



# REPURPOSE AND REDESIGN VIRTUAL



**Repurpose and Redesign**, an *individual or team event*, recognizes participants who apply recycling and redesign skills learned in Family and Consumer Sciences courses and create a *display* using a sample of their skills. Participants select a **used** fashion, home, or other postconsumer item to repurpose into a new product. Participants will create a brand-new product but may not simply embellish an old one. However, participants may use additional materials if needed to redesign and creatively embellish the new product. Participants must prepare an **electronic display**, and a **video presentation**.

## EVENT LEVEL:

- Level One (through grade 8)
- 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

- 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 Display
    - 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.)
    - ii. May use digital programs such as Keynote, Carnva, Venngage, Slidebean, Animoto
  - 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

## 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!



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## GENERAL INFORMATION

<b>Submission of Project</b>	There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated 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 Electronic Display – team score 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 Display Presentation Video	Official FCCLA jacket preferred	27	10 minutes

ELECTRONIC DISPLAY SPECIFICATIONS		
1 slide	<i>Project Identification Page</i>	Plain slide – no graphics or decorations Information must include: 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.
	<i>Project Product</i>	The project product must be electronic display. The <i>display must contain</i> the project product, material profile, cost itemization, time log, and photo storyboard
	<i>Photo Storyboard</i>	A storyboard of photos telling the story of the project should be prepared and displayed.
Up to 5 slides	<i>Material Profile</i>	A material profile should be prepared and displayed. The material profile will contain a sample of each material used to make the project and all available information about material <i>content</i> and type—construction, finishes, properties, performance, and care. Identify repurposed materials and new materials. For items not able to provide a sample, a short explanation of why (size, unable to deconstruct, etc.) must be provided, along with a clear, close up photo.



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Up to 3 slides	<i>Cost Itemization</i>	A detailed cost itemization should be prepared and displayed. The cost itemization will show a list of all supplies used to make the product with quantities, unit costs, and total costs.
Up to 10 slides	<i>Time Log</i>	Log time invested in designing and making the product(s) should be prepared and displayed. Total hours should be shown.
Up to 5 slides	<i>Marketing Plan (Optional)</i>	The participant may choose to demonstrate the marketability of their product by developing a brief marketing plan. The plan should include but is not limited to basic marketing elements such as target market information, a product description, pricing options, promotional ideas, and possible places of sale. Information should be presented in the way the participant best sees fit.
1 slide	<i>Other</i>	The participant may not model the product (garment, accessory, etc., if applicable) during the presentation. If needed, a mannequin may be used, and picture displayed.
		<b>**Please note: Lingerie and swimsuits are not allowed. Clothing that does not meet acceptable standards of modesty/appropriateness for a school function or setting is prohibited.</b>
	<i>Design</i>	The design should exhibit effective form and function, and provide opportunities for practical use and reuse, as applicable.
	<i>Workmanship</i>	The product should exhibit high quality workmanship and should be marketable.
	<i>Creativity</i>	The design and product should reflect creativity, imagination, and innovation.
	<i>Repurpose and Redesign Skills</i>	Products will be evaluated on the 8 repurposing and redesign skills selected by the participant. *See Repurpose and Redesign Skills Selection.
	<i>Appearance</i>	Slides must be neat, legible, professional Use correct grammar and spelling



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VIDEO PRESENTATION SPECIFICATIONS	
Organization/Delivery	Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences/ 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. Can NOT use a voice over with the slides.
Voice	Speaks clearly with appropriate pitch, tempo, and volume.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerism, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.

SKILLS SELECTION CHART	
<b><i>**Each participant's project must represent at least 5 of the skills listed below. In the event that more than 8 skills are represented in a project, participants should check the eight that best reflect the quality and difficulty of work accomplished. These skills must be listed on the Display/Portfolio</i></b>	
	Good choice of item for repurposing
	More than one repurposed item in one product
	Innovative use of repurposed item
	Conservation theme or slogan
	Design of an energy-saving product
	Design of a product that promotes environmentalism
	Sketch of accessory design
	Basic marketing plan
	Application of trims
	Use of embellishments
	Application or use of decorative hardware
	Application or use of construction hardware
	Wiring or fastening with various mediums
	Sanding, painting, or staining
	Gluing, stapling, sawing



# CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM REPURPOSE AND REDESIGN



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> Official documentation not provided at presentation time	<b>2</b> Official documentation provided at presentation time with adviser signature	
Folder	<b>8 points</b> Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date		
<b>TOTAT SCORE ABOVE</b>			
Test Scores	Participant _____ Participant _____ Participant _____ <b>Total Team Score</b> _____	Total Team Score _____ Divided by # of participants on team _____ <b>-Average Team Score</b> _____ (20 points possible)	
Evaluators' Scores	Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____		Average
Final Points	<b>100 points</b> <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*) \_\_\_\_\_



# REPURPOSE AND REDESIGN RUBRIC



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

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

<b>SLIDES</b>	Possible Points <b>5</b> /Comments	<b>Points</b>
Viewable format for evaluators Contains no more than 27 slides Appearance of slides, neat, legible Slides are creative and high quality Storyboard arranged well		
<b>FCCLA PLANNING PROCESS</b>	Possible Points <b>5</b> /Comments	
Used to plan the project Steps explain in detail Articulated with clear steps Evaluation methods stated Analyzed the impact of the project		
<b>DISPLAY</b>	Possible Points <b>10</b> /Comments	
Material Profile - thorough information Cost Itemization - accurate and thorough Time Log - details with total hours Phot Storyboard – appropriate number of pictures Display – creative, high quality and appropriate		
<b>DESIGN SKILLS</b>	Possible Points <b>20</b> /Comments	
Outstanding form, function, and practicality Quality workmanship Creative, imagination and innovative Effectiveness of product design Marketable		



# REPURPOSE AND REDESIGN RUBRIC



<b>SKILL AREA</b> <i>SELECT 5 OF THE FOLLOWING</i>	<b>Possible Points 15</b> /Comments	
Good choice of item for repurposing More than one repurposed item in one product Innovative use of repurposed item Conservation theme or slogan Design of an energy-saving product Design of a product that promotes environmentalism Sketch of accessory design Basic marketing plan Application of trims Use of embellishments Application or use of decorative hardware Application or use of construction hardware Wiring or fastening with various mediums Sanding, Painting, or Staining Gluing, stapling, sawing		
<b>PRESENTATION</b>	<b>Possible Points 5</b> /Comments	
Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement		
<b>PRESENTATION CONTENT</b>	<b>Possible Points 10</b> /Comments	
Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests		