campuses.



The **RMIT KeepCup** is a reusable cup designed by RMIT Alumni duo Abigail and Jamie Forsyth.

Their motto 'keep it and reuse it again' works well for hot beverage Melbournians.



The **Redbacks** started off as the name of our Sporting Clubs, but it is so much more than that now! The Redback is the Universities mascot, and all students are automatically an honouree Redback!

Plants

Green your space. Breathe in that extra oxygen it provides you. Talk to it to encourage growth.



Go green and ride a **bicycle** to Uni!



Vegemite is a popular Australian breakfast spread. It has been stated you need an acquired taste to enjoy this condiment.



Graduation Mortarboard & Certificate

Throw your mortarboard up and celebrate your achievements at your Graduation. RMIT always throws a big party, so be sure to attend.

Football

This ball is used to kick, mark and tackle over during a game of Football, the number one sport in Australia.



Melbourne Campus Building 22

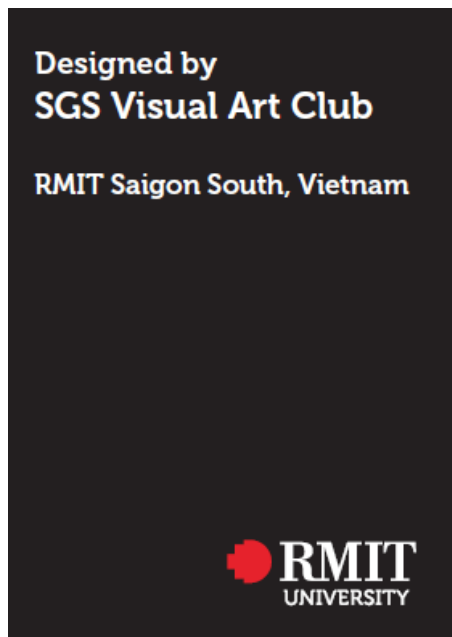
Otherwise known to the RMIT community as 'the Brain', this iconic RMIT Building displays green tiles depicting clouds on its façade and is where prospective students visit for course information.



9.3 Vietnam Icon Tee

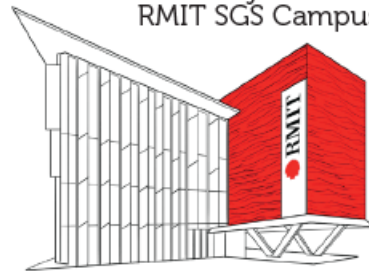


9.4 Vietnam Icon Tee Swing Tag



RMIT Building 2
Saigon South Campus

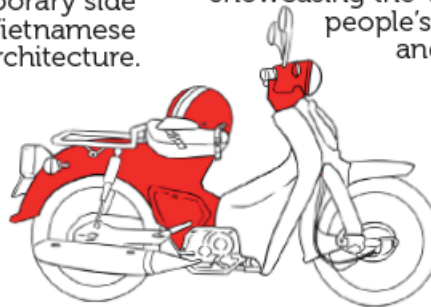
Beloved and well-known by many RMIT Vietnam students. Home to many happy RMIT memories and a must-see/memorable architectural landmark for every visitor to RMIT SGS Campus.



Landmark 81
A modern Vietnamese landmark, showing both the modern and contemporary side of Vietnamese architecture.

**Xe máy/ Nón bảo hiểm/
Xe ôm**

A common means of transportation for Vietnamese people. It is also utilised as a tool of work or delivery, showcasing the Vietnamese people's cleverness and versatility.





Hồ Gươm

A historical landmark that is woven into Vietnamese history through the famous folk tale. Combines aspects of history but also mystery and fantasy.

Cầu bàn tay vàng Đà Nẵng

A ground-breaking and award-winning piece of architecture in Vietnam that proves not only our advancements in art and design but also our creativity in civil engineering.



RMIT Hanoi Campus Building

Beloved City Campus, home to many happy RMIT memories.



Campus Cat

A special part of being an RMIT student is getting to play with the cats that hang around campus.

These feline friends really help during the stressful times of the year.



Cà phê phin

The iconic Vietnamese drink that is an essential part of the morning routine of many busy Vietnamese workers.

Arguably the best coffee in the world.



Chim trống đồng

A traditional and historical artifact and art form, representing Vietnam's rich culture and artistic history.



Hoa Sen

Considered the Vietnamese National flower and appears in many Vietnamese design and artworks.



Quán lề đường

Common, affordable, and delicious.

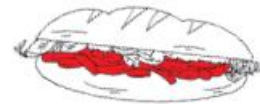
Vietnamese people seek out these street restaurants and are even possibly preferred over fancy restaurants.

Múa rối nước
A traditional form of entertainment that dates back far in time. The maintenance of this art form helps preserve Vietnam's rich history.



Xe đạp chở hoa

A colourful and simple aspect of Vietnamese street imagery. Showing the bustling side of Vietnamese people while still being elegantly beautiful.



Bánh Mì

Very well-known Vietnamese street food that everybody grew up eating, but is never tired of because there are so many ways to make it.

As part of a global cross-campus collaboration, and as an extension of our Icon Tee series, the student led SGS Visual Art Club from our Saigon South campus has designed a tee reminiscent of all things Vietnam.

Travel to Vietnam through this tee and experience all the wonders with them.