

# HKUST Hoodie Design Competition - Design Guideline on Print & Embroidery

You may include a max. of **4 prints or embroideries** (any combination as you wish, e.g., 2 prints & 2 embroideries, etc.).

## Print

Technique:

### **PU Heat Transfer (PU熱轉印刷)**

This process involves printing a colored design onto a sheet of vinyl and the printer cuts around the design. It is then heat-pressed onto the garment. PU Heat Transfer can print with special colors such as fluorescent, gold and silver.

Size:

Each design of print cannot be larger than **A3 size (= 297 x 420mm)**.

Technical Remarks:

- Suitable for colorful patterns
- Not suitable for scattered printing and non-integrated patterns.
- Pattern lines should be at least 0.6mm or more (including the spaces between lines).
- A bleeding stroke will be added if the lines are less than 0.6mm.

Reference Photos (Print):



Remarks: the design shown in each photo image counts as 1 print.

## Embroidery

Technique:

### **Embroidery (刺繡)**

Embroidery is the process by which a design is sewn onto a garment using a computerised embroidery machine. We use industrial embroidery machines to achieve a high quality and long lasting finish.

Size:

Each design of embroidery cannot be larger than **20cm x 28cm**.

Technical Remarks:

- Suitable for printing mono patterns or patterns only with a few colors.
- Gradient patterns or patterns that are too faint in color are not suitable.
- Pattern lines should be at least 1mm or more (including spaces between lines).

Remarks:

If the embroidery designs turns out to be too complex, we may suggest to use PU Heat Transfer for better graphical display instead.

Please remember that the focus is to showcase your creativity. If your design is selected for the final round, our team will assist you with the technical details.

Reference Photos (Embroidery):



Remarks: the design shown in each photo image counts as 1 embroidery.