2023 District 12 4-H Digital Storyboard Contest
General Rules and Guidelines

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 designer and illustrator, enhance creativity and originality, and develop visual communication skills.

DESIGN BRIEF
There will be <mark>No Design Brief for 2023</mark>.   In 2023 4-H members competing in the Storyboard Invitational will not be given a design brief, but instead will have the opportunity to find their own inspiration and direction for their design.

GENERAL RULES
1) **Digital format**. Storyboards can be created using any 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. **Special Note:** Juniors and Intermediates may choose to create a storyboard in the traditional manner and submit a digital photo in lieu of this format.
2) **Storyboard size requirements**. 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 dimensions need to be between 18"x 24" or 24"x 30". It is recommended that the dimensions be 18" X 24". There is a file size limit 20 MB.
3) **Participation and Level of Competition**. 4-H member may enter only one storyboard. There will be three age divisions: Juniors (3rd-5th graders); Intermediates (6th-8th graders); and Seniors (9th-12th graders).
4) **Entry and submission of Storyboard**. 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. **All entries must be saved as a pdf, jpeg, jpg or png**. Entries will be submitted online through *4-H Online*.
5) **Number of garments/ designs**. Focus on **one** garment/design for the storyboard. 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 only **one** storyboard.
   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, earrings, etc.
   d) **Pet Clothing**: Includes items that can be worn by a pet or any other animal.
   e) **Home Décor**: Includes items that are easy to move and make a home visually appealing, examples of home décor items include: throw pillows, table runner, or wall hanging.
   f) **Home Furnishings**: Includes items that make a home comfortable for living or working in. Examples include a couch, ottoman, chair, tables, desks, beds and the like.
7) **Scoring**. Storyboards will be evaluated based on the 4-H Storyboard Score Sheet.
8) **Each Storyboard must conform to and will be evaluated based on the following, but is not limited to**:
   a) **Visual Appeal 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) Original design should serve as the focal point of the design.
      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.
   b) **Cohesiveness of Imagery and Overall Aesthetic** – Unified design elements throughout the board. Design elements can be anything including color, fonts and images.
   c) **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 and feel.
   d) **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.
   e) **Originality of Design Illustration** – The focus of the storyboard contest to display your original designs, not create knockoffs of designs that are already on the market. As the designer it is important use your imagination and inspiration to create fresh and novel ideas. 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.
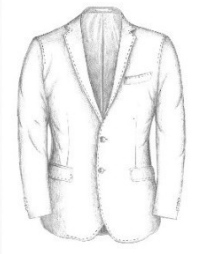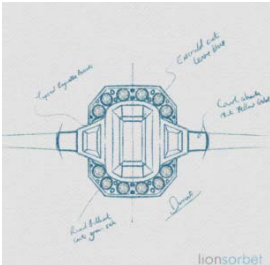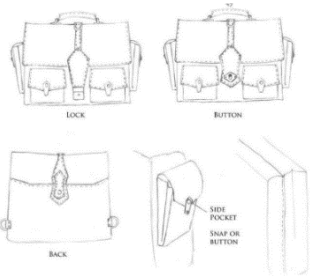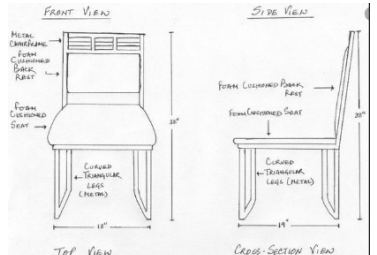
f) **Design Detail in Flats** – Should include the at least one Illustration and at least one Flat. *Flats* - A flat sketch is a two-dimensional technical drawing which illustrates a garment with basic sold lines. It is like the "blueprint" of your design. The word "flat" refers to the way that they are drawn: imagine the item is lying flat on a table so that you are viewing all details from either the front or the back.

g) **Titles/Labels** – The title for each storyboard will be the "*Designer's Choice" for 2023*. The title for each storyboard is to be determined by the designer. The title should help the viewer to understand the overall theme or feel of the storyboard. 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.

h) **Completeness** – Storyboard follows the contest guidelines and includes an illustration, flat and inspiration pieces.

i) **Image credit** – List the photo credits for the pictures used in the storyboard. These will be included on the storyboard label.

TEXAS STORYBOARD 4-H WEBSITE
https://texas4-h.tamu.edu/projects/fashion-interior-design/

Examples: Flats vs Illustrations

Flats	Illustrations
Wearable www.mjbale.com 	https://www.pngfuel.com/free-png/xecii
Jewelry – flats need to include the technical aspects of a piece of jewelry including clasps, crimp beads, cord or wire, jump rings, etc. http://www.efi-costarica.com/furniture-anatomy.html	 https://www.vectorstock.com/royalty-free-vector/woman-with-jewelry-vector-13206872
Accessory – flats need to include the technical aspects of the accessory including zippers, rings, buckles, closures, clasps, etc. https://www.deviantart.com/marcusstratus/art/Shadow-Wulfe13-bag-sketches-211405584	https://carlapott.com/handBags
Home Décor and **Home Furnishing** – can include details on construction materials and dimensions. https://designartifactproject.weebly.com/week-2/assignment-23-visual-expression-ii	 https://www.dreamstime.com/vector-furniture-illustration-mid-century-modern-interior-design-armchair-sketch-hand-drawn-chair-image133798466