December 1, 2014

Memo To:  District 1 County Extension Agents - (Ag, FCS & 4-H)
          District 1 4-H Program Assistants
Subject:  2015 District 1 4-H Fashion Show

Enclosed are the guidelines for the 2015 District 1 Fashion Show and Fashion Story Board Contests. Please read all guidelines carefully. The District 1 Fashion Show will be held at the Bushland High School, Bushland Texas.

1. The 2015 Clothing and Textiles Contests will be held on Saturday, May 2nd, 2015, at Bushland High School in Bushland, Texas. The Fashion Show will be held in the auditorium and interviews will be held in different classrooms in the building.

2. 4-H Connect will open up Monday, April 20, 2015, and participants must have entries submitted on 4-H Connect by midnight on Wednesday, April 29th. Counties must have entries certified by Thursday, April 30th, 2015, by 5:00 p.m. There will be an entry fee of $12.00. Fashion Show Paper work must be turned in to the District office on Friday, May 1st, by 9:00 a.m. That will also be Fashion Show Work Day so if your paperwork is not turned in on time, it will not be judged.

3. For questions, comments or concerns, please contact: Jeanene Montgomery -District 1 Clothing and Textiles Committee Chair 806-537-3882 or j-montgomery@ag.tamu.edu

4. Attached, you will find lists of resources, contest rules and guidelines, schedule for the day of the contest, important dates, and other contest specifics.

If you have suggestions or comments, please notify Jeanene Montgomery or Shawnte Clawson as soon as possible. We look forward to a quality 4-H experience for everyone!

Sincerely,
Brandon Dukes  Angela Burkham  Shawnte Clawson  Jeanene Montgomery
DEA  RPD-FCS  District 4-H Specialist  CEA-FCS

Clothing Committee: Jeanene Montgomery, Peggy Winegarner, Kay Rogers, Jill Killian, Haley Sprague, Molly Forman, Amy Wagner, Billie Peden, Amalia Mata and Misti Ivins.
Clothing and Textiles Contests -Important Dates and Other Information for 2015

April 20-April 29  4-H Connect open and closing dates

April 21  Submit judge’s information sheets (2 judges from each county). Fax or mail forms to the District office or email information to Jeanene Montgomery (j-montgomery@ag.tamu.edu)

April 30  Storyboard entries must be certified on 4-H Connect by 5:00 p.m.

April 30  4-H Connect entries for Fashion Show must be certified by 5:00 p.m.

May 1  All Fashion Show paperwork due to the District Office by 9:00 a.m.

May 1  Storyboards due in District Office by 9:00 a.m. for judging

May 2  District Fashion Show Contests at Bushland High School, Bushland, Texas

TBA  State Fashion Show entries must be received by Angela McCorkle

June 2015  Texas 4-H Fashion Storyboard State entries due

**Deadlines for STATE Clothing Contests:** The deadlines listed are the dates that applications and entries need to be postmarked.

4-H Clothing and Textile Advisory Board Applications (4-H members, volunteer leaders and agents)
  - December 15, 2014 and June 1, 2015

Trashion Show Video Application
  - April 1, 2015

4-H Quilt Challenge
  - April 15, 2015 is the entry deadline

Fashion Show Paperwork due
  - May 15, 2015
  - Submit two copies

Fashion Storyboard Check-in
  - Day of the event (TBA in State Round Up Packet Information)
Age Requirements:

Junior – youth will be 8 and in the 3rd grade or age 9 through age 10 as of August 31, 2014

Intermediate – youth will be age 11-13 as of August 31, 2014

Senior – youth will be age 14 or older as of August 31, 2014

Fashion Show Categories:

Junior and Intermediate Construction: Casual, Dressy, Active, Specialty and ReFashion
One piece of clothing must be constructed (i.e., constructed pajama pants and purchased t-shirt)

Junior and Intermediate Buying: Casual, Dressy, Active, Specialty, Embellished
The 4-Her may purchase or embellish a single item such as shorts, a skirt, or a blouse and purchase other garments as accessories. Accessory garments may be a sweater, blouse, t-shirt, etc. Other accessories that may be purchased include belts, shoes, hosiery, gloves, jewelry, hats, etc.

Category Descriptions

Casual, for school and casual after-school activities, such as spectator sports, picnics, and casual dates. Examples are pants, jeans, skirts, or shorts each with a top; jumpsuit, casual or sporty dress, skirt or pants with casual/sporty jacket, school coat, and coordinated separates.

Dressy, for ensembles worn to dressy activities such as dinner dates, theater, banquets, and job/scholarship interviews. Examples are men’s and women’s suits, dressy dresses, and dressy coats.

Active, garments suitable for strenuous outdoor activities and exercise. Ensembles should be accessorized appropriately. Garments in this category would be: jogging suits and shorts, jams, swimsuits, tennis ensembles, leotards, and ski-wear.

Specialty, limited to athletic and special-purpose garments. Examples are band, pep squad, and cheerleader uniforms; sleep wear; historical period garments and theatrical and circus-type costumes such as clown suits and ballet costumes. Garments in the category should not be suitable for ordinary daily activities.

ReFashion the result of modifying existing clothing or fabric item (such as table cloth or curtain) into something more fashionable. The main purpose of ReFashion is creativity, as well as sewing skills. The member designs and sews a wearable garment from previously used garments or fabric item. The completed
garment is different from its original use, not just an alteration. (Examples: neck ties sewn together to form a skirt or taking old t-shirts and making them into a skirt)

**Embellished** any purchased garment that has been embellished with various trims, beads. Iron-ons are allowed if used with other embellishments.

**Senior Construction:** Everyday Living, ReFashion, Semi-Formal to Formal, Special Interest

1. Garments may be constructed by sewing, knitting, or crocheting using new or recycled materials. Accessories may be purchased.
2. All garments worn garments that are visible (i.e., blouse under jacket or vest) during the interview process must be constructed.
3. In Construction, first place winners may enter the same category in which they have previously been awarded a first place entry at State.

**Senior Buying:** Business/Interview Attire, Fantastic Fashions under $25, Semi-Formal to Formal, Special Interest

1. All garments worn (garments that are visible – i.e., blouse under jacket or vest) during the interview process must be included in the buying worksheet.
2. In Buying, first place winners may enter the same category in which they have previously been awarded a first place entry at State.

**Registration:**

Each county may allow one contestant from each age and fashion show category to register for District competition. All participants in District Fashion Show must have competed on the County level. The Extension Agent will certify their qualifying contestants by 5:00 p.m., Thursday, April 30th. Late or incomplete registrations will not be accepted.

**Record Forms:**

The proper paperwork for each entry will be placed in a file folder with the following information in the TOP RIGHT-HAND corner of the folder (as if you were looking at folder in the file drawer):

Name
County
Age Division
Category

TWO sets of paperwork, which includes a score card and the record form (stapled together) and fashion show script on a 3x5 card, will be submitted in the folder. If participant is entering the Natural Fibers contest check the appropriate box on the entry form and include two copies of the Natural Fibers score card. Score cards must be printed/copied on the following colors of paper:
Junior- GREEN
Intermediate – PINK
Senior – WHITE

**Fashion Show Script**
On a 3x5 card, submit a 30 to 50 word script that will be read at the District Fashion Show. The script needs to include and be in paragraph format:

1. Name and county of 4-H member
2. What do they like about 4-H
3. What was a community service project or activity they participated in during their clothing project; or state an interesting fact about them.

Example: Susie Clover is from Green county and she has been in the Clothing Project for 2 years. Susie likes participating in 4-H because she likes doing things with her friends. This year Susie’s county group donated toiletry items to help people staying at the Ronald McDonald House.

On the other side of the 3x5 card (you can print off on a mailing label) place the name, county, age, and category of the participant.

**Contest:**
The District Fashion Show will be held at Bushland High School located at 2300 Wells Street, Bushland, Texas.

The schedule for the day is as follows:

8:30 A.M.  Agent Orientation & Judges Orientation
8:45 A.M.  Arrival & check-in of Fashion Show contestants. All contestants will need to check in at the registration table, dressing rooms will be designated the day of the event at the registration table.
9:00 A.M.  Judging Begins – Practice for Style Show will take place at this time as well. Style show will be in the auditorium.
11:45 A.M.  Style Show and awards.

Public display will be set up for the Arts and Craft Show and Story boards. Awards will be attached to arts and crafts and storyboard entries.

All Agents: Please stay after your assignment is complete in case we need your help in other areas. Agent responsibilities may need to be adjusted. Please let Jeanene Montgomery know if you have a conflict with your assignment.
Fashion Show Judges Information Sheet

FROM EVERY COUNTY

Complete the following form and submit to District Office by April 21, 2015 by 9:00 A.M. We are asking each county to submit at least 2 names of people to serve as judges for Interview Judging. If you know of a third person you feel would be a good judge, but they do not live in your county, please submit their name also. Your help is greatly appreciated. We also ask that you suggest a retail person for the Buying Division, if you know of one.

NOTE: Please ask all possible judges if they could perform this service before you submit their name. Explain to them that if they are selected, they will be contacted by you as well as through the District Office at a later date.

1. Name, Address, City, Zip, Phone __________________________________________
   _______________________________________________________________________
   Circle one or more of the following:
   Retailer   4-H Leader   Home Sewer   Sews for Public
   4-H Clothing Project Leader   Other (explain)
   Place of employment if in clothing field. Please explain why you feel this person would be a good judge.
   _______________________________________________________________________
   Desired Division & Category to judge __________________________________________
   Does this person have a child participating, if so, what division(s) and category(s)?
   _______________________________________________________________________

2. Name, Address, City, Zip, Phone __________________________________________
   _______________________________________________________________________
   Circle one or more of the following:
   Retailer   4-H Leader   Home Sewer   Sews for Public
   4-H Clothing Project Leader   Other (explain)
   Place of employment if in clothing field. Please explain why you feel this person would be a good judge.
   _______________________________________________________________________
   Desired Division & Category to judge _________________________________________
   Does this person have a child participating, if so, what division(s) and category(s)?
   _______________________________________________________________________
3. Name, Address, City, Zip, Phone  

Circle one or more of the following:
Retailer   4-H Leader   Home Sewer   Sews for Public

4-H Clothing Project Leader   Other (explain)

Place of employment if in clothing field. Please explain why you feel this person would be a good judge.

Desired Division & Category to judge

Does this person have a child participating, if so, what division(s) and category(s)?

Please list any senior 4-H members or volunteers who would be willing to serve as assistants or runners at the District Fashion Show. This is a good opportunity for District leadership.

1. Name___________________________ 2. Name_____________________________
Address_____________________________ Address_____________________________
Phone_______________________________ Phone______________________________

Please list any senior 4-H member who would like leadership during the Fashion Show. Speaker, lead pledges, give participation ribbons, etc.

1. Name___________________________ 2. Name_____________________________
Address_____________________________ Address_____________________________
Phone_______________________________ Phone______________________________
2015 Panhandle District 1 4-H Fashion Show
Tentative Agent Assignments

Public Fashion Show Modeling: Line Up Models
   Wendy Hazzard & Amy Wagner

Decorations for Stage
   Molly Forman & Wendy Hazzard

MC, Awards Presentations - Participation Ribbons
   Clothing Committee Youth, District Council
   And District 1 EEA Representative

Registration Table
   Amalia Mata and Misti Ivins

Orientation of Judges
   Shawnte Clawson

Orientation of Agents
   Tanya Holloway

Holding Area Supervisors &
   line up contestants for judging
   Shelby Wilson & Jill Killian

Tabulation
   Jeanene Montgomery, Joan Gray-Soria, &
   Kyle Stewart

Natural Fibers Contest
   Peggy Winegarner

Judging assistants. Keep schedule.
   Elizabeth Grisham, Billie Peden, Haley Sprague,
   Cassidy Peek

Check score sheets for completeness.

Publicity - Pictures & Article
   Kay Ledbetter & Molly Forman

Programs - Covers
   Linda Bice (District Office)

Fashion Story Board (prior to event)
   Kay Rogers

Evaluations
   Clothing Committee

Hospitality - Water for Judges
   Shawnte Clawson

Edith Lois Wilson Award
   Wendy Hazzard
2015 Texas 4-H Fashion Show: Natural Fiber Contest

General Rules and Guidelines

OVERVIEW
4-H members participating in the Natural Fiber Contest are encouraged to study, promote and use cotton, wool, and mohair—natural fibers produced in Texas.

PURPOSE
The purpose of the Fashion Show Natural Fiber Contest is an opportunity for 4-H members to exhibit the skills learned related to Cotton and Wool/Mohair. To recognize 4-H members who do outstanding work in a clothing project that includes the study of cotton or wool, and mohair.

ELIGIBILITY REQUIREMENTS
1. The Natural Fiber Contest has two categories: cotton and wool/mohair. The entry in the Natural Fiber Contest does not have to be the same entry as the Fashion Show Buying or Construction entry.
2. The garment selected can be constructed or purchased. Once a contestant has won first place at the state contest in one category (cotton or wool/mohair), he/she is no longer eligible to compete in that category.
3. Garments need to meet the specific requirements of either Wool/Mohair/Alpaca or Cotton. See the table below for specific requirements.
4. If the Fashion Show Entry Form does not show that the entry meets the eligibility requirements, the entry will be disqualified.
5. Once a contestant has won first place at the state contest in one category (cotton or wool/mohair), he/she is no longer eligible to compete in that category.

<table>
<thead>
<tr>
<th>Fiber Type</th>
<th>Eligibility Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>Each garment entered must contain a minimum of 60% cotton. Knowledge of fiber characteristics, production, and end use is required.</td>
</tr>
<tr>
<td>Wool/Mohair/Alpaca</td>
<td>Each garment entered must contain a minimum of:</td>
</tr>
<tr>
<td></td>
<td>• 60% wool and 40% other fiber</td>
</tr>
<tr>
<td></td>
<td>• 60% mohair and 40% other fiber</td>
</tr>
<tr>
<td></td>
<td>• 60% blend of the two fibers and 40% other fiber</td>
</tr>
<tr>
<td></td>
<td>• 100% wool/mohair blend is also acceptable</td>
</tr>
</tbody>
</table>

NECESSARY FORMS
For Seniors, the 2015 Texas 4-H Fashion Natural Fiber Entry Form is required for participation at the District 1 4-H Fashion Show. Juniors and Intermediates must check the Cotton or Wool box on their entry form and include the fiber content of their garment on their entry form to be eligible to participate in the Natural Fibers contest. Agent will submit 2 copies of the natural fiber score card in the participant folder.

JUDGING CRITERIA
For Seniors the Fashion Show Natural Fiber judging is based on the 2015 Fashion Show Natural Fiber Score Sheet. Juniors and Intermediates will be judged on their knowledge of fiber characteristics, fiber, fabric, and garment care, appearance, fit and fashion ability of the garment entered.

2015 4-H Quilt Challenge Contest and Community Service Project

The Quilt Challenge and Community Service project will provide youth with the opportunity to utilize their sewing skills gained in the 4-H Clothing and Textiles project to complete a blanket that will be donated to a charity for someone in need. The quilt portion of the challenge allows 4-H members to expand their sewing skills to include quilt design and construction.

For more information go to:  

TRASHION SHOW

4-H teams will submit a video application. All videos must be submitted by uploading to YouTube by the April 1, 2015, deadline. A team of judges will evaluate the entries, and the top 10 entries will be asked to compete in the Trashion Show Invitational event. The teams chosen will go through an interview process and model their garment in the Fashion Show at Texas 4-H Roundup.

ELIGIBILITY REQUIREMENTS

The contest is open to any Intermediate or Senior-level 4-H member who has a desire to turn trash into fashion, to create fun wearable garments from discarded material, and to recycle and repurpose “junk” into fabulous and fantastic fashion. Entrants are encouraged to let their imaginations go, be wildly inventive, and to “think outside of the recycle bin.”

Ideas and creations submitted for entry must be the original work of the submitting entrant(s). Submissions will include an online entry form and a video no longer than 6 minutes in length promoting their Trashion Fashion. Instructions on uploading a video to You Tube are available on the Texas 4-H website. Videos must be submitted by uploading to You Tube by the designated deadline. A direct link to the video must be provided when the team completes the online entry form. The online entry form is available at: http://fcs.tamu.edu/clothing/4h/packet/index.php.

RULES

1. Fashions must be made from at least 75% recyclable or reused materials that would otherwise be thrown away or recycled. These fashions can include cardboard, steel/tin, recycled fabric or clothing, aluminum, plastics, paper cartons, chipboard, newspaper, mixed papers (magazines, junk mail, and catalogs), paper bags, and glass. Vintage or used clothing will not be accepted unless it has been significantly repurposed and redesigned into something substantially “new.”

2. Contest pieces must be durable enough for wear throughout the all contest levels of the Fashion Show.

3. Entries may include 1 to 4 people on their Trashion design team. Each entry must provide its own model. The model does not have to be part of the design team.

4. Entrants must submit their paperwork by 5 p.m. on April 1, 2015. 4-H members may submit their video entry at any time during the 4-H year up until the April 1, 2015, deadline.
5. Footwear, jewelry, purses, and other accessories may be used to enhance the overall costume.

6. Provide an “environmental factoid” that connects with your fashion to be read on stage (i.e., Angie’s dress is made of 138 sheets of paper. In the U.S., we throw away 4.5 million tons of office paper each year).

7. If the Trashion Show Entry Form does not show that the entry meets the eligibility requirements, the entry will be disqualified.

For more information go to: http://fcs.tamu.edu/clothing/4h/packet/2015/12-2015-trashion-show-guidelines.pdf

District 1 Community Service Activity

ONE MILLION PILLOWCASE CHALLENGE: This year’s District 1 Clothing and Textiles Community Service project will be to construct pillowcases. The pillowcases may be donated to the organization of your choice. The number of pillowcases each county donates must be turned in at registration the day of the District 1 Fashion Show. Please let us know the organization/group the pillow cases are donated to. The county with the most pillowcases donated will win the traveling trophy. You can find more information on the pillowcase challenge at: http://fcs.tamu.edu/clothing/4h/index.php
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.

PURPOSE

The purpose of the 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.

DESIGN BRIEF

The following design brief serves as the direction for the 2015 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

*Inspired by Art*

Create a fashion piece inspired by art. Sculpture, painting, taxidermy...or any other visual art can spark your imagination and creativity! It might be the merging of colors and textures, eccentric imagery or just its simplicity that inspires you. Inspiration comes from great works of art as well as little known artists. Whatever art piece makes you stop and look twice can be used as inspiration. Create a fashion piece inspired by art. Sculpture, painting, taxidermy...or any other visual art can spark your imagination and creativity! It might be the merging of colors and textures, eccentric imagery or just its simplicity that inspires you. Inspiration comes from great works of art as well as little known artists. Whatever art piece makes you stop and look twice can be used as inspiration.

GENERAL RULES

1. **Participation and Level of Competition.** A 4-H member may enter only one storyboard. Contestants advance from county to district. 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.

2. **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.

3. **Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. The Fashion Storyboard must be submitted to your local county Extension office. Senior Storyboards placing 1st, 2nd, or 3rd at District 1 please note: Entering completion is by submitting the Fashion Storyboard only. There will not be an interview. The Fashion Storyboard must be checked-in during Roundup. **Do not mail.** The specific time and location for check-in will be announced in the Texas 4-H Roundup materials.

4. **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.

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

6. **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. **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, and earrings.
   d. **Non-Wearable:** Includes items such as pillows, organizers, holiday items, stuffed animals, items for the home, etc.
   e. **Pet Clothing:** Includes items that can be worn by a pet or any other animal.

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

8. **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.

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 – Must include 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.

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. *Flats 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 particular detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.


<table>
<thead>
<tr>
<th>Flats</th>
<th>Illustration</th>
</tr>
</thead>
<tbody>
<tr>
<td>showing other views</td>
<td>outfit drawn on a model /croquis</td>
</tr>
</tbody>
</table>

Pictures taken from: [www.designersnexus.com](http://www.designersnexus.com)

**Jewelry Design** – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc.
Non-wearable – can include details on construction materials and dimensions.
   i. Titles/Labels – The title for each storyboard must be: Be True to Who You Are

ej. 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.

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

9. Judges’ decisions are final. Placement awarded based on meeting score card criteria.

TEXAS 4-H FASHION STORYBOARD WEBSITE

### 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.

<table>
<thead>
<tr>
<th><strong>Purpose</strong></th>
<th>The purpose will be to create a storyboard of your original design based on the design brief.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Focus</strong></td>
<td>Who would you market this design to?</td>
</tr>
<tr>
<td></td>
<td>What age?</td>
</tr>
<tr>
<td></td>
<td>What are their likes and interests?</td>
</tr>
<tr>
<td></td>
<td>How much would they (or their parents) be willing to spend?</td>
</tr>
<tr>
<td></td>
<td>How would you promote this product?</td>
</tr>
<tr>
<td><strong>Creating an Original Design</strong></td>
<td>Where did you get the idea for your design?</td>
</tr>
<tr>
<td></td>
<td>What was your inspiration?</td>
</tr>
<tr>
<td></td>
<td>What makes your design different from others on the market?</td>
</tr>
<tr>
<td></td>
<td>Think about the design elements and principles used in the design.</td>
</tr>
<tr>
<td></td>
<td>How do you use those elements and principles to enhance the design?</td>
</tr>
<tr>
<td></td>
<td>What is your marketing plan?</td>
</tr>
<tr>
<td><strong>Quantity</strong></td>
<td>For this contest, you will be creating a single board.</td>
</tr>
<tr>
<td><strong>Materials List</strong></td>
<td>See the list on the following page.</td>
</tr>
<tr>
<td><strong>Visual Elements</strong></td>
<td>The visual elements that make up a professional board presentation fall into three basic categories: photographs/photocopies, fabric/trims, and figure/flat sketches.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Fabrics &amp; 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.</td>
</tr>
</tbody>
</table>
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.
Junior and Intermediate Questions

1. Name 3 things you learned in your clothing project this year
2. What is the fiber content of your outfit?
3. What are the characteristics of the fibers in your garment?
4. What are the care requirements for your garment?
5. What was the total cost to make your garment? (construction)
6. What was the total cost of your outfit? (buying)
7. Did you have any special fitting problems or did you have to alter your garment in any way?