

# 2025 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 – Design for Greener Future**

The design brief has served as the inspiration and the direction of a 4-H member’s original design for the 4-H Storyboard Invitational contest.

As environmental awareness rises, upcycled and recycled fabrics are becoming pivotal in fashion and interior design. Circular fashion, emphasizing the reuse and recycling of materials, is revolutionizing the industry by merging sustainability with style. Your challenge is to create a digital storyboard that embodies this eco-conscious movement, showcasing how sustainable materials can be transformed into innovative and stylish products for 2025. Let your storyboard reflect the principles of circular fashion and inspire others to make eco-friendly choices that are both trendy and responsible.

The designer will follow their own design process when creating their original design and storyboard. Some of the steps to be used may include:

1. Determining what inspires you or what is your idea.
2. Research your inspiration – find pictures that represent your inspiration, include color inspiration and current trends related to your inspiration.
3. Create sketches of design ideas and continue to modify your sketches until you create your perfect design. Finalize your design illustration. Then create flats or technical drawings.
4. Select fabrics or other construction materials to be used in your 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 (3<sup>rd</sup>-5<sup>th</sup> graders); Intermediates (6<sup>th</sup>-8<sup>th</sup> graders); and Seniors (9<sup>th</sup>-12<sup>th</sup> 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** between December 19, 2024, and January 8, 2025.
- 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.
- i) Assesses how well different parts of the storyboard align with the overall design theme, creating a seamless and unified visual experience.
  - ii) Evaluates how effectively the design elements come together to support and enhance the design narrative.
- c) **Consistent Color Palette** – Use a consistent color palette and theme throughout the board.
- d) **Fabric Samples, Trims, and Embellishments** – Fabric samples must be included on the board and be appropriate for the design illustrated. Trims and embellishments that would be used on the garment/outfit should be included, if applicable to the design.
- i) If the exact fabric swatch cannot be found, a “basic swatch” may be used to illustrate fabric type (denim, linen, etc).
  - ii) Examples of trims and embellishments would be top stitching, piping, buttons, etc.
- e) **Integration of Design Elements** –
- i) Ensures that color schemes, fonts, images, and other design elements are consistently applied throughout the storyboard.
  - ii) All images should work together cohesively, reflecting a unified design aesthetic and supporting the overall theme.
  - iii) The arrangement of design elements should guide the viewer’s eye smoothly across the storyboard, ensuring a cohesive and engaging visual experience.
- f) **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.
- g) **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.

h) **Design Detail in Flats** – Should include at least one Flat.

*Flats* - A flat sketch is a two-dimensional technical drawing which illustrates a garment with basic solid 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.

i) **Titles/Labels** – The title for each storyboard will be the “*Greener Future*” for 2025. 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.

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

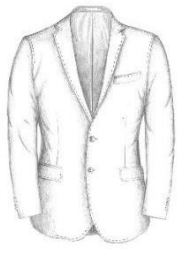

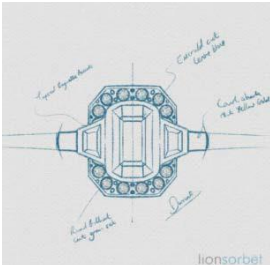

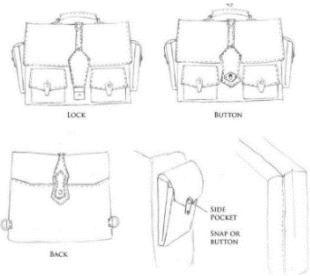

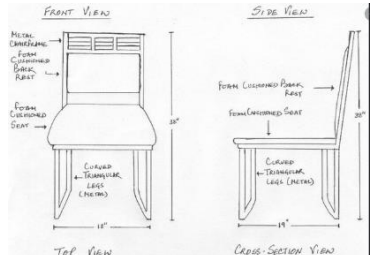

k) **Image credit** – List the photo credits for the pictures used in the storyboard. These will be included on the storyboard label.

**TEXAS STORYBOARD 4-H WEBSITE**

<https://texas4-h.tamu.edu/projects/fashion-interior-design/>



## Examples: Flats vs Illustrations

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