



Palo Pinto County 4-H  
Fashion Storyboard Guidelines



Entry Deadline: March 8, 2019  
Completed storyboards will be due by this date.

The Palo Pinto County 4-H Fashion Storyboard Contest  
will follow the guidelines from District 3.

# 2019 4-H District 3 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

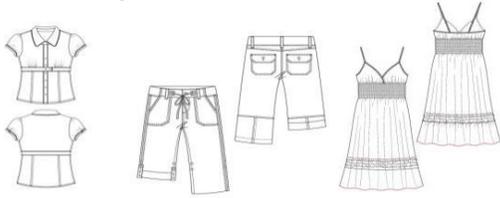
- 1. Participation and Level of Competition.** A 4-H member may enter only one storyboard. Contestants advance from county to district. Participation in the Fashion Storyboard competition at Texas 4-H Roundup is for Senior Texas 4-H members who have placed 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> 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 checked-in to the District Competition by the County Agent on April 5th.
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/item 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.
    - 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 theseamstress; 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](http://www.designersnexus.com)

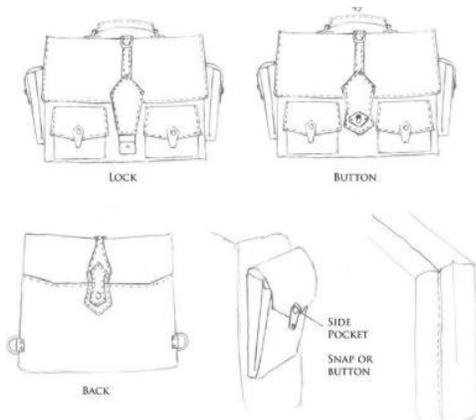
## Illustration

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.



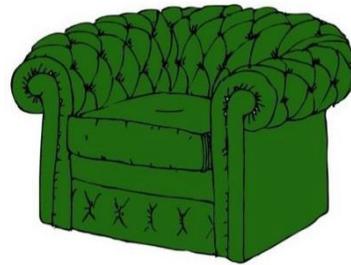
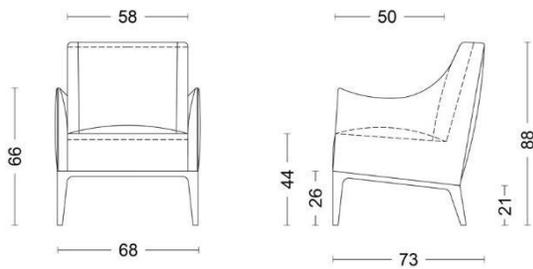


Accessory– flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc.

Sketch credit:

<https://www.deviantart.com/marcustratus/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 may be 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/>

**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     Pet Clothing

Home Décor     Home Furnishings

District: \_\_\_\_\_

County: \_\_\_\_\_

Name: \_\_\_\_\_

Birthday: \_\_\_\_\_

4-H Age *(as of 8/31/18)*: \_\_\_\_\_

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.

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Name *(please print)*: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Name *(please print)*: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Agent Name: \_\_\_\_\_

Agent Signature: \_\_\_\_\_

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**Originality of Design**

In 100 words or less, answer the following prompt in regard 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 \_\_\_\_\_

Age Division  Junior  Intermediate  Senior

Category  Wearable  Accessory  Jewelry  Pet Clothing  Home Décor  Home Furnishings

LAYOUT		COMMENTS	EXCELLENT (E)	GOOD (G)	FAIR (F)	NEEDS IMPROVEMENT (N)
LAYOUT OF STORYBOARD	<b>Visual Appeal/Creativity</b> 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.					
	<b>Quality of Workmanship</b> E= Very good quality, very neat and structured G= Fair quality, somewhat neat F= Marginal quality of workmanship N= Low quality, messy, unstructured					
	<b>Color Palette</b> E= Color theme consistent throughout board N= Color theme inconsistent throughout board					
	<b>Fabric Samples, Trims, and Embellishments</b> 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					
	<b>Dimensions of Storyboard</b> E= Correct board dimension N= Incorrect board dimension					
	<b>Consistent Theme</b> E= Strong theme throughout board N= Indecisive theme					
ILLUSTRATIONS & FLATS	<b>Originality</b> E=Highly original design G= Contains both creative elements and copies F= Some evidence of originality N=Little evidence of originality					
	<b>Design Detail</b> 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					
	<b>Titles/Labels -Includes design brief title and any additional labels that provide details as related to the overall design of the board.</b> 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					
	<b>Design Brief</b> E= Excellent design for brief G= Meets brief, improvement needed F= Somewhat meets brief, needs improvement N= Design does not meet brief					



# 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.



## Visual Elements (cont.)

**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 copies of their board printed. This is an expensive method (approximately \$60 per board).



## Basic Materials List:

- Mat board or foam core
  - Approximately 20" x30"
- 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 gluestick
  - Remount repositionable adhesive
  - Adhesive transfertape
  - 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.

