2025-2026 District 11 4-H Fashion Storyboard

General Rules and Guidelines

Open to Junior and Intermediates

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 – *Style Gone Country*
Celebrate the spirit of country living through fashion and interior design that honors tradition while embracing creativity. Whether inspired by rustic textures, Western flair, farm-to-fashion sustainability, or the beauty of rural life, show how your design reflects the values, grit, and charm of life gone country. From denim to décor, let your story ride tall in the saddle.

The designer will follow their own design process when creating their original design and storyboard.

Some of the steps to be used may include:

1. Determining what inspires you or what is your idea.
2. Research your inspiration – find pictures that represent your inspiration, include color inspiration and current trends related to your inspiration.
3. Create sketches of design ideas and continue to modify your sketches until you create your perfect design. Finalize your design illustration. Then create flats or technical drawings.
4. Select fabrics or other construction materials to be used in your design.

REGISTRATION

Registration for District 11 Storyboards will be with Spring Spectacular on 4-H Online.

ELIGIBILITY

All contestants must be enrolled in 4-H in District 11 and actively participating as a **junior** or **intermediate** level 4-H member as part of the 4-H fashion and interior design project during the 2025-

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2026 4-H year. All storyboards to be judged must be original and created as part of the fashion and interior design project between July 1, 2025 and the District 4-H Storyboard contest.

According to the Texas Education Code, a 4-H member must be deemed "eligible" to compete in any 4-H contest. Participants do not have to be present to participate but will be recognized at the Fashion Show Awards if present. Refer to the Texas 4-H Eligibility Packet and your county office for specifics on eligibility requirements.

GENERAL RULES

1. **Participation and Level of Competition.** A 4-H member may enter only one storyboard. The contest will be invitational. Counties may submit an unlimited number of entries to district contest.
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.
    - **Junior and Intermediate** 4-H members will have the option to create a physical board ***or*** create a digital board. Entries will be judged in two separate divisions: digital or physical board. All entries will be saved as a PDF, jpeg, jpg or png and uploaded in 4Honline.
    - 4-H members will manually affix the pieces of their layout to their storyboard.

      NOTE: If a member chooses to do a physical board; **A photograph of the storyboard and the Storyboard label will be uploaded into 4Honline.** Do not mail.

    - Digital Format: Storyboards can be created using a digital platform including but not limited to Canva, Picmonkey, InDesign, Illustrator, Photoshop, Adobe Illustrator, and PowerPoint. Depending on the platform that you are using there will be different pre-determined size templates, most will also include the option to select custom dimensions. Storyboard dimensions need to be between 18" and 24" (in one direction) and 24" and 30" (in the other direction). Recommended size is 18" x 24 ". All entries must be saved as a PDF, jpeg. or png. Senior entries must be digital.

3. **Submission of Storyboard.** Entry to the competition is by submitting the Fashion Storyboard only. There will not be an interview. **Judging will take place virtually.** Awards will be presented to the top three in each category and recognition will be given at the District Fashion Show. For those not present, awards will be sent back with your county extension agent.
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. If submitting a digital storyboard, be sure to upload the label document, as well.
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. **Juniors and Intermediates will have the opportunity to enter a Physically created Storyboard or a Computer-Generated Storyboard**. Each storyboard should be entered in one category. A 4-H member may enter only one storyboard.

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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 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. Original design should serve as the focal point of the design.

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. **Cohesiveness of Imagery and Overall Aesthetic** – Unified design elements throughout the board. Design elements can be anything including color, fonts and images.

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.).

ii. Examples of trims and embellishments would be top stitching, piping, buttons, etc.

e. **Integration of Design Elements –**

i. Ensures that color schemes, fonts, images, and other design elements are consistently applied throughout the storyboard.

ii. All images should work together cohesively, reflecting a unified design aesthetic and supporting the overall theme.

iii. The arrangement of design elements should guide the viewer's eye smoothly

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across the storyboard, ensuring a cohesive and engaging visual experience.

f. **Comprehensiveness** – Visual design can help to convey a message regarding your design. The colors, images, text and symbols selected should enhance the story of your design.

g. **Originality of Design Illustration**– The focus of the storyboard contest to display your original designs, not create knockoffs of designs that are already on the market. As the designer it is important use your imagination and inspiration to create fresh and novel ideas. 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 in Flats** – Should include at least one Illustration and at least one Flat. *Flats* – A flat sketch is a two-dimensional technical drawing which illustrates a garment with basic sold lines. It is like the "blueprint" of your design. The word "flat" refers to the way that they are drawn: imagine the item is lying flat on a table so that you are viewing all details from either the front or the back.

i. **Titles/Labels** – The title for each storyboard must be: **Design for a Greener Future.** The title should help the viewer to understand the overall theme or feel of the 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. **Completeness** – Storyboard follows the contest guidelines and includes an illustration, flat and inspiration pieces.

k. **Image credit** – List the photo credits for the pictures used in the storyboard. These will be included on the storyboard label.

For more information, please visit the Texas 4-H website:

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

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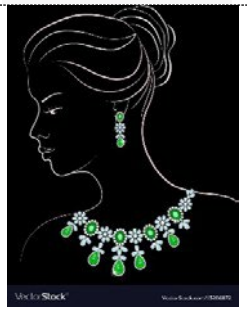
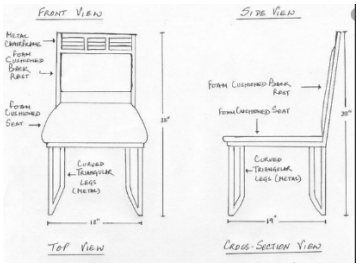
Flats	Illustrations
Wearable www.mjbale.com	https://www.pngfuel.com/free-png/xecii
Jewelry – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc. http://www.efi-costarica.com/furniture-anatomy.html	 https://www.vectorstock.com/royalty-free-vector/woman-with-jewelry-vector-13206872
Accessory – flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc. https://www.deviantart.com/marcusstratus/art/Shadow-Wulfe13-bag-sketches-211405584	https://carlapott.com/handBags
Home Décor and Home Furnishing – can include details on construction materials and dimensions.  https://designartifactproject.weebly.com/week-2/assignment-23-visual-expression-ii	 https://www.dreamstime.com/vector-furniture-illustration-mid-century-modern-interior-design-armchair-sketch-hand-drawn-chair-image133798466

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