

FASHION STORYBOARD

Fashion design is an aspect of the fashion industry separate from construction and consumer education. Designers create storyboards which tell the story of the designer's idea. This new competitive area is a modification of this concept. The purpose of this contest is to give members an opportunity to create a storyboard of their original design. Members are given the opportunity to gain knowledge about the career responsibilities of the designer and illustrator, enhance creativity and originality, and develop visual communication skills.

General Guidelines:

What can I design?

Wearable - clothing that can be worn; can be for either gender, any age.

Accessories - like belts, purses, bags, hats, etc.

Jewelry - includes necklaces, bracelets, rings, earrings

Non-wearable - includes pillows, organizers, holiday items, stuffed animals, items for the home

Pet Clothing - includes items that can be worn by a pet or any other animal.

Include only 1 garment or outfit design for the board. Can provide up to 2 variations of the same design.

Illustrations of designed garments should be original drawings and should not be computer generated. You may use clippings or photographs to show the inspiration for your design, but your design must be original and your drawings must be your own. At least one of the illustrations should be on a model or croquis. The model may be a template or traced.

Include at least one illustration and at least one "flat" (like seen on the back of the pattern envelope) which shows another view and the details of the lines. Flats define shape, fit, construction. Illustrations show the drama & how the garment

will be worn. Your drawings communicate to the seamstress how to create the garment.

Include swatches of the fabrics you would use, trim, etc. If you cannot find the exact thing you have in mind, you can pick some similar item and then draw the design of the fabric, trim, etc.

Identify your market focus. (Who would buy this? Why would it appeal to this population?)

Provide a list of materials that are needed to create the design, and a cost estimate.

Mount all illustrations, swatches, etc. on the board. You may use poster board or core board, foam board or mat board. Maximum size is 20 x 30.

Labels may be used on the board to enhance the story.

Label the back of the display with name, 4-H age, and category such as wearable, pet wear, jewelry, etc. Answer the following question in 100 words or less, and affix to the back of the display.

***Where did you get the idea for your design? What was your inspiration?
What makes your design different from others on the market?***

Judging will be divided into categories of : Beginner, Intermediate, & Senior.

Competition Rubric:

Originality (design illustrations & flats are originals of the 4-H member. No copying of designs from the internet, etc.)

Neatness/workmanship (lines are clean, work is neat)

Visual Appeal & creativity (theme, mood, spirit of the idea conveyed. Strong focal point, eye flows through the design, white space is balanced, additional materials enhance but do not detract from original design)

Consistent color palette throughout the board

Completeness of project (tells the "story" of the design)