



## District 9 4-H Storyboard – 2020-21 General Rules and Guidelines



**You must register on 4-H Online by Wednesday, March 24, 2021.**

### 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 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 Storyboards. 4-H members should create their Storyboard around their interpretation of the design brief.

### 2021 theme: 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.

### GENERAL RULES

**1. Participation and Level of Competition.** The District 9 4-H and Youth Development Storyboard contest is open to all 4-H members. The State level Storyboard contest is an invitational contest, open to senior 4-H members only, and no qualification at the district level is required.

**Age Division.** This contest is open to all age divisions. There will be three age divisions: Junior, Intermediate and Senior. Age is determined as of August 31, 2019. Division Grades:

Junior (3<sup>rd</sup> grade - 5<sup>th</sup> grade)

Intermediate (6<sup>th</sup> grade - 8<sup>th</sup> grade)

Senior (9<sup>th</sup> grade - 12<sup>th</sup> grade)

**2. Entry of Storyboard.** A 4-H member (Junior, Intermediate, or Senior) may enter up to **two** storyboards from **two** different categories (reminder: state contest only allows one entry). 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.

**Senior division:** Digital format. Storyboards can be created using a digital platform including but not limited to Canva, Picmonkey, InDesign, Illustrator, Photoshop, Adobe Illustrator, and PowerPoint. All entries must be saved as a PDF, jpeg, jpg or png.

**Intermediate and Junior division:** Digital format using the same instructions as above, OR for 2021 contest you can create a storyboard, take a photo, and submit the photo. All entries must be a PDF, jpeg, jpg or png. Next year Intermediate and Junior will move to digital format only.

**Digital format dimensions:** 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



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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”.

**3. Submission of Storyboard.** To enter the competition you must register and upload your submission on 4-H Online before Wednesday, March 24, 2021. **There are no interviews for this contest.** Storyboards will be judged prior to Big Time in D9 and will be displayed during Roundup at **Lone Star College-Montgomery Campus, Conroe, TX.**

**4. Identification of Storyboard.** The Storyboard(s) Label must be filled out and submitted along with your Storyboard entry. The label can be found on the District 9 4-H website <http://d94-h.tamu.edu/eventsandcontests/bigtime/fashion-story-board/>. 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(s). Contestants may provide up to two (2) variations of the original design.

**6. 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 up to **two** storyboards in **two** different categories at the district level. *Example: One storyboard in Wearable and one storyboard in Home Furnishings.*

- 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, and earrings.
- 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 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, etc.

**7. Scoring.** Storyboards will be evaluated using the 4-H Storyboard Score Sheet which can be found on the District 9 4-H website

**8. Display process.** Storyboards will be displayed beginning Friday morning at registration as a slideshow on a screen.

**9. Awards.** Awards will be presented Friday, April 30, 2021 during the evening awards program. Score sheets will be available for pickup on Friday, April 30 from 2:00pm-5:00pm at the registration table. Any score sheets not picked up it will be sent with your County Extension Agent.

**10. 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.



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- 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. Materials affixed to the foam core board or mat board may exceed the edges of the board. **(Keep in mind how they will be displayed, we ask that you provide space near each corner for the clips to go)**
- 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 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 particular detail, the garment won’t end up being manufactured properly. The details must be exact and clearly specified.
- i. **Titles/Labels** – The title for each storyboard must be: **Reinventing Fashion with History**  
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. **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.



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### Flats

showing other views



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

### Illustration

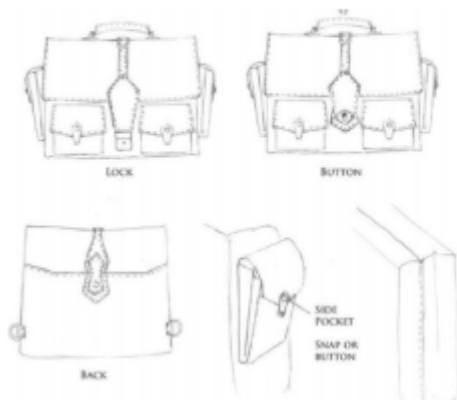
outfit drawn on a model/croquis



Jewelry Design – flats need to include 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.

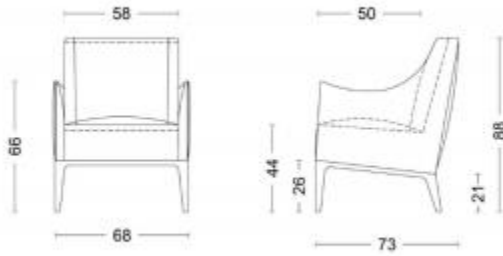




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Home Décor and Home Furnishing – can include details on construction materials and dimensions.



Sketch credit: <http://www.danca.nl/productDetail-nona-50.html>



### TEXAS 4-H STORYBOARD WEBSITE

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

### Texas 4-H Storyboard General Rules and Guidelines

[http://texas4-h.tamu.edu/wp-content/uploads/fashion\\_storyboard\\_general\\_rules\\_guidelines\\_2021.pdf](http://texas4-h.tamu.edu/wp-content/uploads/fashion_storyboard_general_rules_guidelines_2021.pdf)

### Texas 4-H Storyboard Labels

[http://texas4-h.tamu.edu/wp-content/uploads/fashion\\_storyboard\\_label\\_2021.pdf](http://texas4-h.tamu.edu/wp-content/uploads/fashion_storyboard_label_2021.pdf)

### Texas 4-H Storyboard Score Sheet

[http://texas4-h.tamu.edu/wp-content/uploads/fashion\\_storyboard\\_score\\_sheet\\_2021.pdf](http://texas4-h.tamu.edu/wp-content/uploads/fashion_storyboard_score_sheet_2021.pdf)