

October 24, 2023

## MEMORANDUM

**To:** District 12 County Extension Agents

**Subject:** 2024 District 12 4-H Digital Fashion Storyboard Contest

District 12 will be hosting the 4-H Digital Fashion Storyboard Contest for 4-H'ers in District 12. The contest will be open to all three age divisions (Junior, Intermediate, and Senior).

**The Design Brief will be dream.** Dream serves as the ultimate source of inspiration for this fashion concept. The concept revolves around the multifaceted nature of dreams, whether they are the surreal visions that captivate a sleeping mind or the vivid aspirations that fuel the conscious soul. The fashion narrative will blur the lines between reality and reverie, creating a visual story that celebrates the ethereal and the tangible. This concept invites designers to translate the essence of dreams into fashion, evoking a sense of wonder, mystery, and endless possibility. The title for each storyboard will be determined by the designer. All entries must be saved as a PDF, JPEG, JPG, or PNG. The contest will be done online including submission of storyboards and judging.

The 2024 District 12 4-H Digital Fashion Storyboard Contest Rules are attached and currently available on the District 12 4-H website at <http://d124-h.tamu.edu>.

### # of Entries per County

Each county is allowed one (1) Digital Fashion Storyboard entry per category in each of the three age divisions for a total of 18 eligible storyboards. Counties should plan on hosting a county storyboard contest to determine which entries will qualify for the District contest. Counties with multiple entries in the same category could result in disqualification of those entries for that category and age division.

Age Division	# of Entries
Junior	6 (1 per category)
Intermediate	6 (1 per category)
Senior	6 (1 per category)
Total Per County	18 Entries Max

### Registration, Fees and Deadline

Each 4-H'er will register and pay through **4-H Online** for the Digital Fashion Storyboard which will require uploading (PDF, JPEG, JPG, or PNG) their digital storyboard. The registration fee will be \$10.00 per contestant. Online registration will be open December 20, 2023 and will end January 9, 2024. Payments



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made by 4-H check must be postmarked within three business days of registration submission. No late entries will be accepted. No refunds will be given.

**There will not be a late registration period.** NO REFUNDS will be given to a county and/or individual. This makes it very important for registrations to be correct. Payment is due prior to the event date. Please note, once you submit your registration for approval, you are agreeing to fulfill payment for registration regardless of whether or not you attend this event.

### **Submitting Digital Fashion Storyboards**

All digital storyboards must be submitted as part of the **4-H Online** registration process. Please read the submission rules and requirements very carefully to prevent disqualification of entries. **Digital Fashion Storyboard must be in the correct format (PDF or JPEG/JPG/PNG for proper evaluation).** Entry steps, categories and other submission requirements are included in this resource.

***Attention Juniors & Intermediates:*** There will be different submission and judging requirements for Juniors and Intermediates this year. Seniors remain unaffected by these changes and will follow state guidelines.

- **Submissions:** Entries submitted may be **either** a **digital design** **or** a **photo** of an actual poster creation. In other words, they may create their design on poster board, take a photo of the design, and submit the photo as their entry. It is going to require a photo with good quality, lighting and focus to make sure it can be judged equitably. All other requirements remain unchanged.
- **Judging:** There will be no distinguishable difference or preferences given to either type of submission referenced above. Entries will be evaluated based on content, and not on the type of entry (**digital design** or **photo**). Either type image should be of adequate quality to allow for judges to see/review/evaluate content easily.

### **Judging and Judges**

All entries with submitted eligible digital storyboards will be judged between January 11<sup>th</sup> and January 12<sup>th</sup> via an online evaluation process. To ensure uniformity in the judging process all state judging criteria will be used for all submitted storyboards, except as not above. Be sure to review the attached judging guidelines. All judges will be able to evaluate entries and provide individual feedback for respective fashion storyboards. Counties are encouraged to identify any volunteers that may be qualified to serve as a judge. A formal solicitation of judges will be forwarded to county 4-H coordinators closer to the event.

### **Awards**

A summary of the results will be available **after January 17<sup>th</sup>, 2024** and will be posted online after judging and tabulation is complete. The award structure will be as follows for all eligible submissions:

- Participation - All receive a Certificate
- Placing Award - All receive a Blue, Red, or White placing award
- Best of Categories - One class winner per category and age division receive a rosette

The awards will be mailed to county office. 4-H members can contact county offices after that date to receive their respective awards.



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