Fashion Design

Fashion Design, an *individual* event, recognizes participants who apply fashion design skills learned in Family and Consumer Sciences courses to design and market clothing styles. Participants will develop a clothing label, research the intended audience, and design the label's first 6-piece collection. Students will exhibit knowledge of all the aspects that surround design, including design basics, fabric choice, and pricing. For competition, participants must prepare a *portfolio*, sample garment, and an oral presentation.

EVENT CATEGORIES

Senior: grades 10–12

Occupational: grades 10–12

See page 29 for more information on event categories.

ELIGIBILITY

1. States may submit one entry in each category of this event.

2. Participation is open to any nationally affiliated FCCLA chapter member.

3. Participants in the senior category must be or have been enrolled in a textiles or design course or unit of study. Participants in the occupational category must be or have been enrolled in a textiles or design course or program of study that concentrated on preparation for paid employment. Courses which meet this requirement may be determined by the state department of education.

4. The Fashion Design project must be developed and completed within a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference.

5. The Fashion Design project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

PROCEDURES & TIME REQUIREMENTS

1. Each entry will submit a *portfolio* to the event room consultant at the designated participation time.

2. Room consultants and evaluators will have 15 minutes to preview the *portfolio* and sample garment before the presentation begins.

3. Participant will have 5 minutes to set up for the event. Other persons may not assist.

4. The oral presentation **may be up to** 10 minutes in length. A one-minute warning will be given at 9 minutes. The participant will be stopped at 10 minutes.

5. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during the presentation. *Visual equipment*, with no audio, may be used during the entire presentation.

6. Following the presentation, evaluators will have 5 minutes to interview participant.

7. Evaluators will use the rubric to score and write comments for participants. Then, evaluators will meet with each other to discuss participant's strengths and suggestions for improvement. (approximately 5 minutes)

8. The total time required for this event is approximately 40 minutes.

GENERAL INFORMATION

1. A table will be provided. Participant must bring all other necessary supplies and/or equipment. Wall space may not be available.

2. Spectators may not observe any portion of this event.

3. Internet connections will **not** be provided.

4. Words in *italics* are defined in the glossary.

5. **Allowed Presentation Elements:** *Audio; Easel(s)/ Props/Pointers; Visual Equipment; Visuals.*

   Non-Allowed Presentation Elements: *Costumes/Uniforms; File Folders; Manuals; Skits.*

FASHION DESIGN
Specifications

Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project.

Materials must be contained in the official FCCLA STAR Events binder/notebook obtained from the national FCCLA emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover. The binder/notebook must contain no more than 45 pages: 1 project identification page, 1 table of contents page, 1 *Planning Process* summary page, 0–7 *divider pages*, and up to 35 *content pages* including the documents listed below. *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other *content*. All pages must be one-sided only. All pages except *divider* pages must be 8 1/2" x 11". The *portfolio* will be turned in to the room consultant at the designated participation time.

Project Identification Page	One 8^1/$_2$" x 11" page on plain paper, with no graphics or decorations; must include participant's name(s), chapter name, school, city, state, FCCLA national region, and project title.
FCCLA *Planning Process* Summary Page	One 8^1/$_2$" x 11" summary page of how each step of the *Planning Process* was used to plan and implement the project; use of the *Planning Process* may also be described in the oral presentation.
Label and Explanation	Develop a clothing label. Present label and explain the market for clothing or accessories under this label and the inspiration for choice of this label, including any inspiration from historical trends or designers, and its market.
Knowledge of the Intended Audience	Include buyer demographics and buyer appeal (describe the reasons behind clothing choices of the intended audience).
Fabric Profile(s)	Define the criteria for selecting fabrics for the collection design and include fabric swatches for each material used with a description including, at minimum, the following information for each swatch: • General fabric appearance (plaid, solid, matte, shiny, etc.) • *Fiber content* • *Fabric care* • *Fabric characteristics* Each fabric profile should be no more than one half of a 8^1/$_2$" x 11" page.
Collection Design	Develop a collection of 6 original designs. Designs should cover both the top and bottom half of the body, but may include multiple garments. Each design should be on a separate page and be full color, drawn either by hand or with a digital program. All designs should include a design description, a swatch of the fabric(s) and sample trimming(s) and notions which would be used in production, as well as garment care information and intended sizes available. Information for each design may take up to two 8^1/$_2$" x 11" pages, or a total of up to 12 pages.
Target Retailer	List target retailer(s) with an explanation for choices.
Pricing	Develop a pricing range for the pieces of the collection design. Pricing should reflect both the manufacturing costs and preferences of the intended audience.
Career Path	Develop a career path which includes five major goals for yourself as a fashion designer (i.e. attending a specific college, obtaining a specific position, starting a label) and action steps in achieving goals.
Works *Cited/Bibliography*	Use MLA format to cite all references. Resources should be *reliable* and *current*.
Appearance	*Portfolio* must be neat, legible, and *professional* and use correct grammar and spelling.

Fashion Design Specifications (continued)

Collection Sample

The collection sample will consist of one actual size prototype of a design from the six collection designs which is created solely by the participant out of the intended production materials. The sample should be presented to evaluators with the portfolio prior to the presentation and should be displayed during the presentation. The collection sample may be displayed using a mannequin, dress form, or other method chosen by the participant, but may not be modeled by the participant or another individual during the presentation.

Collection Sample Pattern	Develop a flat pattern for the collection sample piece(s). The collection sample pattern is complete, all pieces and instructions are included, and appropriately labeled for assembly.
Collection Sample Condition	The collection sample should be actual size, well-constructed, and appropriate for a professional presentation. The sample should demonstrate a basic knowledge of fashion construction skills and adequately represent the planned final product for future manufacturing.

Oral Presentation

The oral presentation **may be up to** 10 minutes in length and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 1 minute playing time during the presentation. *Visual equipment*, with no audio, may be used throughout the oral presentation. Participants may use any combination of *props*, materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences and Related Occupations	Describe relationship of project content to Family and Consumer Sciences and related occupations.
Knowledge of Textiles, Fashion, and Apparel	Demonstrate thorough knowledge and use of concepts, techniques, and vocabulary associated with textiles, fashion, and apparel.
Use of *Portfolio* and Collection Sample During Presentation	Use the *portfolio* and collection design to support, illustrate, or complement presentation.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used.
Grammar/Word Usage/ Pronunciation	Use proper grammar and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

STAR Events Point Summary Form
FASHION DESIGN

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____

Category _____

DIRECTIONS:

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, please write "No Show" across the top and return with other forms. Do **NOT** change team or group numbers.

2. Before student presentation, the room consultants must check participants' *display* using the criteria and standards listed below and fill in the boxes.

3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and paper clip all items related to the presentation together. Please do **NOT** staple.

4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead or Assistant Lead Consultant.

5. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration 0 *or* 5 points	**0** Did not attend	**5** The individual attended	
Portfolio 0–1 points	**0** Binder is not the official FCCLA binder and/or contents do not fit within the binder	**1** Binder is the official FCCLA binder and contents fit within the binder	
Portfolio Pages 0–1 points	**0** Portfolio exceeds the page limit or is missing one or more pieces or required information	**1** Portfolio contains no more than 45 pages including: • 1 product page • 1 table of contents page • 1 planning process summary page • Up to 7 divider pages • Up to 35 content pages	
Project Identfication Page 0–2 points	**0** Project ID page is missing	**1** Project ID page is present but includes incorrect information	**2** Project ID page is present and completed correctly
Punctuality 0–1 points	**0** Participant was late for presentation	**1** Participant was on time for presentation	

EVALUATORS' SCORES

Evaluator 1 _____ Initials _____

Evaluator 2 _____ Initials _____

Evaluator 3 _____ Initials _____

Total Score _____ divided by number of evaluators

_____ = **AVERAGE EVALUATOR SCORE**

ROOM CONSULTANT TOTAL
(10 points possible)

AVERAGE EVALUATOR SCORE
(90 points possible)

FINAL SCORE
(Average Evaluator Score plus Room Consultant Total)

RATING ACHIEVED (circle one)   **Gold:** 90–100   **Silver:** 70–89.99   **Bronze:** 1–69.99

VERIFICATION OF FINAL SCORE AND RATING (please initial)

Evaluator 1 _____   Evaluator 2 _____   Evaluator 3 _____   Adult Room Consultant _____   Event Lead Consultant _____

FASHION DESIGN
Rubric

Name(s) of Participant(s) _____

State _____ Team # _____ Group # _____

Category _____

PORTFOLIO							Points
FCCLA Planning Process Summary Page 0–5 points	**0** Planning Process summary not provided	**1** Inadequate steps in the Planning Process are presented	**2** All Planning Process steps are presented but not summarized	**3** All Planning Process steps are summarized	**4** Evidence that the Planning Process was utilized to plan project	**5** The Planning Process is used to plan the project. Each step is fully explained	
Label and Explanation 0–3 points	**0** No label developed or explained	**1** Label concept is present but not thoroughly thought out, explained well, creative, or appropriate for the audience		**2** Label concept is two or more of the following: creative, appropriate for the intended audience, thoroughly thought out or explained well		**3** Label concept is creative, appropriate for the intended audience, well thought out, evident they have researched and studied patterns in their buying behavior		
Knowledge of the Intended Audience 0–3 points	**0** The participant displays no knowledge of the intended audience	**1** The participant displays limited knowledge of the intended audience		**2** The participant displays knowledge of the intended, audience, but has not done research about preferences or buying patterns		**3** The participant displays extensive knowledge of the intended audience. It is and explained thoroughly		
Fabric Profiles 0–5 points	**0** No fabric profiles provided	**1** At least one of the fabrics used in the collection design is represented with an inadequate swatch and/or limited information for the four description requirements	**2** Most fabrics used in the collection design are represented with an inadequate swatch and/or limited information for the four description requirements	**3** Most fabrics used in the collection design are represented on a half page or less with a swatch and adequate information for the four description requirements	**4** All fabrics used in the collection design are represented on a half page or less with a swatch and adequate information for the four description requirements	**5** All fabrics used in the collection design are represented on a half page or less with a swatch and complete and appropriate information for the four description requirements	
Collection Design 0–12	**0** No collection design provided	**1–2** The collection design does not include six complete outfits	**3–5** The collection design includes six complete outfits, but they are poorly designed, have little regard for actual function and fit	**6–8** The collection design includes six complete outfits which are well designed, but would not function or fit well	**9–11** The collection design contains six complete full-color outfits, which are well designed and would fit and function properly, but do not show high potential for their intended audience	**12** The collection design contains six complete, full–color outfits, which are well-designed and functional, and would appeal highly to their intended audience and all required information is attached	
Target Retailer 0–3 points	**0** No target retailer information provided	**1** Both the list of potential retailers and the explanations of choices are inadequate		**2** The list is thorough and explanations are adequate		**3** The list is thorough and explanations are well thought out and complete		
Pricing 0–3 points	**0** No pricing information provided	**1** Some collection pieces are missing AND pricing decisions are not appropriate		**2** Some collection pieces are missing OR pricing decisions are listed but are not appropriate		**3** All collection pieces are represented and pricing decisions are appropriate for the type, quality, and market of the garment		
Career Path 0–5 points	**0** No career path provided	**1** Includes two or less goals	**2** Includes three goals	**3** Includes four goals	**4** Includes five career path goals, but they are not well-written, realistic, achievable, or challenging	**5** Includes five well-written realistic, and achievable, and challenging goals for various stages of a career path	

Fashion Design Rubric (continued)

Points

	0	1	2	3	
Works Cited/ Bibliography 0–3 points	No resources listed	Incomplete list of resources/ resources listed are not current or appropriate for project	Complete list of resources but inconsistent format	Complete alphabetical list of appropriate resources, in a consistent format	
Appearance 0–3 points	Portfolio is illegible and unorganized	Portfolio is neat, but contains grammatical or spelling errors and is organized poorly	Portfolio is neat, legible, and professional, with correct grammar and spelling	Neat and professional, correct grammar and spelling used; effective organization	
Collection Sample Pattern 0–3 points	Not provided	Some pattern(s) pieces are included and assembly instructions are incomplete	All pattern(s) pieces are included and complete assembly instructions are provided	All pattern(s) pieces are included and labeled appropriately for easy assembly and clear step-by-step assembly instructions are provided	
Collection Sample Condition 0–3 points	Not provided	Collection sample is in poor condition and does not adequately represent the design	Collection sample is actual size and made out of the intended fabric	Collection sample is actual size and made out of the intended fabric. It is well-constructed and appropriate for a professional presentation	

ORAL PRESENTATION

	0	1–2	3–4	5–6	7–8	9–10	
Organization/ Delivery 0–10 points	Presentation is not done or speaks briefly and does not cover components of the project	Presentation covers some topic elements	Presentation covers all topic elements but with minimal information	Presentation gives complete information but does not explain the project well	Presentation covers information completely but does not flow well	Presentation covers all relevant information with a seamless and logical delivery	

	0	1	2	3	4	5	
Connection to Family and Consumer Sciences 0–5 points	Not included	Vaguely referred to	Explained, but done so poorly	Explained fully	Explained fully with evidence of some understanding of the content area	Explained fully with evidence of mastery of the content area	
Knowledge of Textiles, Fashion, and Apparel 0–5 points	Little or no evidence of knowledge	Minimal evidence of knowledge	Some evidence of knowledge	Knowledge of subject matter is evident but not shared in presentation	Knowledge of subject matter is evident and shared at times in the presentation	Knowledge of subject matter is evident and incorporated throughout the presentation	
Use of Portfolio and Collection Sample During Presentation 0–5 points	Portfolio and collection sample are not used during presentation	Portfolio and collection sample are used to limit amount of speaking time	Portfolio and collection sample are used minimally during presentation	Portfolio and collection sample are incorporated throughout presentation	Portfolio and collection sample are used effectively throughout presentation	Presentation moves seamlessly between oral presentation, portfolio, and collection sample	

	0	1	2	3	
Voice—pitch tempo, volume 0–3 points	No voice qualities are used effectively	Voice quality is adequate	Voice quality is good, but could improve	Voice quality is outstanding and pleasing to listen to	
Body Language/ Clothing Choice 0–3 points	Body language shows nervousness and unease/ inappropriate clothing	Body language shows minimal amount of nervousness/ clothing is appropriate	Body language is good and and clothing is professional	Body language and clothing choice both enhance the presentation	
Grammar/ Word Usage/ Pronunciation 0–3 points	Extensive (more than 5) grammatical and pronunciation errors	Some (3–5) grammatical and pronunciation errors	Few (1–2) grammatical and pronunciation errors	Presentation has no grammatical or pronunciation errors	

	0	1	2	3	4	5	
Responses to Evaluators' Questions 0–5 points	Did not answer evaluators' questions	Unable to answer some questions	Responded to all questions, but without ease or accuracy	Responded adequately to all questions	Gave appropriate responses to evaluators' questions	Responses to questions were appropriate and given without hesitation	

Evaluator's Comments:

TOTAL
(90 points possible)