

January 2, 2018

TO: District 3 County Extension Agents

Kelli Lehman

FROM: Kelli Lehman
Extension Program Specialist 4-H

SUBJECT: 2018 ROLLING PLAINS 3 DISTRICT 4-H FASHION SHOW
STORYBOARD CONTEST

THEME: Fashion Design to the Rescue

Enclosed are guidelines and rules for the Rolling Plains 3 District 4-H Fashion Storyboard Contest. Please read the guidelines carefully.

The contest will be held Friday, April 13, 2018 at the Young County Arena, Barclay Room. Judging will begin at 9:30 a.m.

The contest is being planned and organized by the District 4-H Storyboard Committee. District 3 Fashion Storyboards will be judged prior to Fashion Show and the Duds to Dazzle competition.

1. Your local CEA will submit Storyboards to the District competition. Please note, your local Extension office will set dates in which they will need to be due in their office.
2. **4-H Connect will open March 12, 2018 and participants must have entries submitted on 4-H connect by midnight on March 26, 2018, with a registration fee of \$5. Late Registration will be from March 27-30th with an added \$25.00 late registration fee.** Registration will be listed as 2018 District 3 Clothing and Textiles.
3. For questions, comments or concern, please feel free to contact Amy Griffin – District 3 Storyboard Chair, 940-716-8610, amy.griffin@ag.tamu.edu
4. Attached you will find lists of resources, contest rules and guidelines, important dates, and other contest specifics.
5. Age divisions will be the participant's grade level as of August 31, 2017 (current 4-H year): Junior - 8 years old and in the 3rd - 5th grades; Intermediate- 6th - 8th grades; Senior- 9th-12th grades
6. PLEASE NOTE: Storyboards will be accepted on the District level in Junior, Intermediate and Senior age division, however, ONLY SENIORS may compete / advance at the state level (Please see state guidelines)
7. Only the Top 5 placings in each category in each age division will be assigned a ranking
8. Judges decisions are FINAL

The enclosed materials are for the 2018 District 3 4-H Fashion Storyboard Contest. It is your responsibility to set your fashion story board deadlines accordingly to ensure that you are able to get registration submitted online, as well as have your storyboards to Graham by the **Friday April 13th District 4-H Fashion Storyboard Contest.**



Helpful Hints for Creating a Fashion Storyboard

Careful planning is essential to creating a professional presentation board. The list below is a general planning list to help in the creation of your storyboard.

Purpose The purpose will be to create a storyboard of your original design based on the design brief.

Focus Who would you market this design to?
What age?
What are their likes and interests?
How much would they (or their parents) be willing to spend?
How would you promote this product?

Creating an Original Design Where did you get the idea for your design?
What was your inspiration?
What makes your design different from others on the market?
Think about the design elements and principles used in the design. How do you use those elements and principles to enhance the design?
What is your marketing plan?

Quantity For this contest, you will be creating a single board.

Materials List See the list on the following page.

Visual Elements The visual elements that make up a professional board presentation fall into three basic categories: photographs/photocopies, fabric/trims, and figure/flat sketches.

Photographs/photocopies: Selecting the right visuals for boards containing mood/theme components is extremely important. Choosing photographs to coordinate with your fabric/color story creates a more aesthetic result and adds to the flow of the board.



Fabrics & trims: Fabrics and trims are a crucial part of the design process and must be displayed appropriately on your board. Whenever possible, trim fabric swatches to be the same size, with the exception of prints, which usually need to be larger to show the repeat of a pattern.

Illustrations and flats: Illustrations and flat sketches need to accurately show original design. An illustration is an outfit drawn on a model/croquis. Flats are working drawings that are not on a model/croquis that illustrate other views like you would find on a dressmaker's pattern envelope. Like the old adage says, "a picture is worth a thousand words."

Layout

The layout is the arrangement of all the elements that will be part of the presentation. The arrangement should be both logical and aesthetically pleasing. Most boards read left to right. Economize the space on the fashion board by overlapping your flats and other visuals. Haphazard or random arrangements can be confusing to the viewer.

Techniques and Technologies

The techniques and technologies used for creating presentation boards can vary on accessibility. Techniques can vary from cutting and pasting, handwork/sketching and rendering, color copying, or computer-aided graphics.

Labeling: Mechanically generated for titling or labeling works best. There are many different lettering options.

Computer Design – Commercial design programs are available.

Create Dimension – When specific areas of a board need to be highlighted, an option includes mounting the item with an additional layer or layers of foam core on the main board.

Reproducing the Board – Because presentation boards are both fragile and cumbersome, some may prefer to have copies of their board printed. This is an expensive method (approximately \$60 per board).



Basic Materials List:

- Mat board or foam core
 - Approximately 20" x 30"
- Use magazine, Internet, or similar sources to obtain photos
 - Resize these photos as needed with a photocopy machine or computer for better layout.
 - They must be neat and creatively cut and presented.
 - 3-D mounting is good.
- Lettering
 - Make sure that the font/text goes well with the layout and is an appropriate size.
 - Transferable lettering, hand lettering is not recommended.
 - Check spelling.
 - Check alignment.
- Support Materials
 - Scissors and pinking shears for cutting paper and fabric swatches
 - Various adhesives
 - Rubber cement
 - Rubber cement pick-up
 - Removable adhesive glue stick
 - Remount repositionable adhesive
 - Adhesive transfer tape
 - Drawing pencils – used for a variety of sketching purposes; for both preliminary and finishing techniques, pencils are available in a variety of leads.
 - Decorative papers in various colors and textures and fabric swatches

*This is a general list of supplies. Be sure to test the products before using them on your final product.

Other helpful tips:

- Avoid glue marks or fingerprints on your board.
- Pins/staples/tacks and tape are not recommended.
- Avoid a scrapbook look or science fair look.
- The background should support the theme and layout.
 - Consider colored boards, paper, or prints.
 - Glue down neatly and securely.
- Do not make your board too heavy or cumbersome.
- Make sure it is sturdy enough to travel.
- Determine your arrangement before you start to glue your designs on the board.

Transportation tips:

- If you are not transporting your board to a contest, provide the person transporting your storyboard a picture of the board and any supplies that they may need to repair any minor damage.
- Picture frame boxes can be purchased from any moving company.
- Large portfolio cases can be purchased to transport storyboards. Cost varies depending on the case that you select.
- Hanging garment bags make good storage containers for Fashion Storyboard.



4-H FASHION STORYBOARD LABEL

This label should be cut out and affixed to the back of each storyboard. Label details must be neatly printed or typed. Label information should be COMPLETE!

4-H FASHION STORYBOARD LABEL



Age Division *(please check one)*: Junior Intermediate Senior

Category *(please check one)*: Wearable Accessory Jewelry Non-wearable Pet Clothing

District: _____

County: _____

Name: _____

Birthday: _____

4-H Age *(as of 8/31/16)*: _____

I do hereby consent and agree that Texas A&M AgriLife Extension Service, Texas 4-H and Youth Development Program staff have permission to take photographs and/or record video and/or audio of me and/or my property and to use these for 4-H Youth Development educational, promotional, and/or marketing materials. I further do hereby give the right to exhibit any such works publicly or privately, including posting on the Texas 4-H and Youth Development Program website. I waive any rights, claims, or interests I may have to control the use of my identity, the identity of the subject(s), or likeness in the photographs, video, or audio and agree that any uses described herein may be made without compensation or additional consideration. I represent that I have read and understand the foregoing statement, and I am competent to execute this agreement.

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Name *(please print)*: _____

Signature: _____ Date: _____

Parent/Guardian Name *(please print)*: _____

Signature: _____ Date: _____

Agent Name: _____

Agent Signature: _____

Originality of Design

In 100 words or less, answer the following prompt in regards to originality:
Where did you get the idea for your design? What was your inspiration? What makes your design different from others on the market?

Fashion Storyboard Score Sheet

Name

County

District

Age Division Junior Intermediate Senior

Category Wearable Accessory Jewelry Non-Wearable Pet Clothing

LAYOUT		COMMENTS	EXCELLENT (E)	GOOD (G)	FAIR (F)	NEEDS IMPROVEMENT (N)
LAYOUT OF STORYBOARD	Visual Appeal/Creativity E= Excellent arrangement of images, text and white space on board; Strong focal point; Excellent use of inspiration pieces. G= Good arrangement of images, text and white space on board; Visible focal point; Good use of inspiration pieces. F= Haphazard and/or random arrangement of images and text; Lacks visible focal point; Not enough/overuse of inspiration. N=Layout distracts from design; Lacks focal point.					
	Quality of Workmanship E= Very good quality, very neat and structured G= Fair quality, somewhat neat F= Marginal quality of workmanship N= Low quality, messy, unstructured					
	Color Palette E= Color theme consistent throughout board N= Color theme inconsistent throughout board					
	Fabric Samples, Trims, and Embellishments E= Samples/Trims provided, appropriate for design G= Samples/Trims provided, somewhat appropriate F= Samples/Trims provided, inappropriate for design N= No Samples/Trims included					
	Size of Storyboard E= Correct board dimension N= Incorrect board dimension					
	Consistent Theme E= Strong theme throughout board N= Indecisive theme					
ILLUSTRATIONS & FLATS	Originality E=Highly original design G= Contains both creative elements and copies F= Some evidence of originality N=Little evidence of originality					
	Design Detail E= In-depth detail of seams, lines, fabrics G= All seams and style lines included, little detail F= Minimal lines and seams shown N= Little or no detail in design					
	Titles/Labels E= Used correctly, enhances board G= Used somewhat correctly F= Used incorrectly, too much, detracts from board N= No Title used					
	Design Brief E= Excellent design for brief G= Meets brief, improvement needed F= Somewhat meets brief, needs improvement N= Design does not meet brief					



2018 4-H Fashion Storyboard

General Rules and Guidelines

See District 3 Letter for Deadlines and Contest Information

OVERVIEW

The 4-H Fashion Storyboard is an industry-inspired method of displaying original designs. The best storyboards create vivid visual images that are interesting and appealing to viewers. The storyboard “tells the story” of the designer’s idea. The storyboard includes original illustrations and flats, as well as additional materials (such as photos from the Internet or magazines, paper, fabric swatches, patterns, etc.) that have influenced the unique design.

PURPOSE

The purpose of the Fashion Storyboard contest is to give 4-H members an opportunity to create a storyboard of their original design. It also provides the members an opportunity to gain knowledge of the career responsibilities of a fashion designer and illustrator, enhance creativity and originality, and develop visual communication skills.

DESIGN BRIEF

The following design brief serves as the direction for the 2018 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

Fashion Design to the Rescue

Wham! Pow! Bam! Take a cue from the superheroes or supervillains found in cartoons, movies and comic books to create your own original design. Whether your inspiration comes from a person with phenomenal powers fighting for noble causes, their masked sidekick, or a criminal archenemy wreaking havoc on humanity, let their colorful and flashy costumes, valorous heroism, and superhuman traits be the stimulus to your extraordinary blueprint to rescuing the world of fashion.

GENERAL RULES

1. **Participation and Level of Competition.** A 4-H member may enter only one storyboard. Contestants advance from county to district. Participation in the Fashion Storyboard competition at Texas 4-H Roundup is for Senior Texas 4-H members who have placed 1st, 2nd, or 3rd in their district contest in each category.
2. **Entry of Storyboard.** Each storyboard must be created by the 4-H member. Fashion Storyboard layouts should include original illustrations and flats, as well as additional materials that have influenced their unique design. 4-H members may choose to manually affix the pieces of their layout to their storyboard, or computer-generated layouts can be printed and affixed to the foam core or

mat board. All items need to be securely adhered to the board. It is the 4-H member's responsibility to affix all components of their layout for secure transportation.

3. **Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. The Fashion Storyboard must be checked-in during Roundup. **Do not mail.** The specific time and location for check-in will be announced in the Texas 4-H Roundup materials.
4. **Identification of Storyboard.** The Fashion Storyboard label must be securely affixed to the back of the storyboard. The label **MUST** be legibly printed or typed and **MUST** be complete, including the answer to the Originality of Design question. The 4-H member should not put his/her name on the front.
5. **Number of garments designed.** Focus on one garment/outfit for the storyboard. Contestants may provide up to two (2) variations of the original design.
6. **Categories.** The following is a list of the categories and descriptions. Each storyboard should be entered into one category. A 4-H member may enter only one storyboard.
 - a. **Wearable:** Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.
 - b. **Accessory:** Includes items such as belts, purses, bags, hats, etc.
 - c. **Jewelry:** Includes necklaces, bracelets, rings, earrings, etc.
 - d. **Non-Wearable:** Includes items such as pillows, organizers, holiday items, stuffed animals, items for the home, etc.
 - e. **Pet Clothing:** Includes items that can be worn by a pet or any other animal.
7. **Scoring.** Storyboards will be evaluated based on the 4-H Fashion Storyboard Score Sheet.
8. Each Storyboard must conform to and will be evaluated based on the following, but is not limited to:
 - a. **Visual Appeal/Creativity of Storyboard** – Storyboards should show evidence of creativity by the 4-H member. The layout of the storyboard should illustrate a theme, mood, or spirit of an idea.
 - i. A good storyboard should have a strong focal point.
 - ii. Placement of the inspirational items should allow the eye to flow across all elements of the board without distracting from the design.
 - iii. “White space” or “blank space” should be kept in consideration. Too much or too little white space detracts from the design.
 - iv. Additional photos and other materials can be used to show the inspiration for the design. These additional materials should enhance the storyboard, without taking away from the original design.
 - b. **Quality of Workmanship** – Storyboards should be neat and demonstrate quality of workmanship.
 - c. **Consistent Color Palette** – Use a consistent color palette and theme throughout the board.

- d. **Fabric Samples, Trims, and Embellishments** – Fabric samples must be included on the board and be appropriate for the design illustrated. Trims and embellishments that would be used on the garment/outfit should be included, if applicable to the design.
- i. If the exact fabric swatch cannot be found, a “basic swatch” may be used to illustrate fabric type (denim, linen, etc.), and the 4-H member can draw out the detail.
 - ii. Examples of trims and embellishments would be top stitching, piping, buttons, etc.
- e. **Dimension** – Must use foam core board or mat board. Must be 20" x 30", displayed horizontally or vertically. Do not use poster board. Materials affixed to the foam core board or mat board may exceed the edges of the board.
- f. **Consistent Theme** – All elements are cohesive and support the design brief.
- g. **Originality of Designs** – All design illustrations and flats should be the original work of the 4-H member. The design may be hand drawn or computer drawn. No “copying and pasting” from someone’s design as seen on the Internet, in a magazine, or other sources for the original design.
- h. **Design Detail** – Should include the at least one Illustration and at least one Flat.
- i. *Illustration* – Include at least one main artistic and appropriate fashion illustration. At least one illustration must be on a model/croquis. The model/croquis does not have to be an original drawing and may be traced. See the example below.
<http://www.universityoffashion.com/fashion-croquis/>
 - ii. *Flats* – Include at least one flat. Flats are working drawings that are not on a model/croquis that illustrate other views like you would find on a dressmaker’s pattern envelope. The flats should depict the garment from other views and details. See the example below.

Flats combine style with information. You have created an original design and now you need to be able to create a drawing to help someone else see how to make it. Flats are drawn to define shape, fit, construction and sometimes fabrication. Flats are more factual than the same garment drawn on the figure, posed for dramatic looks. They show how a garment is to be made versus how it will be worn.

These drawings for fashion manufacturing are always drawn looking at the garment, never at an angle. Consider this your only means of communication to the seamstress; if you leave out a particular detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.

Flats

showing other views



Pictures taken from: www.designersnexus.com

Illustration

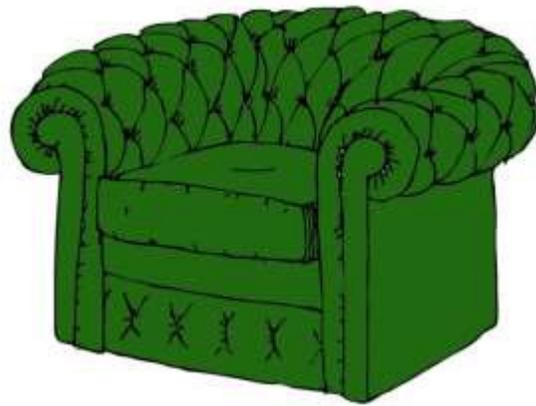
outfit drawn on a model/croquis



Jewelry Design – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc.

Non-wearable – can include details on construction materials and dimensions.





- i. **Titles/Labels** – The title for each storyboard must be: **Fashion Design to the Rescue**
- j. A subtitle **may** be used for a more personalized name of the design. Labels may be included to enhance the storyboard or to clarify a point, but they will not be required.
- k. **Design Brief** – Storyboards should follow the design brief and category descriptions.

TEXAS 4-H FASHION STORYBOARD WEBSITE

<http://fcs.tamu.edu/clothing/4h/packet/fashion-storyboard-resources/>