

Storyboard Contest Memo

Covid-19 Disclaimer: At this time we are posting dates of the Contest. We are working diligently to try and host our contests, but due to the ever-changing Covid-19 conditions, these deadlines could change. Thank you in advance for your understanding and patience as we navigate these circumstances.

Date: March 12, 2021

(Due to Covid-19 Guidelines the date and location are subject to change)

Location: TBD

Schedule: Tentative schedule below. Times are subject to change.

Boards due at County Level: Check with your County Extension Agent

Boards due to District IV: March 12, 2021

Registration. Each participating member is required to register on 4-HOnline and pay the district \$12.00 contest registration fee. Registration will begin on February 19, 2021 and closes at midnight March 5, 2021. No late entries will be accepted.

Participation. Contestants must be active 4-H members enrolled in a Texas 4-H and Youth Development county program in District IV. Contestants must also be academically eligible (according to UIL rules) to compete on the day of the contest. A contestant may compete as an individual or as a member on a team.

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

- Junior (3rd, 4th, & 5th grades)
- Intermediate (6th, 7th, & 8th grades)
- Senior (9th, 10th, 11th, & 12th grades)

Entries per County. A 4-H member may enter only one storyboard. Each county may enter unlimited storyboards per age division listed above. All senior-level 4-H members may advance to the state invitational Fashion Storyboard contest, regardless of participation in the District IV Fashion Storyboard contest.

Awards. 1st through 5th place individual awards in each age division will be presented.

Participants with Disabilities. Any competitor who requires auxiliary aids or special accommodations must contact the District Extension Office or Denita Young at djyoung@ag.tamu.edu, or note when registering on 4-H Online, at least 2 weeks before the competition to request such needs.

Design Brief. The following design brief serves as the direction for the 2021 Storyboards. 4-H members should create their Storyboard around their interpretation of the design brief.

- Theme - Reinventing Fashion with History. See how history shaped fashion through the decades; from the roaring 20's to the groovy 70's, from the classic 30's to the vibrant 80s and the fashion "mash-up" during the 2010's. Each decade has its own style, look at the events, music and politics that influenced design during the different decades. This year reinvent fashion by the events that happened in a previous decade or a decade yet to come.

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Contest Rules. District IV follows the rules set forth in the [Texas 4-H Fashion Storyboard General Rules/Guidelines](#). Juniors/Intermediates may submit a physical or virtual board. Seniors may enter a virtual board only.

1. **Format.** Junior and Intermediate 4-H members may submit a digital or physical storyboard. Seniors may only submit a virtual storyboard. Storyboards can be created using a digital platform including but not limited to Canva, PicMonkey, InDesign, Illustrator, Photoshop, Adobe Illustrator, and PowerPoint. All entries must be saved as a PDF, jpeg, jpg or png. Junior and Intermediate Contestants submitting a physical storyboard must use foam board in a size acceptable in sections 2 below and securely attach all components for a quality storyboard including design illustrations and flats, inspiration for the design, the design brief, and material swatches.
2. **Storyboard size requirements.** Depending on the platform that you are using there will be different pre-determined size templates, most will also include the option to select custom dimensions. Storyboard dimensions need to be between 18" and 24" (in one direction) and 24" and 30" (in the other direction. Recommended size is 18" X 24" .
3. **Participation and Level of Competition.** Storyboards will now be an invitational contest at the senior 4-H level. A 4-H member may enter only one storyboard.
4. **Number of garments/ designs.** Focus on one garment/design for the storyboard. Contestants may provide up to two (2) variations of the original design.
5. **Categories.** The following is a list of the categories and descriptions. Each storyboard should be entered in 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. Pet Clothing: Includes items that can be worn by a pet or any other animal.
 - e. Home Décor – items that are easy to move and make a home visually appealing, examples of home décor items include: throw pillows, table runner, or wall hanging.
 - f. Home Furnishings – items that make a home comfortable for living or working in. Examples include couch, ottoman, chair, tables, desks, beds, and the like.
6. **Scoring.** Storyboards will be evaluated based on the 4-H Storyboard Score Sheet.
7. Each Storyboard must conform to and will be evaluated based on the following, but is not limited to:
 - a. Visual Appeal 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.
 - Original design should serve as the focal point of the design.
 - Placement of the inspirational items should allow the eye to flow across all elements of the board without distracting from the design.
 - "White space" or "blank space" should be kept in consideration. Too much or too little white space detracts from the design.
 - 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. Cohesiveness of Imagery and Overall Aesthetic – Unified design elements throughout the board. Design elements can be anything including color, fonts, and images.
 - c. Consistent Color Palette – Use a consistent color palette and theme throughout the board.

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- 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.
 - If the exact fabric swatch cannot be found, a “basic swatch” may be used to illustrate fabric type (denim, linen, etc.).
 - Examples of trims and embellishments would be top stitching, piping, buttons, etc.
 - e. Balance – The visual weight of the elements on the storyboard. Visual elements should be placed in a pleasing arrangement to fulfill a purpose or achieve a desired look and feel.
 - f. Comprehensiveness – Visual design can help to convey a message regarding your design. The colors, images, text, and symbols selected should enhance the story of your design.
 - g. Originality of Design Illustration– The focus of the storyboard contest to display your original designs, not create knockoffs of designs that are already on the market. As the designer it is important use your imagination and inspiration to create fresh and novel ideas. 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 in Flats – Should include the at least one illustration and at least one Flat.
 - Flats – A flat sketch is a two-dimensional technical drawing which illustrates a garment with basic solid lines. It is like the “blueprint” of your design. The word “flat” refers to the way that they are drawn imagine the item is lying flat on a table so that you are viewing all details from either the front or the back.
 - i. Titles/Labels – The title for each storyboard must be: Reinventing Fashion with History Additional labels maybe added to the board as needed to provide details as related to the overall design of the board. 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.
 - j. Design Brief – Storyboards should follow the design brief and category descriptions.
 - k. Completeness – Storyboard follows the contest guidelines and includes an illustration, flat and inspiration pieces.
 - l. Image credit – List the photo credits for the pictures used in the storyboard. These will be included on the storyboard label.
8. **Board submission.** Each storyboard must be created by the 4-H member. Boards should be submitted by 4-H members, whether physically or virtually, to your County Extension Agent by their deadline. If unsure of your deadline, please contact your County Extension Agent. All virtual entries must be saved in a PDF, jpeg, jpg or png format.

County Extension Agents will submit virtual boards to Brittany Martin by January 22, 2021 via email. To submit physical boards, County Extension Agents should submit high-resolution photos of the front and back of the storyboard to Brittany Martin by January 22, 2021 via email.

Resources.

[Texas 4-H Fashion Storyboard General Rules/Guidelines](#)

[Texas 4-H Website for Fashion & Interior Design](#)

[Fashion Storyboard Label](#)

[Fashion Storyboard Scoresheet](#)

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Contest Superintendents. Questions regarding the District IV 4-H Fashion Storyboard Contest can be directed to Brittany Martin at Brittany.martin@ag.tamu.edu or Angel Neu at adneu@ag.tamu.edu.