

**Austin County
Entry Information
Packet
for
Clothing & Textiles**

Fashion Show
Story Board
Clothing Project Opportunities

Fashion Show

Contest: February 22, 2018
Place: County Extension Office
Time: 6:00 p.m.
Entry Deadline: February 16, 2018

FASHION SHOW & STORYBOARD CONTEST

Information & Guidelines

FASHION SHOW EVENT INFORMATION

The 4-H Fashion Show is an optional activity open to all 4-H members who have completed a clothing project. The purpose of the following requirements is to provide as fair an opportunity as possible for participation by as many outstanding 4-H members as possible. The requirements given below apply to all 4-H members who plan to participate in the county contest. Failure to comply with the requirements will result in disqualification or penalty deductions from the final score.

OBJECTIVES

To recognize 4-H members who have excelled in clothing projects and exhibit skills in the following:

- Application of knowledge of fibers and fabrics to wardrobe selection.
- Clothing construction or comparison shopping.
- Fashion interpretation and understanding of style.
- Good grooming and poise.
- Modeling and presentation of themselves and their garments.

ELIGIBILITY

All contestants must be enrolled in 4-H and actively participating as a 4-H member.

DIVISIONS

The Fashion Show has two divisions: buying and construction.

A 4-H member may enter only one Fashion Show category in only one division.

All garment entries must be worn during judging. Garments worn must make a complete ensemble and must ordinarily be worn together.

BUYING DIVISION GUIDELINES

In the Buying Division, comparison shopping may include department stores, boutiques or specialty stores, mail order catalogs, outlet stores, re-sale shops, and professional seamstresses.

All garments worn (garments that are visible, i.e. blouse under jumper) during the interview process must be included in the buying worksheet. Information from the worksheet will be evaluated by a panel of judges, so the worksheet needs to be complete. Judges will ask questions about the garments and the comparison shopping experience.

CONSTRUCTION DIVISION GUIDELINES

Garments may be constructed by sewing, knitting, or crocheting using new or recycled materials. Accessories may be purchased.

Juniors & Intermediates: It is not necessary to construct all garments worn during the contest. For example, a 4-H member may construct a skirt and purchase a blouse to wear with it. Only the skirt will be judged on construction, and the blouse will be judged as an accessory. Enter the appropriate information on the Construction Division Worksheet. Information from the worksheet

will be evaluated during the judging so the worksheet must be complete.

Seniors: All garments worn (garments that are visible, i.e. blouse under jumper) during the interview process must be constructed. Accessories may be purchased.

JUNIOR AND INTERMEDIATE CATEGORY DESCRIPTIONS

CONSTRUCTION CATEGORY DESCRIPTION (JR/INT)

Everyday Living	Includes casual sportswear, weekend-wear, sleepwear, clothing for school, casual after-school events, or hanging out with friends
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)
Dressy	For ensembles work 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.
Special Interest	Garment intended for use as a costume, which would include stage production. May be sewn from fabric or from another garment. These garments may be unusual or innovative materials; imaginative but wearable.

BUYING CATEGORY DESCRIPTION (JR/INT)

Everyday Living	Includes casual sportswear, weekend-wear, sleepwear, clothing for school, casual after-school events, or hanging out with friends
Fantastic Fashions under \$25	This category is designed to expand the 4-H member's shopping experience to include different shopping venues. Outfits must be purchased at a garage sale, consignment store, Goodwill, Salvation Army, or other retail business. Receipts are required for everything that is visible during the interview, except shoes. Receipts for garage sales can be handwritten. This includes jewelry and accessories. Do not need to account for sales tax.
Dressy	For ensembles work 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.
Special Interest	Entry should be a specific outfit that you NEED to know how to purchase wisely. Entry should be something that reflects a special interest of the participant, such as equestrian clothing and riding apparel, dance costumes, hiking clothing, or rock climbing clothing.

SENIOR CATEGORY DESCRIPTIONS

Note: The appropriate garment category should be determined by the style, fabric, and use of the garment.

CONSTRUCTION CATEGORY DESCRIPTION (SENIOR ONLY)

Everyday Living	Includes casual sportswear, weekend-wear, sleepwear, clothing for school, casual after-school events, or hanging out with friends
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)
Semi-Formal to Formal	Entry must be designed for semi-formal to formal occasions and made from fabrics intended for the same. Original material must be fabric and not from recycled items.
Theatre/Costume	Garment intended for use as a costume, which would include stage production. May be sewn from fabric or from another garment. These garments may be unusual or innovative materials; imaginative but wearable.

BUYING CATEGORY DESCRIPTION (SENIOR ONLY)

Business/Interview Attire	Entry should be an outfit you would wear for a job interview, scholarship interview, job fair, or other professional event. 1. Professional – This is a more traditional, conservative approach (e.g., business suit or blazer, tie and dress slacks for men; business suit, pantsuit, or jacket and dress for women) and may vary by employer or industry. 2. Business Casual – This trend is more relaxed and comfortable but demonstrates good judgment in choices and displays a neat appearance (e.g., polo shirt, shirt with a collar or sweater, khakis or other slacks, dress or casual leather shoes for men and women; moderate length dress or skirt for women).
Fantastic Fashions under \$25	This category is designed to expand the 4-H member's shopping experience to include different shopping venues. Outfits must be purchased at a garage sale, consignment store, Goodwill, Salvation Army, or other retail business. Receipts are required for everything that is visible during the interview, except shoes. Receipts for garage sales can be handwritten. This includes jewelry and accessories. Do not need to account for sales tax.
Semi-Formal to Formal	Entry must be designed for semi-formal to formal occasions and made from fabrics intended for the same. This includes men's suits and tuxedos and women's dressy dresses, formal gowns, wedding dresses, and bridesmaid dresses.
Special Interest	Entry should be a specific outfit that you NEED to know how to purchase wisely. Entry should be something that reflects a special interest of the participant, such as equestrian clothing and riding apparel, dance costumes, hiking clothing, or rock climbing clothing.

COMMENTARIES

All 4-H Fashion Show Contestants will be required to submit a commentary to be read during the Style Show. The commentary will be limited to four items of information:

1. Name
2. County
3. Category
4. One thing 4-H member learned in the Clothing & Textiles Project (limited to one sentence).

NOTE: Please type the commentary as it is to be read during the style show. Entries will not be accepted if commentary is not included or complete (limit of 150 words).

Example Commentary:

"It's the 4th of July for Mary Jane Smith every time she wears this patriotic suit. And she has a right to celebrate! The jaunty jacket sports shiny star buttons on the roaring red wool. And what a great idea! The scraps from the jacket turn into patch pockets on the military blue dress. Mary Jane has six years of 4-H sewing, but always finds a new challenge. She made this suit during a thunderstorm, finishing just before the electricity went off. Can you imagine how great the outfit will be at UCLA, where Mary Jane will be a freshman this fall?"

NATURAL FIBER COMPETITION

SENIORS ONLY!

OBJECTIVES

- To encourage the study, promotion, and use of cotton, wool and mohair, the natural fibers produced in Texas.
- To recognize 4-H members who do outstanding work in a clothing project that includes the study of cotton or wool and mohair.
- To recognize 4-H members who use their knowledge of natural fibers to sew or buy garments or ensembles that contain 60% or more cotton fiber, wool fiber, or wool and mohair fibers.

ELIGIBILITY

The purpose of the following requirements is to provide as fair an opportunity as possible for participation by as many outstanding 4-H members as possible. Failure to comply with the requirements will result in disqualification or penalty deductions from the final score.

1. A 4-H member must be in 9th through 12th grade to be eligible for competition.
2. 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. The appropriate garment category should be determined by the style, fabric, and use of the garment.

A. COTTON

Each garment entered must contain a minimum of 60% cotton. Knowledge of fiber characteristics, production and end use is required.

B. WOOL/MOHAIR

Each garment entered must contain a minimum of

- 60% wool and 40% other fiber
- 60% mohair and 40% other fiber
- 60% blend of the two fibers and 40% other fiber
- 100% wool/mohair blend is also acceptable.

Knowledge of fiber characteristics, production and end use is required.

3. The garment selected can be constructed or purchased. A complete outfit, except for a blouse or shirt under the garment, is made of the eligible fashion fabric. Example: Jacket and pants made of wool. Shirt or blouse does not need to be made of wool. A full length coat made of eligible fashion fabric. It may be worn over a garment of any fiber content. Lining fabric, interfacing fabric, and trims are not required to meet the fiber content requirements.

4-H FASHION STORYBOARD

(Replaces Fabric & Fashion Design Contest for all age divisions)

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 2018 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

4-H members should create their Fashion Storyboard around their interpretation of the design brief: **Fashion Design to the Rescue**. Wham! Pow! Bam! Take a cue from the superheroes or supervillains found in cartoons, movies and comic books to create your own original design. Whether your inspiration comes from a person with phenomenal powers fighting for noble causes, their masked sidekick, or a criminal archenemy wreaking havoc on humanity, let their colorful and flashy costumes, valorous heroism, and superhuman traits be the stimulus to your extraordinary blueprint to rescuing the world of fashion.

ELIGIBLE ENTRIES

There is no limit on the number of entries that may be submitted from each county. All contestants must be enrolled in 4-H and actively participating as a 4-H member.

JUDGING OF ENTRIES

Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview.

GENERAL RULES

1. **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.

2. **Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview.
3. **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.
4. **Number of garments designed.** Focus on **one** garment/outfit 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 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.
6. **Scoring.** Storyboards will be evaluated based on the 4-H Fashion 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/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** – 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 particular detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.

Flats

showing other views



Pictures taken from: www.designersnexus.com

Illustration

outfit drawn on a model/croquis

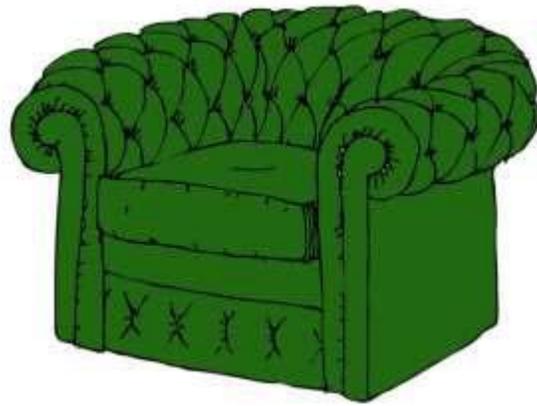
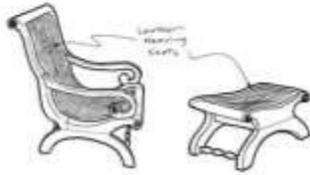
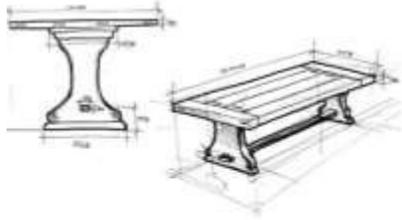




Jewelry Design – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc.

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





- i. **Titles/Labels** – The title for the storyboard must be: **Fashion Design to the Rescue.**
- j. 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.

TEXAS 4-H FASHION STORYBOARD WEBSITE:

For Fashion Storyboard Packet and Project Page, refer to:
<https://texas4-h.tamu.edu/events/roundup/>

