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."