



2021 District 11 4-H 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 2021 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

Reinventing Fashion with History

See how history shaped fashion through the decades; from the roaring 20’s to the groovy 70’s, from the classic 30’s to the vibrant 80s and the fashion “mash-up” during the 2010’s. Each decade has its own style, look at the events, music and politics that influenced design during the different decades. This year reinvent fashion by the events that happened in a previous decade or a decade yet to come.

REGISTRATION

Registration for District 11 Storyboards will be on 4-H Online. Regular registration will be from February 1 – March 5. Entry fee will be \$10. Late Registration will be from March 6- March 12. An additional fee of \$25 will be added to the registration fee.

ELIGIBILITY

All contestants must be enrolled in 4-H and actively participating as a 4-H member. The 4-H member must also be actively participating in the 4-H clothing and textiles project during the 2020-2021 4-H year. All garments to be judged must have been purchased or constructed during participation in a 4-H clothing project between June 12, 2020 and the District 4-H Storyboard contest.

According to the Texas Education Code, a 4-H member must be deemed “eligible” to compete in an event that takes place on a Saturday.

All 4-H youth, including youth in public, private, and/or home school must adhere to the following guidelines regarding extracurricular activities and academic eligibility:

Complete a Declaration of Eligibility Form

or

Name of 4-Her must appear on a list of eligible students to participate in a specific extracurricular activity signed by the school principal or designee.

If a 4-H member is ineligible for a 4-H competitive event, the agent must notify the 4-H member, his/her parents, and the district office, by letter, of this situation. If the parent has any questions, he/she should be referred to the school administrator.

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.
 - **Senior** 4-H members must submit a computer-generated layout only. 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 photo of the physical board and the storyboard label will be uploaded into 4-Honline. All storyboards should be recommended size is 18”X 24” . **A photograph of the storyboard and the Storyboard label will be uploaded into 4Honline.** Do not mail.

Storyboards can be created using a digital platform including but not limited to Canva, Picmonkey, InDesign, Illustrator, Photoshop, Adobe Illustrator, and PowerPoint.

3. **Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. **Judging will take place virtually.** Awards will be announced virtually and respective awards mailed to the county offices.
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 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. Senior Storyboards must be Computer-Generated.** 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 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. **Balance** – The visual weight of the elements on the storyboard. Visual elements should be placed in a pleasing arrangement to fulfill a purpose or achieve a desired look and

- feel.
- 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 the 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 solid 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: **Reinventing Fashion with History**
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.
 - k. **Completeness** – Storyboard follows the contest guidelines and includes an illustration, flat and inspiration pieces.
 - l. **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/clothing-textiles/>

Flats

Illustrations

Wearable

www.mjbale.com

<https://www.pngfuel.com/free-png/xeji>



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>

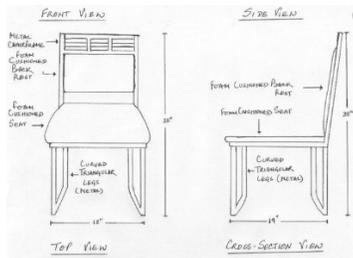
Accessory – flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc.

<https://www.deviantart.com/marcustratus/art/Shadow-Wulfe13-bag-sketches-211405584>

<https://carlapott.com/handBags>



Home Décor and Home Furnishing – can include details on construction materials and dimensions.



<https://designartfactproject.weebly.com/week-2/assignment-23-visual-expression-i>



<https://www.dreamstime.com/vector-furniture-illustration-mid-century-modern-interior-design-armchair-sketch-hand-drawn-chair-image133798466>