


## D8 4-H FASHION & INTERIOR DESIGN EVENTS

### *District Contest Information*

- Date:** Monday April 20, 2020
- Location:** Cleburne Conference Center  
 1501 West Henderson Street, Cleburne, TX 76033  
[www.cleburneconference.com](http://www.cleburneconference.com)
- Time:**
- See attached schedule.
  - The Fashion Show & Duds to Dazzle Contests will be held on the same day. 4-H members may participate in both events. They will be judged in Fashion Show first, then compete in Duds to Dazzle.
  - There will be no concessions available during the contest.
  - The schedule is TENTATIVE until entries are received and processed.
- Deadlines:** Please see your County Extension Agent for registration requirements and deadline.  
<http://counties.agrilife.org/>
- Paperwork for ALL AGE DIVISIONS:** Paperwork for **ALL AGE DIVISIONS** Fashion Show (Buying, Construction, Natural Fiber) must be uploaded as a single pdf file on 4-H Connect by the deadline.
- Storyboards**  In addition to the registration on 4-H Connect by March 20, a photograph of the storyboard and the Storyboard label will be uploaded into 4-H Connect. **Do not mail.**
- **DO NOT BRING THEM TO THE DISTRICT OFFICE.**
  - All board photos will be on display during Fashion Show on monitors in the facility.
- Entry Fee:** \$10 per 4-H member per event
- Late Entries.** Late entries will be permitted with an additional:
- \$20 late fee per 4-H member up to 60 hours after the regular contest deadline (Monday at noon).
  - No Duds to Dazzle teams may be added after the 60-hour late fee deadline.
  - To add an individual entry (to Fashion Show, Natural Fiber, or Fashion Storyboard) or an individual member to a Duds to Dazzle team after the 60-hour deadline, a \$50 late fee per 4-H member will be assessed in addition to the regular registration fee.

## D8 4-H FASHION & INTERIOR DESIGN EVENTS

**TENTATIVE** 2020 D8 4-H Contests Schedule

### Fashion Show

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**Group Leaders**

10:30 am – 11:00 am	Check in
11:15 am – 11:30 am	Orientation

**Contestants & Judges**

10:30 am – 11:00 am	Check in
11:15 am – 11:30 am	Orientation
11:45 am – 1:15 pm	Interviews/Judging *

### Duds to Dazzle

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**Group Leaders**

12:00 pm – 1:00 pm	Check in
1:30 pm – 1:45 pm	Orientation

**Contestants**

12:00 pm – 1:00 pm	Check in
1:30 pm – 1:45 pm	Orientation
1:45 pm - 2:45 pm	Preparation Phase
2:45 pm – 3:45 pm	Presentation Phase

**Judges**

12:00 pm – 1:00 pm	Check in
1:30 pm – 1:45 pm	Orientation
1:45 pm - 2:45 pm	Preparation Phase
2:45 pm – 3:45 pm	Presentation Phase

### Awards Presentation

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*Approximately 4:00 pm*

*\*Students competing in both Fashion Show & CDM will be accommodated to allow for both contests*

## D8 4-H FASHION & INTERIOR DESIGN EVENTS

### General Rules & Guidelines

#### OVERVIEW

The 4-H Fashion Show is designed to recognize 4-H members who have completed a Clothing and Textiles project. The following objectives are taught in the Clothing and Textiles project: knowledge of fibers and fabrics, wardrobe selection, clothing construction, comparison shopping, fashion interpretation, understanding of style, good grooming, poise in front of others, and personal presentation skills.

#### PURPOSE

The Fashion Show provides an opportunity for 4-H members to exhibit the skills learned in their project work. It also provides members an opportunity to increase their personal presentation skills.

#### ELIGIBILITY REQUIREMENTS

- Membership.** Participants must be 4-H members currently enrolled in a Texas 4-H and Youth Development county program and actively participating in the Clothing & Textiles project.
- Age Divisions.** Age divisions are determined by a participant's grade as of August 31, 2018 as follows:


<u>Division</u>	<u>Grades</u>	
Junior	3*, 4, or 5	<i>*Must be at least 8 years old</i>
Intermediate	6, 7, or 8	
Senior	9, 10, 11, or 12*	<i>*Must not be older than 18 years old</i>

- Events.** There are four (4) events conducted at the District Fashion Show:
 

Fashion Show	3 age divisions (Junior, Intermediate, Senior)
Natural Fiber	Seniors only
Fashion Storyboard	3 age divisions (Junior, Intermediate, Senior)
Duds to Dazzle	2 age divisions (Junior/Intermediate, Senior)
- Number of Entries.** Participants may enter a maximum of one entry in each of the five (5) events.
 

Fashion Show	Buying or Construction Division
Natural Fiber	Cotton or Wool/Mohair/Alpaca
Fashion Storyboard	Accessory, Jewelry, Home Décor, Home Furnishings, Pet Clothing, or Wearable
Duds to Dazzle	<i>Categories are not pre-assigned.</i>

Counties may enter a maximum of one entry in each division/category in Fashion Show and Natural Fiber. There are no limits to the number of Fashion Storyboards per county. There are no limits on the number of Duds to Dazzle entries per county.

5. **Qualifying for State.** Only Senior 4-H members are eligible to advance to state.
- a. Fashion Show: The district will send one (1) contestant from each of the four (4) categories in the Construction Division (Everyday Living, Refashion, Semi-Formal to Formal, and Theatre/Costume) and one (1) contestant from each of the four (4) categories in the Buying Division (Business/Interview Attire, Fantastic Fashions Under \$25, Semi-Formal to Formal, and Special Interest). (Maximum of 8 entries.) If a participant qualifies for the Texas 4-H Fashion Show in Buying or Construction and in Natural Fiber, he/she will be able to compete in both at the Texas 4-H Fashion Show.
  - b. Natural Fiber Contest: The district will send one (1) contestant from each of the two (2) categories (Cotton and Wool/Mohair/Alpaca) in the Natural Fiber Contest. (Maximum of 2 entries.) If a participant qualifies for the Texas 4-H Fashion Show in Buying or Construction and in Natural Fiber, he/she will be able to compete in both at the Texas 4-H Fashion Show.
  - c.  Fashion Storyboard: The district will send the top three (3) placing entries in each of the six (6) categories (Accessory, Home Décor, Home Furnishings, Jewelry, Pet Clothing, and Wearable). (Maximum of 15 entries.)
  - d. Duds to Dazzle. The district will send one (1) team per category. (Or, if there are not enough District entries to make three categories, the top three (3) placing entries will qualify to advance.) Teams advancing to state will not automatically be assigned to the same category as they were at district.

## D8 4-H FASHION STORYBOARD

### *Fashion Storyboard*

1. **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.
2. **Purpose.** The purpose of the 4-H 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.
3. **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.

#### **Game Night**

Gather your friends, make some snacks and get ready for Game Night. Do you think about throwback games like Scrabble, Monopoly or Life? Or, modern board games like Catan or Ticket to Ride? Maybe your game night includes Mario Carts and Ms. Pacman. Or maybe you think about games played on a field or a court. Regardless of the game, certainly your Game Night contains strategy, competition and lots of fun. This year be inspired by your favorite game night games.

4. **Participation and Level of Competition.** A 4-H member may enter only one storyboard. Contestants advance from county to district. There are no limits to the number of Fashion Storyboards that a county may enter at the district contest.

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.

5. **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.



**Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. A photograph of the storyboard and the Storyboard label will be uploaded into 4-H Connect. Do not mail.

7. **Identification of Storyboard.** The Fashion Storyboard Label must be Uploaded with the photo.
8. **Number of garments designed.** Focus on one garment/outfit for the storyboard. Contestants may provide up to two (2) variations of the original design.
9. **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. **Accessory:** Includes items such as belts, purses, bags, hats, etc.
  - b. **Jewelry:** Includes necklaces, bracelets, rings, earrings, etc.

- c. **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.
- d. **Home Furnishings:** items that make a home comfortable for living or working in. Examples include: coach, ottoman, chair, tables, desks, bed, and the like.
- e. **Pet Clothing:** Includes items that can be worn by a pet or any other animal.
- f. **Wearable:** Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.

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

11. **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.
- 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 detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.

[www.fashion-templates.com/technical-drawings.html](http://www.fashion-templates.com/technical-drawings.html)

**Flats**  
showing other views



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

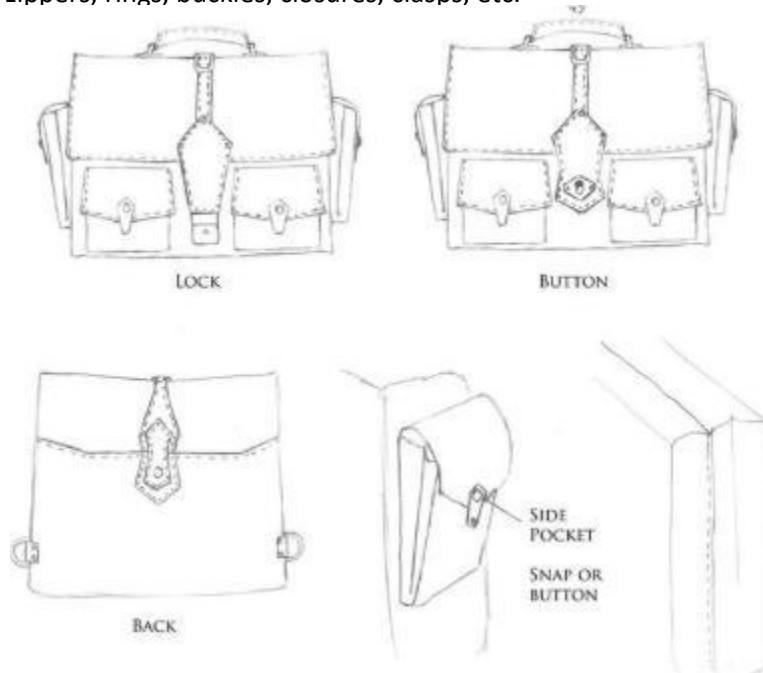
**Illustration**  
outfit drawn on a model/croquis



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

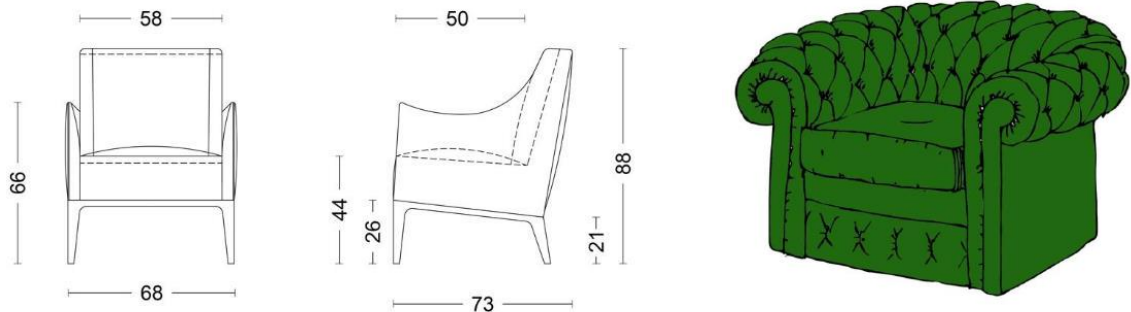


**Accessory** – flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc.



Sketch credit: <https://www.deviantart.com/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 the storyboard should be the same as the Design Brief: Game Night. Additional labels may be added to the board as needed to provide details as related to the overall design of the board.
  - i. 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.





## D8 4-H FASHION STORYBOARD

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*Fashion Storyboard Score Sheet*

### **Fashion Storyboard Materials:**

Can be found online at:

<https://texas4-h.tamu.edu/projects/fashion-interior-design/>

### **Fashion Storyboard Label:**

[http://texas4-h.tamu.edu/wp-content/uploads/fashion\\_storyboard\\_label\\_2020.pdf](http://texas4-h.tamu.edu/wp-content/uploads/fashion_storyboard_label_2020.pdf)

### **Fashion Storyboard Score Sheet direct link:**

[http://texas4-h.tamu.edu/wp-content/uploads/fashion\\_storyboard\\_score\\_sheet\\_2020.pdf](http://texas4-h.tamu.edu/wp-content/uploads/fashion_storyboard_score_sheet_2020.pdf)

## 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."