



# 2021 Storyboard

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Storyboard Committee Chair



# What is a Storyboard?

- The 4-H Storyboard is an industry-inspired method of displaying original designs. The storyboard "tells the story" of the designer's idea. The storyboard includes original illustrations, flats, & more to promote the design.

# Contest Changes

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Storyboard will now be an Invitational contest at the Senior 4-H level.

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A 4-H member may only submit one storyboard (was new last year).

# Digital Format

- All storyboards will be submitted digitally on 4-HOnline.
- Storyboards can be created using a digital platform including but not limited to Canva, Picmonkey, InDesign, Illustrator, Photoshop, Adobe Illustrator, & PowerPoint.
- Entries must be saved as a PDF, jpeg, jpg, or png.
- Most of the digital platforms will allow you to select custom dimensions. Dimensions need to be between 18"-24" by 24"-30". Recommended size is 18" by 24".

# Design Brief

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- "Reinventing Fashion with History"
  - See how history shaped fashion through the decades: from the Roaring 20s to the groovy 70s, from the classic 30s to the vibrant 80s, & the fashion "mash-up" during the 2010s. Each decade has its own style. Look at the events, music, & politics that influenced design during the different decades. This year reinvent fashion by the events that happened during a previous decade or decade yet to come.

# Categories

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- Wearable: Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.
- Accessory: Includes items such as belts, purses, bags, hats, etc.
- Jewelry: Includes necklaces, bracelets, rings, earrings, etc.
- Pet Clothing: Includes items that can be worn by a pet or any other animal.
- Home Décor: Items that are easy to move and make a home visually appealing. Includes items such as throw pillows, table runner, or wall hanging.
- Home Furnishings: Items that make a home comfortable for living or working in. Includes items such as couch, ottoman, chair, tables, desks, beds, and the like.

What Must be on  
the Board



# Title/Labels

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Must have the Design Brief  
as the main title

- "Reinventing Fashion with History"

Can use a subtitle to further  
define/describe design

- Roaring 20s Flapper Fringe

Can use labels to help clarify  
a point

- Inspiration, Illustration, Flat, Fabric/Embellishments, etc.

Label

Subtitle

Title



FABRIC

A WISH  
CAME  
TRUE

ART

Notions

Inspired By Art



# Illustrations

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- An illustration is the outfit/design drawn on a model/croquis. The model/croquis does not have to be an original drawing & may be traced.
- Google to find one or go to <http://www.universityoffashion.com/fashion-croquis/>

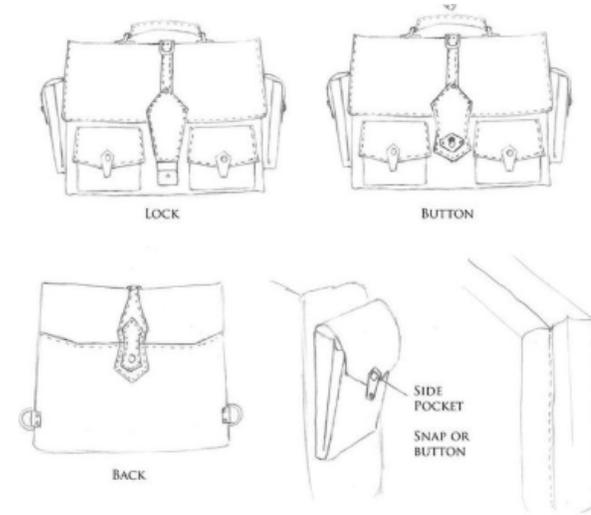
# Flats

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- Flats are working drawings that are not on a model/croquis that illustrate other views like you would find on a dressmaker's envelope.
- The word "flat" refers to the way they are drawn – imagine the item is lying flat on a table so you are viewing all details from either the front or the back.
- It is like the "blueprint" of your design. They are drawn to define shape, fit, construction, & sometimes fabrication.



# Flats



- They show how a garment is to be made versus how it will be worn.
- Consider this your only means of communication to the seamstress - if you leave out a particular detail, the garment will not end up being made properly. The details must be exact & clearly specified. They need to include technical aspects such as parts & dimensions.

## **Fabric Samples, Trims, & Embellishments**

Fabric samples must be included on the board and need to be appropriate for the design illustrated.

- If the exact fabric swatch cannot be found, a "basic swatch" may be used to illustrate fabric type (denim, linen, etc.).

Trims & embellishments that would be used in the design should be included.

- Examples include top stitching, piping, buttons, etc.

Fabric Swatches

Trim/ Embellishment





# Inspiration

- Additional photos or materials used to show the inspiration for the design. These additional materials should enhance the storyboard without taking away from the original design.

# Label

- Originality of Design
  - Where did you get the idea for your design?  
What was your inspiration? What makes your design different from others on the market?
- Image Credits
  - List the photo credits for the pictures used in the storyboard.



## 4-H STORYBOARD LABEL

This label should be entered with storyboard. Label details must be neatly printed or typed. Label information should be COMPLETE!

**4-H STORYBOARD LABEL**

Age Division (please check one):  Junior  Intermediate  Senior

Category (please check one):  Wearable  Accessory  Jewelry  Furniture  Pet Clothing  Home Decor

Name: \_\_\_\_\_

District: \_\_\_\_\_ County: \_\_\_\_\_

4-H Age (as of 8/31/20): \_\_\_\_\_

I do hereby consent and agree that Texas A&M AgriLife Extension Service, Texas 4-H and Youth Development Program staff have permission to take photographs and/or record video and/or audio of me and/or my property and to use these for 4-H Youth Development educational, promotional, and/or marketing materials. I further do hereby give the right to exhibit any such works publicly or privately, including posting on the Texas 4-H and Youth Development Program website. I waive any rights, claims, or interests I may have to control the use of my identity, the identity of the subject(s), or likeness in the photographs, video, or audio and agree that any uses described herein may be made without compensation or additional consideration. I represent that I have read and understand the foregoing statement, and I am competent to execute this agreement. I have read and understand the foregoing statement, and I am competent to execute this agreement.

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Agent Name: \_\_\_\_\_

Agent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Originality of Design**  
In 100 words or less, answer the following prompt in regards to originality:  
*Where did you get the idea for your design? What was your inspiration? What makes your design different from others on the market?*

Image credits:



# Layout of Storyboard

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# Visual Appeal

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Too busy of a background. Distracts from design of board.

- The layout of the storyboard should illustrate a theme, mood, or spirit of an idea.
- Original design should serve as the focal point of the design.
- Placement of inspirational items should allow the eye to flow across the elements of the board without distracting from the design.
- "White space" or "blank space" should be kept in consideration. Too much or too little white space detracts from the design.

# Aesthetic & Color



- Cohesiveness of Imagery & Overall Aesthetic
  - Unified design elements throughout the board. Design elements can be anything including color, fonts, & images.
- Consistent Color Palette
  - Use a consistent color palette & theme throughout the board.

# 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 & feel.





## 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.

**Fashion Storyboard Score Sheet**

Name \_\_\_\_\_ County \_\_\_\_\_ District \_\_\_\_\_

Age Division  Junior  Intermediate  Senior

Category  Wearable  Accessory  Jewelry  Home Décor  Pet Clothing  Furniture

# Scorecard

	LAYOUT	COMMENTS	Point Range	Points Awarded
LAYOUT OF STORYBOARD	<b>Visual Appeal</b> 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	
	<b>Cohesiveness of imagery and overall aesthetic of the board</b> Unified design elements throughout. Design elements can be anything including color, fonts and images.		0-10	
	<b>Color Palette</b> Color theme consistent throughout storyboard		0-5	
	<b>Fabric Samples, Trims, and Embellishments</b> Use of applicable fabric samples, trims and embellishments for design		0-5	
	<b>Balance</b> Weight of the images are balanced throughout the board.		0-5	
	<b>Comprehensiveness</b> All elements or aspects provide a complete understanding of design vision		0-10	
ILLUSTRATIONS & FLATS	<b>Originality in Design Illustrations</b> 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	
	<b>Design Detail in Flats</b> 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	
	<b>Titles/Labels</b> Includes design brief title and any additional labels that provide details as related to the overall design of the board.		0-5	
	<b>Design Brief</b> Should follow design brief and category descriptions.		0-5	
GUIDELINES	<b>Completeness</b> (i.e. illustration, flats and inspiration) Follows the contest guidelines and includes an illustration, flat and inspiration pieces.		0-10	
	<b>Image credits listed on Storyboard label</b> Included list of photo credits for pictures on the storyboard label.		0-5	
	<b>Total Score</b>		100	



*Questions?*

