

D8 4-H FASHION & INTERIOR DESIGN EVENTS

District Contest Information

Date: Tuesday, April 16, 2019

Location: Bell County Expo Center
 301 W Loop 121, Belton, TX 76513
www.bellcountyexpo.com

Time:

- See attached schedule.
- The Fashion Show & Duds to Dazzle Contests will be held on the same day. 4-H members may participate in both events. They will be judged in Fashion Show first, then compete in Duds to Dazzle.
- The concession stand will be open to purchase food for lunch or snacks.
- The schedule is TENTATIVE until entries are received and processed.

Deadlines: Please see your County Extension Agent for registration requirements and deadline.
<http://counties.agrilife.org/>

Paperwork for ALL AGE DIVISIONS:  Paperwork for **ALL AGE DIVISIONS** Fashion Show (Buying, Construction, Natural Fiber) must be uploaded as a single pdf file on 4-H Connect by the deadline.

Storyboards: In addition to the registration on 4-H Connect by March 22 the Storyboard must be physically in the **McLennan County Extension Office by Friday, March 29 by 5 pm.**



- All Storyboards must be received by this date. They must be **PHYSICALLY in the McLennan County Extension Office by this date and time.** Consider working with surrounding counties to make a plan to deliver them. They will most likely not withstand shipping.
- **DO NOT BRING THEM TO THE DISTRICT OFFICE.**
- Boards will be sent off for judging so it is imperative they're received by this date. All boards will be on display during Fashion Show and must be picked up upon completion of Fashion Show.

Entry Fee: \$10 per 4-H member per event

Late Entries. Late entries will be permitted with an additional:

- \$20 late fee per 4-H member up to 60 hours after the regular contest deadline (Monday at noon).
- No Duds to Dazzle teams may be added after the 60-hour late fee deadline.
- To add an individual entry (to Fashion Show, Natural Fiber, or Fashion Storyboard) or an individual member to a Duds to Dazzle team after the 60-hour deadline, a \$50 late fee per 4-H member will be assessed in addition to the regular registration fee.

D8 4-H FASHION & INTERIOR DESIGN EVENTS

TENTATIVE 2019 D8 4-H Contests Schedule

Fashion Show

Group Leaders

9:00 am – 9:15 am	Check in
9:15 am – 9:30 am	Orientation

Contestants & Judges

9:15 am – 9:45 am	Check in
9:45 am – 10:00 am	Orientation
10:00 am – 11:30 am	Interviews/Judging

Duds to Dazzle

Group Leaders

11:30 am – 11:45 am	Check in
11:45 am – 12:00 pm	Orientation

Contestants

11:45 am – 12:00 pm	Check in
12:00 pm – 12:15 pm	Orientation
12:15 pm – 1:15 pm	Preparation Phase
1:15 pm – 2:15 pm	Presentation Phase

Judges

11:30 am – 11:45 am	Check in
11:45 am - 12:15 pm	Orientation
12:15 pm – 1:15 pm	Preparation Phase
1:15 pm – 2:15 pm	Presentation Phase

Awards Presentation

Approximately 3:00 pm

D8 4-H FASHION & INTERIOR DESIGN EVENTS

General Rules & Guidelines

OVERVIEW

The 4-H Fashion Show is designed to recognize 4-H members who have completed a Clothing and Textiles project. The following objectives are taught in the Clothing and Textiles project: knowledge of fibers and fabrics, wardrobe selection, clothing construction, comparison shopping, fashion interpretation, understanding of style, good grooming, poise in front of others, and personal presentation skills.

PURPOSE

The Fashion Show provides an opportunity for 4-H members to exhibit the skills learned in their project work. It also provides members an opportunity to increase their personal presentation skills.

ELIGIBILITY REQUIREMENTS

- Membership.** Participants must be 4-H members currently enrolled in a Texas 4-H and Youth Development county program and actively participating in the Clothing & Textiles project.
- Age Divisions.** Age divisions are determined by a participant's grade as of August 31, 2018 as follows:

<u>Division</u>	<u>Grades</u>	
Junior	3*, 4, or 5	<i>*Must be at least 8 years old</i>
Intermediate	6, 7, or 8	
Senior	9, 10, 11, or 12*	<i>*Must not be older than 18 years old</i>

- Events.** There are four (4) events conducted at the District Fashion Show:

Fashion Show	3 age divisions (Junior, Intermediate, Senior)
Natural Fiber	Seniors only
Fashion Storyboard	3 age divisions (Junior, Intermediate, Senior)
Duds to Dazzle	2 age divisions (Junior/Intermediate, Senior)




There will not be a Trashion Show event.

- Number of Entries.** Participants may enter a maximum of one entry in each of the five (5) events.

Fashion Show	Buying or Construction Division
Natural Fiber	Cotton or Wool/Mohair/Alpaca
Fashion Storyboard	Accessory, Jewelry, Non-wearable, Pet Clothing, or Wearable
Duds to Dazzle	<i>Categories are not pre-assigned.</i>

Counties may enter a maximum of one entry in each division/category in Fashion Show and Natural Fiber. There are no limits to the number of Fashion Storyboards per county. There are no limits on the number of Duds to Dazzle entries per county.

5. **Qualifying for State.** Only Senior 4-H members are eligible to advance to state.
- a. Fashion Show: The district will send one (1) contestant from each of the four (4) categories in the Construction Division (Everyday Living, ReFashion, Semi-Formal to Formal, and Theatre/Costume) and one (1) contestant from each of the four (4) categories in the Buying Division (Business/Interview Attire, Fantastic Fashions Under \$25, Semi-Formal to Formal, and Special Interest). (Maximum of 8 entries.) If a participant qualifies for the Texas 4-H Fashion Show in Buying or Construction and in Natural Fiber, he/she will be able to compete in both at the Texas 4-H Fashion Show.
 - b. Natural Fiber Contest: The district will send one (1) contestant from each of the two (2) categories (Cotton and Wool/Mohair/Alpaca) in the Natural Fiber Contest. (Maximum of 2 entries.) If a participant qualifies for the Texas 4-H Fashion Show in Buying or Construction and in Natural Fiber, he/she will be able to compete in both at the Texas 4-H Fashion Show.
 - c.  Fashion Storyboard: The district will send the top three (3) placing entries in each of the six (6) categories (Accessory, Home Décor, Home Furnishings, Jewelry, Pet Clothing, and Wearable). (Maximum of 15 entries.)
 - d. Duds to Dazzle. The district will send one (1) team per category. (Or, if there are not enough District entries to make three categories, the top three (3) placing entries will qualify to advance.) Teams advancing to state will not automatically be assigned to the same category as they were at district.

D8 4-H FASHION STORYBOARD

Fashion Storyboard

1. **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.
2. **Purpose.** The purpose of the 4-H 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.
3. **Design Brief.** The following design brief serves as the direction for the 2019 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

Once Upon a Storyboard

Once upon a time in Texas 4-H, members are challenged to develop a storyboard entry inspired from children’s literature. All genres of children’s literature may be explored! Whether it is a classic fairytale like “Beauty and the Beast”, a book of poems such as “Where the Sidewalk Ends” by Shel Silverstein, or a famous folklore like “Goldilocks and the Three Bears”, let the pictures on the page characters in the story, and words themselves encourage your imagination and creativity to foster an original design.

4. **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.

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.

5. **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.



Submission of Storyboard. Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. The Storyboard will be physically due on the district deadline to the McLennan County Extension Office.

7. **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.
8. **Number of garments designed.** Focus on one garment/outfit for the storyboard. Contestants may provide up to two (2) variations of the original design.

9. **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. **Accessory:** Includes items such as belts, purses, bags, hats, etc.

b. **Jewelry:** Includes necklaces, bracelets, rings, earrings, etc.



c. **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.



d. **Home Furnishings:** items that make a home comfortable for living or working in. Examples include: coach, ottoman, chair, tables, desks, bed, and the like.

e. **Pet Clothing:** Includes items that can be worn by a pet or any other animal.

f. **Wearable:** Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.

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

11. **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. Storyboards can be 3-dimensional. 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 detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.

www.fashion-templates.com/technical-drawings.html

Flats
showing other views



Pictures taken from: www.designersnexus.com

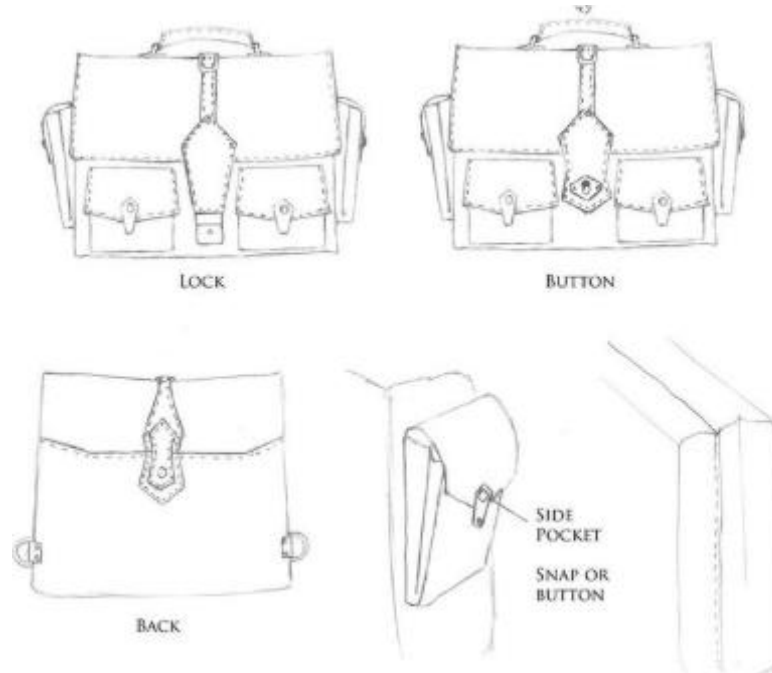
Illustration
outfit drawn on a model/croquis



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

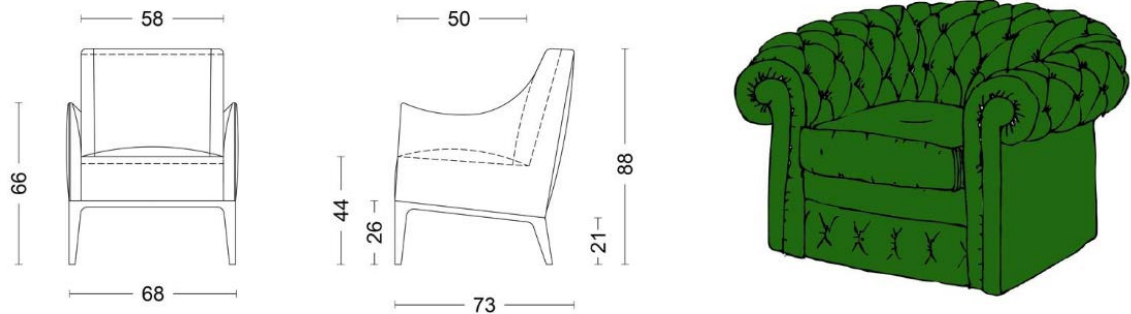


Accessory – flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc.



Sketch credit: <https://www.deviantart.com/marcusstratus/art/Shadow-Wulfe13-bag-sketches-211405584>

Home Décor and Home Furnishing – can include details on construction materials and dimensions.



Sketch credit: <http://www.danca.nl/productDetail-nona-50.html>

- i. **Titles/Labels** – The title for the storyboard should be the same as the Design Brief: Once Upon a Storyboard. Additional labels may be added to the board as needed to provide details as related to the overall design of the board.
 - i. 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.

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 Furniture Pet Clothing Home Decor

District: 8

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.

I have read and understand the foregoing statement, and I am competent to execute this agreement.

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 8

Age Division _____ Junior _____ Intermediate _____ Senior

Category _____ Wearable _____ Accessory _____ Jewelry _____ Home Décor _____ Pet Clothing _____ Furniture

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					
	Dimensions 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 - Includes design brief title and any additional labels that provide details as related to the overall design of the board. E= Used design brief title and additional labels correctly and enhances the overall design of the board G= Used design brief title, but did not include labels to enhance the overall design of the board or Used design brief title and included too many labels and detracts from the overall design F= Did not include the design brief title but used other descriptive labels N= No title or labels					
	Design Brief E= Excellent design for brief G= Meets brief, improvement needed F= Somewhat meets brief, needs improvement N= Design does not meet brief					



D8 4-H FASHION STORYBOARD

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.