2020 4-H Storyboards
General Rules and Guidelines

OVERVIEW

The 4-H 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 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 designer and illustrator, enhance creativity and originality, and develop visual communication skills.

DESIGN BRIEF

The following design brief serves as the direction for the 2020 Storyboards. 4-H members should create their 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.

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 Storyboard competition at the state level is for Senior Texas 4-H members who have placed 1st, 2nd, or 3rd in their district contest in each category.

2. **Entry and submission of Storyboard.** Each storyboard must be created by the 4-H member. Storyboard layouts should include original illustrations and flats, as well as additional materials that have influenced their unique design. 4-H members will have the option to create a physical board or create a computer-generated layout. If you choose to do a physical board; a photo of the physical board and the storyboard label will be uploaded into 4-H Connect. Computer-generated boards need to be saved as a PDF along with the storyboard label and uploaded into 4-H Connect. Computer generated Storyboards need to be sized 30" X 20" or 20" X 30". **Do not mail.**

3. **Number of garments/ designs.** Focus on <u>one</u> garment/design for the storyboard. Contestants may provide up to two (2) variations of the original design.

4. **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 <u>one</u> 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.

5. **Scoring.** Storyboards will be evaluated based on the 4-H Storyboard Score Sheet. All submissions will be judged on a large screen, so make sure your submission adequately represents your design. i.e. good lighting, high resolution pictures.

6. **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.
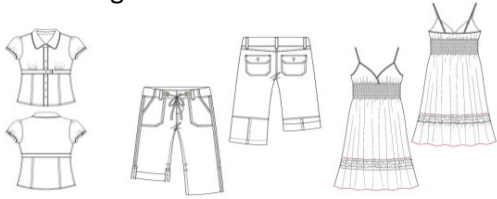
b. **Quality of Workmanship** – Storyboards should be neat and demonstrate quality of workmanship.

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 be 20" x 30", displayed horizontally or vertically. <u>Do not use poster board</u>. 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 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.

Flats

showing other views

Pictures taken from: www.designersnexus.com
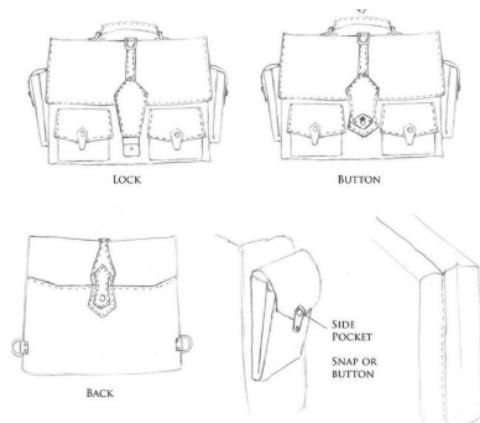
Illustration

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.
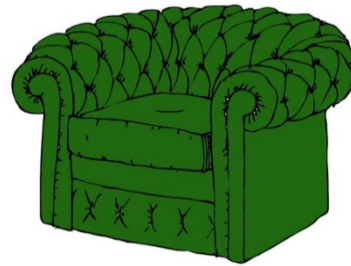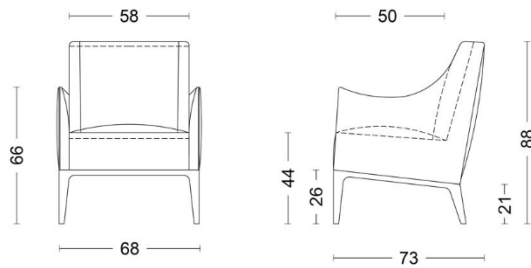

LOCK   BUTTON

BACK   SIDE POCKET
              SNAP OR BUTTON

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: **Game Night. 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 STORYBOARD WEBSITE

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