

# Show us what you got

First up >>

## locate a cause

The [Eat Your Water](#) team believe in putting your money where your mouth is. Over the years the brand has partnered and donated to many not-for-profit organisations. Some of these include:

- [Lifeline](#)
- [The Australian Marine Conservation Society](#)
- [Greening Australia](#)
- [WIRES](#)

In this challenge you will be designing a piece of clothing and marketing strategy to match. Before you do, you will need to select a charity, cause or organisation that will receive some of the profits from your design. Check out the link below for inspo:



Locate your cause

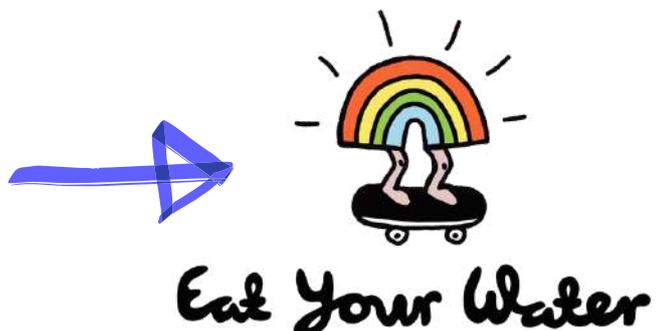
Next up >>

## design for good

Next up is the design phase. Now it is time to create. The design process is unique but a good place to start is to collect inspo and suss out **Eat Your Water's** designs. To mock-up a design, you can use the following process:

### 1. Why though?

To kick off the process, think about **why you are creating your** design. Are you aiming to raise awareness of a certain cause or event? In this case, you'll want your design to be as eye-catching as possible and **create curiosity**. Generating attention doesn't always mean loud and bold. Sometimes, a clean and minimalistic design, accompanied by a punchy slogan and font can be all you need to start a conversation. Check out Eat Your Water's designs for more inspo...



## 2. Simple over saturated

Research has shown that visuals are processed **60,000 times faster than text**. This means you can make a memorable impact much faster with t-shirts that feature visual icons. Take your time here. You might choose to experiment with your illustrations or other visual graphics or head over to the Eat Your Water site to grab some inspo. As with any design project, your typography and font are crucial elements. Readability is the top priority here—you don't want people to have to work hard to decipher your message and brand!

## 3. Mock it up

Once you have an idea, it's time to get on the tools. At this stage you will start to organise the layout of your design, and mock it up—meaning, you'll preview what it's actually going to look like on a t-shirt. It is helpful to find a plain, t-shirt mockup image to guide your design.



*design stuff here*

*and here*

Finally >>

# take it to the people

Your final step is to back up your design with a marketing strategy. A helpful way to figure out how you will get your design to sell is to work backwards. You can kick things off by getting to know your customer...

## How are you helping out?

Get to know the customer you are designing for: What is their:

age      location      preferred way to communicate  
needs      interests      dislikes      pastimes

## How are you helping out?

People don't just buy products. They buy solutions. What are you solving for your customer? Here are some examples:

"I want clothing that harms the planet less"

"I want something that is comfy + looks good"

"I need to find a present that doesn't suck"

## How will you touch base?

Now that you have an idea of who you are selling to, start to think about how you will connect and engage them. Check out the ['Eat Your Water' insta](#) and use inspo below:

>> What platform does your customer use and when?

>> What tools can you use to interact? (stories, giveaways, countdowns)

>> What's your voice and tone? (do you sound like a comedian, guidebook, storyteller or friend?)

