



# FASHION DESIGN VIRTUAL



**Fashion Design**, an *individual or team 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*, design the label's first 4-piece collection, and construct one collection sample using an original flat pattern designed by the participant. Students will exhibit knowledge of all the aspects that surround design, including design basics, fabric choice, and pricing. Participants must prepare an **electronic portfolio**, **sample garment**, and a **video presentation**.

## EVENT LEVEL:

Level Two (grades 9-10)

Level Three (grades 11-12)

## CONTENT STANDARDS ALIGNMENT

See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

## CAREER CLUSTERS

- Education and Training
- Hospitality and Tourism
- Human Service
- Information Technology

## ELIGIBILITY & PROCEDURES

1. Review "Eligibility and General Rules for All Levels of Competition" in national STAR event manual prior to event planning and preparation.
2. Each entry must post all required documents (as specified below) to their online folder.
3. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year and must be the work of the participants.
4. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
  - Electronic Portfolio
    - i. Participants must submit one (1) file with all slides, in order for viewing. It must be submitted as a PDF file, and not a downloadable PPT file (multiple scanned images files are not allowed) (Not all evaluators may have access to PowerPoint.)
  - One (1) oral presentation video needs to be available for public view and the URL should be included in the PDF file. Options include:
    - i. Embedded video
    - ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
    - iii. Video files which require the reviewer to download are NOT allowed due to their potential size



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## TECHNOLOGY TIPS

1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. “Leadership – Level 2 – Gonzales.”
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored!

## GENERAL INFORMATION

|                              |  |
|------------------------------|--|
| <b>Submission of Project</b> | There will be a specific timeline to upload documents/videos into the competition folder<br>If the deadline is missed the project will not be evaluated<br>Folder Name will be Chapter Name & Number_ Event Name_Level |
| <b>Scoring Breakdown</b>     | Each team member will take the test – scores will be averaged<br>Electronic Portfolio – team score<br>Presentation Video – team score  |

| Number of Participants per Entry | Prepare Ahead of Time  | Competition Dress Code          | Maximum Number of Slides, optional | Maximum Oral Presentation Time |
|----------------------------------|--|---------------------------------|------------------------------------|--------------------------------|
| 1 - 3                            | Electronic Portfolio<br>Sample garment<br>Presentation Video | Official FCCLA jacket preferred | 58                                 | 10 minutes                     |

| ELECTRONIC PORTFOLIO SPECIFICATIONS |   |  |
|-------------------------------------|---|--|
| 1 slide                             | <i>Project Identification Page</i>              | Plain slide – no graphics or decorations<br>Information must include:<br>Participants name – chapter name – school – city- event name and project title  |
| 1 slide                             | <i>Evidence of Online Project Summary Sheet</i> | Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal and include proof of submission in the portfolio.  |
| 2 slides                            | <i>FCCLA Planning Process Summary Page</i>      | Include how each step of the <i>Planning Process</i> was used to plan and implement the project.   |
| 1 slide                             | <i>Table of Contents</i>                        | List the parts of the <i>portfolio</i> in the order in which the parts appear.   |
| Up to 8 slides                      | <i>Content Divider Pages</i>                    | Content divider/section may contain a title, a section name, graphic elements, thematic decorations.<br>They must not include any other content.   |
|                                     | <i>Label and Explanation</i>                    | 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. |



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|                |   |  |
|----------------|---|--|
| Up to 37       | <i>Knowledge of the Intended Audience</i> | Include buyer demographics and buyer appeal (describe the reasons behind clothing choices of the intended <i>audience</i> ).   |
|                | <i>Fabric Profile(s)</i>                  | <p>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:</p> <ul style="list-style-type: none"> <li>• General fabric appearance (plaid, solid, matte, shiny, etc.)</li> <li>• <i>Fiber content</i></li> <li>• <i>Fabric care</i></li> <li>• <i>Fabric characteristics</i></li> </ul> <p>Each fabric profile should be no more than one slide.</p>        |
|                | <i>Target Retailer</i>                    | List target retailer(s) with an explanation for choices.   |
|                | <i>Pricing</i>                            | <p>Develop a pricing range for the pieces of the collection design.</p> <p>Pricing should reflect both the manufacturing costs and preferences of the intended <i>audience</i>.</p>  |
|                | <i>Career Path</i>                        | 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.   |
| Up to 8 slides | <i>Collection Design</i>                  | <p>Develop a collection of four (4) original designs.</p> <p>Designs should cover both the top and bottom half of the body but may include multiple garments.</p> <p>Each design should be on a separate page and be full color, drawn either by hand or with a digital program.</p> <p>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.</p> |
|                | <i>Works Cited/Bibliography</i>           | Use MLA or APA citation style to cite all references. <i>Resources</i> should be <i>reliable</i> and <i>current</i> .  |
|                | <i>Appearance</i>                         | <p>Slides must be neat, legible, professional</p> <p>Use correct grammar and spelling</p>  |
|                | <i>Collection Sample Pattern</i>          | 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. Include the collection sample pattern.   |
|                | <i>Collection Sample Condition</i>        | The collection sample should be actual size, well-constructed by the participant, and appropriate for a <i>professional</i> presentation. The sample should demonstrate a basic knowledge of fashion construction skills and adequately represent the planned final product for future manufacturing.  |



# FASHION DESIGN VIRTUAL



| VIDEO PRESENTATION SPECIFICATIONS                                      |  |
|--|--|
| Organization/Delivery  | Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.  |
| Connection to Family and Consumer Sciences/<br>Career Fields Standards | Describe relationship of project content to Family and Consumer Sciences/Career Fields standards.  |
| Knowledge of Self  | Demonstrate thorough knowledge of self and the ways in which he/she grew during the project.   |
| Use of Slides During Presentation                                      | Use of slides to support, illustrate, or complement presentation.<br>Can NOT use a voice over with the slides.   |
| Voice  | Speaks clearly with appropriate pitch, tempo, and volume.  |
| Body Language/<br>Clothing Choice                                      | Use appropriate body language including gestures, posture, mannerism, eye contact, and appropriate handling of notes or note cards if used.<br>Wear appropriate clothing for the nature of the presentation. |
| Grammar/Word Usage/<br>Pronunciation                                   | Use proper grammar, word usage, and pronunciation.   |



# CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM FASHION DESIGN



Name of Member(s) \_\_\_\_\_

Chapter Name \_\_\_\_\_ Chapter Number \_\_\_\_\_ State \_\_\_\_\_

Team # \_\_\_\_\_ Station # \_\_\_\_\_ Level \_\_\_\_\_

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, write "No Show" across the top and return with other forms. Do **NOT** change team or station number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

| ROOM CONSULTANT CHECK                  |   |  | Points  |
|--|---|--|---------|
| Event Online Orientation Documentation | <b>0</b><br>Official documentation not provided at presentation time  | <b>2</b><br>Official documentation provided at presentation time with adviser signature  |         |
| Folder                                 | <b>8 points</b><br>Labeled correctly<br>Documents/Video labeled correctly<br>Public accessible<br>All documents uploaded by designated date |  |         |
| <b>TOTAT SCORE ABOVE</b>               |   |  |         |
| Test Scores                            | Participant _____<br>Participant _____<br>Participant _____<br><b>Total Team Score</b> _____  | Total Team Score _____<br>Divided by # of participants on team _____<br><b>-Average Team Score</b> _____<br>(20 points possible) |         |
| Evaluators' Scores                     | Evaluator 1 _____<br>Evaluator 2 _____<br>Evaluator 3 _____   |  | Average |
| Final Points                           | <b>100 points</b><br><i>Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)</i>  |  |         |

RATED ACHIEVED (*mark one*)

\_\_\_\_\_ Gold 90 – 100

\_\_\_\_\_ Silver 70 – 89.99

\_\_\_\_\_ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) \_\_\_\_\_



# FASHION DESIGN RUBRIC



Participants Name \_\_\_\_\_

Chapter # \_\_\_\_\_ State \_\_\_\_ Team # \_\_\_\_ Station # \_\_\_\_ Level \_\_\_\_

| <b>SLIDES</b>   | Possible Points<br><b>5</b> /Comments     | <b>Points</b> |
|---|---|---------------|
| Viewable format for evaluators<br>Contains no more than 58 slides<br>FCCLA Planning Process is used with project and steps explain in detail<br>Appearance of slides, neat, legible<br>Slides are creative and high quality   |   |               |
| <b>LABEL CONCEPTS</b>   | Possible Points<br><b>15</b><br>/Comments |               |
| Creative<br>Appropriate for intended audience<br>Research on buying behavior included<br>Knowledge of intended audience<br>List of targeted retailers with explanation included   |   |               |
| <b>FABRIC PROFILE</b>   | Possible Points<br><b>15</b><br>/Comments |               |
| All fabrics in design are provided<br>Fabric information – appearance, fiber content, fabric care, fabric characteristics<br>All collection pieces are represented and priced<br>Pricing decisions identify type, quality, and market of garment<br>Pricing range for the pieces of the collection  |   |               |
| <b>COLLECTION DESIGNS AND SAMPLES</b>   | Possible Points<br><b>10</b><br>/Comments |               |
| Outfit #1 – full color, well designed, sample trimmings and notions, care information, size<br>Outfit #2– full color, well designed, sample trimmings and notions, care information, size<br>Outfit #3– full color, well designed, sample trimmings and notions, care information, size<br>Outfit #4– full color, well designed, sample trimmings and notions, care information, size<br>One slide per outfit |   |               |



# FASHION DESIGN RUBRIC



| <b>CAREER PATH</b>   | Possible Points <b>10</b><br>/Comments |  |
|--|--|--|
| Five (5) well written major goals<br>Detailed action step for each goal<br>Post-secondary training<br>Entry-level position and job description<br>Work Cited/Bibliography  |  |  |
| <b>PRESENTATION</b>  | Possible Points <b>5</b><br>/Comments  |  |
| Clothing Choice<br>Voice- pitch, tempo, volume<br>Body Language<br>Grammar – Word usage -pronunciation<br>Meets presentation time requirement  |  |  |
| <b>PRESENTATION CONTENT</b>  | Possible Points <b>10</b><br>/Comments |  |
| Knowledge of Subject Matter<br>Relationship of Family and Consumer Sciences/Career Field Coursework<br>Use of slides during Presentation<br>Organization, seamless and relevant<br>Delivery, eye contact, holds audience interests |  |  |