

Fashion Storyboard Score Sheet

Name _____ County _____ District _____

Age Division Junior Intermediate Senior

Category Wearable Accessory Jewelry Home Décor Pet Clothing Furniture

LAYOUT		COMMENTS	Point Range	Points Awarded
LAYOUT OF STORYBOARD	Visual Appeal Arrangement of images, text and white space on the board that provides a strong focal point to bring the viewers eye to the original design. Brings all the visual elements together to express the design aesthetic.		0-15	
	Cohesiveness of imagery and overall aesthetic of the board Unified design elements throughout. Design elements can be anything including color, fonts and images.		0-10	
	Color Palette Color theme consistent throughout storyboard		0-5	
	Fabric Samples, Trims, and Embellishments Use of applicable fabric samples, trims and embellishments for design		0-5	
	Balance Weight of the images are balanced throughout the board.		0-5	
	Comprehensiveness All elements or aspects provide a complete understanding of design vision		0-10	
ILLUSTRATIONS & FLATS	Originality in Design Illustrations Computer generated or hand drawn illustrations used to show a fresh or novel take on a design. The originality can be found in the lines, color or fabrics chosen for a design.		0-15	
	Design Detail in Flats Black and white flat drawing used to explain the product, showing all the construction details, such as seams, darts, pockets, fastening and topstitching.		0-10	
	Titles/Labels Includes design brief title and any additional labels that provide details as related to the overall design of the board.		0-5	
	Design Brief Should follow design brief and category descriptions.		0-5	
GUIDELINES	Completeness (i.e. illustration, flats and inspiration) Follows the contest guidelines and includes an illustration, flat and inspiration pieces.		0-10	
	Image credits listed on Storyboard label Included list of photo credits for pictures on the storyboard label.		0-5	
		Total Score	100	

