2019 4-H Fashion Storyboard

General Rules and Guidelines

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 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 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 pages, characters in the story, and words themselves encourage your imagination and creativity to foster an original design.

GENERAL RULES

1. **Participation and Level of Competition.** A 4-H member may enter only <u>one</u> 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

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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 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 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.
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.

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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

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seamstress; if you leave out a 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



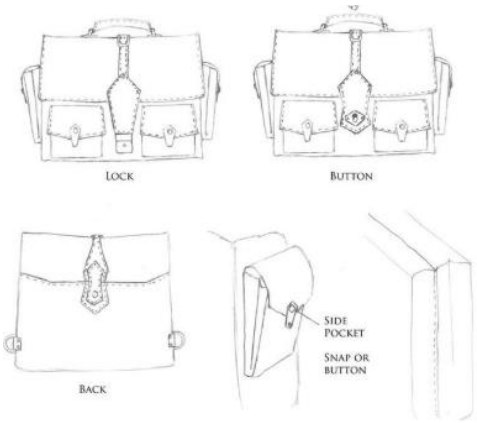
Jewelry Design – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc.





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

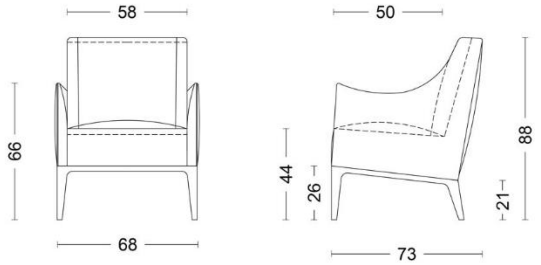
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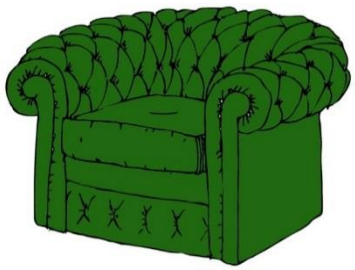


Sketch credit:

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 each storyboard must be: **Once Upon a Storyboard.** **Additional labels maybe added to the board as needed to provide details as related to the overall design of the board.** A subtitle **may** be used for a more personalized name of the design. Labels may be included to enhance the storyboard or to clarify a point, but they will not be required.

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

TEXAS 4-H FASHION STORYBOARD WEBSITE

https://texas4-h.tamu.edu/projects/clothing-textiles/

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