

Texas 4-H and Youth Development Program

DATE: February 26, 2013

TO: District IV Agents
District IV County Offices

FROM: Derrick Bruton
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4-H & Youth Development
District IV

Tamra McGaughy
County Extension Agent
4-H and Youth Development
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SUBJECT: **District IV 4-H Fashion Storyboard Contest**

CONTEST INFORMATION

1. Date.

Awards will be presented on Saturday, May 4, 2013.

2. Location.

Texas A&M Commerce Student Center - Commerce, TX

3. Schedule.

- Contestants must be registered through 4-HConnect by midnight April 5, 2013.
- Completed storyboard turned in to Hopkins County Extension Office or District IV 4-H Office by April 8, 2013.
- Entries will be displayed at Texas A&M Commerce on Saturday, May 4, 2013.

4. Registration.

Each participating member is required to register on 4-H Connect and pay the \$10 contest registration fee. The deadline to register on 4-H Connect is midnight Friday, April 5, 2013. Agents, please ensure all information on 4-H Connect is correct before certifying on the county level. Following the deadline, incomplete entries will be declined and members will be ineligible to compete. **No late entries will be accepted.**

5. Participation.

Participants must be 4-H members currently enrolled in a Texas 4-H & Youth Development county program and actively participating in the Clothing & Textiles project. Contestants must also be academically eligible (according to UIL rules) to compete on the day of the contest. Storyboard contestants are not required to attend unless they are competing in another contest however, if a 4-H member/adult chooses to attend to view the display they may do so. Storyboard awards will be presented during the Fashion Show awards program.

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6. Age.

Age divisions are determined by a participant's age as of September 1 of the current 4-H year. Age divisions for this contest are:

Junior	8 and in the 3rd grade, 9, or 10
Intermediate	11, 12, or 13
Senior	14, 15, 16, 17, or 18

7. Entries per county.

A 4-H member may enter only one storyboard. Contestants advance from county to district. There are no limits to the number of Fashion Storyboards that a county may enter at the district contest. 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.

8. Awards.

The top five placing contestants in each category will be recognized during the awards program. The district will send the top three (3) placing entries in each of the five (5) categories: Wearable, Accessory, Jewelry, Non-Wearable, and Pet Clothing.

9. Participants with disabilities.

Any competitor who requires auxiliary aids or special accommodations must contact the District Extension Office, or note when registering on 4-H Connect, at least 2 weeks before the competition to request such needs.

10. Fashion Storyboard Guidelines.

A. Design Brief.

The following design brief serves as the direction for the 2013 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

"Be True to Who You Are" - As Dr. Seuss says, "Why fit in when you were born to Standout!" Who cares what anyone else thinks. Go with your emotion. Show your passion! Show the you that is you in your original fashion.

B. Participation and Level of Competition.

A 4-H member may enter only one storyboard. Contestants advance from county to district. There are no limits to the number of Fashion Storyboards that a county may enter at the district contest.

C. 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.

D. Submission of Storyboard.

Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. Completed storyboards must be delivered to the Hopkins County Extension Office or District IV 4-H Office by Friday, April 8, 2013.

E. 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.

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F. Number of garments designed.

Focus on one garment/outfit for the storyboard. Contestants may provide up to two (2) variations of the original design.

G. 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.

- 1. Wearable:** Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.
- 2. Accessory:** Includes items such as belts, purses, bags, hats, etc.
- 3. Jewelry:** Includes necklaces, bracelets, rings, and earrings.
- 4. Non-Wearable:** Includes items such as pillows, organizers, holiday items, stuffed animals, items for the home, etc.
- 5. Pet Clothing:** Includes items that can be worn by a pet or any other animal.

H. Scoring.

Storyboards will be evaluated based on the 4-H Fashion Storyboard Score Sheet.

I. Each Storyboard must conform to and will be evaluated based on the following, but is not limited to:

- 1. 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.
 - a. A good storyboard should have a strong focal point.
 - b. Placement of the inspirational items should allow the eye to flow across all elements of the board without distracting from the design.
 - c. "White space" or "blank space" should be kept in consideration. Too much or too little white space detracts from the design.
 - d. 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.
- 2. Quality of Workmanship** – Storyboards should be neat and demonstrate quality of workmanship.
- 3. Consistent Color Palette** – Use a consistent color palette and theme throughout the board.
- 4. 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.
 - a. 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.
 - b. Examples of trims and embellishments would be top stitching, piping, buttons, etc.
- 5. Dimension** – Must use foam core board or mat board. Must be 20" x 30", displayed horizontally or vertically. Do not use poster board.
- 6. Consistent Theme** – All elements are cohesive and support the design brief.

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7. 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.

8. Design Detail – Should include the at least one Illustration and at least one flat.

a. 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 on the next page.

b. 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
showing other views
i.



Pictures taken from: www.designersnexus.com

Illustration
outfit drawn on a model/croquis

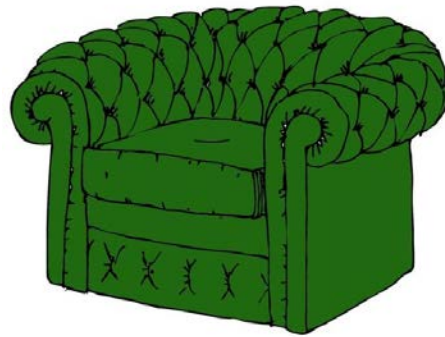
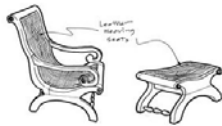
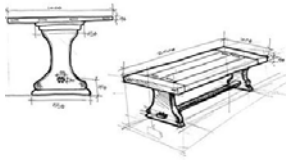


Jewelry Design – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc.

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

9. Titles/Labels – The title for the storyboard should be the same as the Design Brief: **Be True to Who You Are**. 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.

10. Design Brief – Storyboards should follow the design brief and category descriptions.

11. Resources.

- Texas AgriLife Extension Resources
 - o 4-H Fashion Storyboard - http://texas4-h.tamu.edu/storyboard/index_storyboard.php
 - o Fashion Storyboard guidelines
 - o Examples of Fashion Storyboards
 - o PowerPoint presentations
 - o YEA 4-H! Clothing Lessons – K-2, 3-5, and 6-8
 - o 4-H Fabric and Fashion Design Curriculum
- Iowa State University Extension
 - o Design Exploring the Elements & Principles – <http://www.extension.iastate.edu/Publications/4h634.pdf>
 - o Unraveling the Mystery of Design Elements and Principles in Clothing – <http://www.extension.iastate.edu/Publications/4H313.pdf>
 - o Explaining the Elements and Principles of Design (PowerPoint presentation) – available at <http://fcs.tamu.edu/>
- Books

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- o Portfolio Presentation for Fashion Designers by Linda Tain, ISBN: 1-56367-252-9
- o Fashion Sketchbook by Bina Abling, ISBN: 978-1-56367-447-1
- o 9 Heads: A Guide to Drawing Fashion by Nancy Riegelman, ISBN: 978-0132238441
- Web Resources
 - o <http://www.designersnexus.com/> (includes free downloadable croquis)
 - o <http://www.fashion-templates.com/>
 - o <http://www.artdesignfashion.com/>
 - o <http://onlinefashionstudio.net/>
 - o www.fashion-era.com

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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

County: _____

Name: _____

Birthday: _____

4-H Age (as of 8/31/12): _____

I do hereby consent and agree that Texas 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: _____

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?

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Agent Assignments

Chair Tamra McGaughy
Co-Chair

Awards District IV 4-H Office

Set up display Tamra McGaughy

Accept entries Hopkins County and District IV Offices

DB

Cc Dr. Chris Boleman
Dr. Darrell Dromgoole
Mr. Hurley Miller
Dr. Susan Ballabina

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

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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.

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