



District IV 4-H Youth Development Program

Fashion Storyboard Contest Memo

Submit your board to your county extension agent by their deadline.

Boards due to District IV, to be submitted by your County Extension Agent: **March 11, 2024**

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 28, 2024 and close at midnight on March 9, 2024.** 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 and unlimited storyboards per category. 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 design brief has served as the inspiration and the direction of a 4-H member's original design for the 4-H Storyboard Invitational contest. "Dream" serves as the ultimate source of inspiration for this fashion concept. The concept revolves around the multifaceted nature of dreams, whether they are the surreal visions that captivate a sleeping mind or the vivid aspirations that fuel the conscious soul. The fashion narrative will blur the lines between reality and reverie, creating a visual story that celebrates the ethereal and the tangible. This concept invites designers to translate the essence of dreams into fashion, evoking a sense of wonder, mystery, and endless possibility.

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Designer's Choice

The designer will follow their own design process when creating their original design and storyboard.

Some of the steps to be used may include:

1. Determining what inspires you or what is your idea.
2. Research your inspiration – find pictures that represent your inspiration, include color inspiration and current trends related to your inspiration.
3. Create sketches of design ideas and continue to modify your sketches until you create your perfect design. Finalize your design illustration. Then create flats or technical drawings.
4. Select fabrics or other construction materials to be used in your design.

Contest Rules. District IV follows the rules set forth in the [2024 4-H Digital Storyboard Invitational Contest](#).

1. **Format.** Junior and Intermediate 4-H members may submit a digital or physical storyboard. 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.
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 file format.
2. **Storyboard size requirements.** Physical storyboard dimensions are required to be between 18" and 24" (in one direction) and 24" and 30" (in the other direction. Recommended size is 18" X 24". Digital storyboards do not have a size requirement, but check with your local county extension agent to determine if they have a requirement for digital board sizes due to email file size constraints.
3. **Number of garments/ designs.** Focus on one garment/design for the storyboard. Contestants may provide up to two (2) variations of the original design.
4. **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.

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5. **Scoring.** Storyboards will be evaluated based on the 4-H Storyboard Score Sheet. Judges' scores are final.
6. **Design Elements.** 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.
 - 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



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"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 is to be determined by the designer. The title should help the viewer to understand the overall theme or feel of the storyboard. A subtitle may be used for a more personalized name of the design. Descriptive labeling may be included to enhance the storyboard or to clarify a point, but they will not be required.
- j. Completeness – Storyboard follows the contest guidelines and includes an illustration, flat and inspiration pieces.
- k. Image Credit – List the photo credits for the pictures used in the storyboard. These will be included on the storyboard label.

7. **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.

District registration closes March 11, 2024 and County Extension Agents will submit board photos/files **(NO PHYSICAL BOARDS)** to Brittany Martin by March 14, 2024 via email to Brittany Martin at Brittany.Martin@ag.tamu.edu. To submit physical boards, County Extension Agents should submit a high-resolution photo of the front of the storyboard. Each storyboard entry file, no matter the board type or age division, should include a pdf copy of the "4-H Storyboard Label" with it, via email.

Boards submitted without labels will not be scored.

Resources.

[2024 General Rules/Guidelines](#)

[Label](#)

[Scoresheet \(For reference\)](#)

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.