

**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. For competition, participants must prepare a **portfolio**, **sample garment**, and an **oral presentation**.

#### EVENT LEVELS

**Level 2:** grades 9–10

**Level 3:** grades 11–12

See page 83 for more information on event levels.

Lingerie and swimsuits are not allowed. Clothing that does not meet acceptable standards of modesty/appropriateness for a school function or setting is prohibited. Designs must be for adults or children.



#### ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 85 prior to event planning and preparation.
2. Eligible participants are members who are currently or have been enrolled in a Family and Consumer Sciences course preparing them for careers or employment in the Visual Arts and Design career pathway.
3. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation.
4. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference, and must be the work of the participant(s) only.
5. National Leadership Conference participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions prior to National Leadership Conference.

GENERAL INFORMATION								
Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided	Competition Dress Code	Participant Set Up / Prep Time	Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Total Event Time
1-3	Portfolio, Sample Garment, Oral Presentation	Table – yes Electrical Access – no Wall Space – no Supplies - no	Official dress - or-Professional dress appropriate to event	5 minutes	15 minutes prior to presentation	1-minute warning at 9 minutes; stopped at 10 minutes	5 minutes	40 minutes

PRESENTATION ELEMENTS ALLOWED									
Audio	Costumes	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/Pointers	Skits	Presentation Equipment	Visuals
■		■		■	■	■		■	■

# FASHION DESIGN

## Procedures and Time Requirements

Each entry will submit a <i>portfolio</i> to the event room consultant at the designated participation time.	
5 minutes	Participants will have 5 minutes to set up for the event. Other persons may not assist.
15 minutes	Room consultants and evaluators will have 15 minutes to preview the <i>portfolio</i> and sample garment before the presentation begins.
10 minutes	The oral presentation <b>may be up to 10</b> minutes in length. A one-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. If audio or audiovisual recordings are used, they are limited to 1-minute playing time during the presentation. <i>Presentation equipment</i> , with no audio, may be used during the entire presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

## Specifications

### Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages*, must fit within the cover, be one-sided, and may not exceed 47 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to evaluators, participants may not switch to an *electronic portfolio*.

### Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* and the hardware (method) to view it (i.e., *equipment, files, projectors, screens, laptops*) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the *technology* used to show the evaluators the project. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*. *Portfolio* may not exceed 58 slides, as described below.

1-8 ½" x 11" page or 1 slide	<i>Project Identification Page</i>	<i>Plain paper</i> or slide, with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city state, event name, and project title.
1-8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the <i>portfolio</i> in the order in which the parts appear.
1-8 ½" x 11" page or 2 slides	FCCLA <i>Planning Process</i> Summary Page	Summarize how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.
1	 Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Portal, and include signed proof of submission in the <i>portfolio</i> .
0-8	<i>Content Divider Pages</i> or Sections	Use 0 to 8 <i>content divider/section</i> pages or slides. <i>Content divider/section</i> pages may be tabbed, may contain a title, a section name, <i>graphic</i> elements, thematic decorations, and/or page numbers. They must not include any other <i>content</i> .

## Fashion Design Specifications (continued)

Up to 35 pages or 45 slides (continued)	Label and Explanation	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.
	Knowledge of the Intended Audience	Include buyer demographics and buyer appeal (describe the reasons behind clothing choices of the intended audience).
	Fabric Profile(s)	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: <ul style="list-style-type: none"> <li>• General fabric appearance (plaid, solid, matte, shiny, etc.)</li> <li>• Fiber content</li> <li>• Fabric care</li> <li>• Fabric characteristics</li> </ul> Each fabric profile should be no more than one half of an 8½" x 11" page.
	Collection Design	Develop a collection of four (4) original designs. Designs should cover both the top and bottom half of the body, but may include multiple garments. Each design should be on a separate page and be full color, drawn either by hand or with a digital program. 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. Information for each design may take up to two 8½" x 11" pages, or a total of up to 8 pages.
	Target Retailer	List target retailer(s) with an explanation for choices.
	Pricing	Develop a pricing range for the pieces of the collection design. Pricing should reflect both the manufacturing costs and preferences of the intended audience.
	Career Path	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.
	Works Cited/Bibliography	Use MLA or APA citation style to cite all references. Resources should be reliable and current.
	Appearance	Portfolio must be neat, legible, and professional and use correct grammar and spelling.

### Collection Sample

The collection sample will consist of one actual size prototype of a design from the four- piece collection which is constructed solely by the participant out of the intended production materials. The sample should be presented to evaluators with the portfolio prior to the presentation and should be displayed, with the collection sample pattern, during the presentation. The collection sample may be displayed using a mannequin, dress form, or other method chosen by the participant, but may not be modeled by the participant or another individual during the presentation. **Modification or use of a commercial pattern is not allowed. Participants may not modify a commercial or previously constructed garment.**

Collection Sample Pattern	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.
Collection Sample Condition	The collection sample should be actual size, well-constructed by the participant, and appropriate for a professional presentation. The sample should demonstrate a basic knowledge of fashion construction skills and adequately represent the planned final product for future manufacturing.

## Fashion Design Specifications (continued)

### Oral Presentation

The oral presentation **may be up to** 10 minutes in length and is delivered to evaluators. The presentation should explain the specifics of the project. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 1-minute playing time during the presentation. *Presentation equipment*, with no audio, may be used throughout the oral presentation. Participants may use any combination of *props*, materials, supplies, and/or equipment to demonstrate how to carry out the project.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Connection to Family and Consumer Sciences and Related Occupations	Describe relationship of project <i>content</i> to Family and Consumer Sciences and related occupations.
Knowledge of Textiles, Fashion, and Apparel	Demonstrate thorough knowledge and use of concepts, techniques, and vocabulary associated with textiles, fashion, and apparel.
Use of <i>Portfolio</i> and Collection Sample During Presentation	Use the <i>portfolio</i> and collection design to support, illustrate or complement presentation.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation.
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage, and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.





# FASHION DESIGN Rubric

Name of Participant \_\_\_\_\_

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

PORTFOLIO							Points
<b>FCCLA Planning Process Summary Page</b> 0-5 points	<b>0</b> Planning Process summary not provided	<b>1</b> Inadequate steps in the Planning Process are presented	<b>2</b> All Planning Process steps are presented but not summarized	<b>3</b> All Planning Process steps are summarized	<b>4</b> Evidence that the Planning Process was utilized to plan project	<b>5</b> The Planning Process is used to plan the project. Each step is fully explained	
<b>Label and Explanation</b> 0-3 points	<b>0</b> No label developed or explained	<b>1</b> Label concept is present but not thoroughly thought out, explained well, creative, or appropriate for the audience	<b>2</b> Label concept is two or more of the following: creative, appropriate for the intended audience, thoroughly thought out or explained well	<b>3</b> Label concept is creative, appropriate for the intended audience, well thought out, evident patterns of buying behavior was researched and studied			
<b>Knowledge of the Intended Audience</b> 0-3 points	<b>0</b> The participant displays no knowledge of the intended audience	<b>1</b> The participant displays limited knowledge of the intended audience	<b>2</b> The participant displays knowledge of the intended audience, but has not done research about preferences or buying patterns	<b>3</b> The participant displays extensive knowledge of the intended audience, and is explained thoroughly			
<b>Fabric Profiles</b> 0-5 points	<b>0</b> No fabric profiles provided	<b>1</b> At least one of the fabrics used in the collection design is represented with an inadequate swatch and/or limited information for the four description requirements	<b>2</b> Most fabrics used in the collection design are represented with an inadequate swatch and/or limited information for the four description requirements	<b>3</b> Most fabrics used in the collection design are represented by a half page or less with a swatch and adequate information for the four description requirements	<b>4</b> All fabrics used in the collection design are represented on a half-page or less with a swatch and adequate information for the four description requirements	<b>5</b> All fabrics used in the collection design are represented on a half-page or less with a swatch and complete and appropriate information for the four description requirements	
<b>Collection Design</b> 0-12 points	<b>0</b> No collection design provided	<b>1</b> The collection design does not include four complete outfits	<b>2</b> The collection design includes four complete outfits, but are poorly designed, have little regard for function and fit	<b>3</b> The collection design includes four complete outfits which are well designed, but would not function or fit well	<b>4</b> The collection design contains four complete full color outfits, well designed, proper fit and function, but do not show high potential for intended audience	<b>5</b> The collection design contains four complete full color outfits, well designed, proper fit and function, and appeal highly to intended audience, and include all required information	
<b>Target Retailer</b> 0-2 points	<b>0</b> No target retailer information provided	<b>1</b> Both the list of potential retailers and explanations of choices are inadequate	<b>2</b> The list is thorough and explanations are well thought out and complete				
<b>Pricing</b> 0-2 points	<b>0</b> No pricing information provided	<b>1</b> Some collection pieces are missing or pricing decisions are listed but or are not appropriate	<b>2</b> All collection pieces are represented and pricing decisions are appropriate for the type, quality, and market of the garment				
<b>Career Path</b> 0-5 points	<b>0</b> No career path provided	<b>1</b> Includes two or less goals	<b>2</b> Includes three goals	<b>3</b> Includes four goals	<b>4</b> Includes five career path goals, but they are not well written, realistic, achievable, or challenging	<b>5</b> Includes five well written realistic, achievable, and challenging goals for various stages of career path	
<b>Works Cited/ Bibliography</b> 0-3 points	<b>0</b> No resources listed	<b>1</b> Resources are incomplete, not current, or not reliable for project	<b>2</b> Reliable resources but incorrect style ( <i>see style sheet</i> )	<b>3</b> Complete list of current and reliable resources, in MLA or APA style ( <i>see style sheet</i> )			
<b>Appearance</b> 0-3 points	<b>0</b> Portfolio is illegible and unorganized	<b>1</b> Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	<b>2</b> Portfolio is neat, legible, and professional, with correct grammar and spelling	<b>3</b> Neat, legible, professional, correct grammar and spelling used with effective organization of information			

## Fashion Design Rubric (continued)

COLLECTION SAMPLE							Points
Collection Sample Pattern 0-4 points	0 Not provided	1 Some pattern pieces are included and assembly instructions are incomplete	2-3 All pattern pieces are included and complete assembly instructions are provided	4 All pattern pieces are included and labeled appropriately for easy assembly and clear step-by-step assembly instructions are provided			
Collection Sample Condition 0-4 points	0 Not provided	1 Collection sample is in poor condition and does not adequately represent the design	2-3 Collection sample is actual size and made out of the intended fabric	4 Collection sample is actual size and made out of the intended fabric. It is well constructed and appropriate for a professional presentation			
ORAL PRESENTATION							Points
Organization/ Delivery 0 – 10 points	0 Presentation is not done or presented briefly and does not cover components of the project	1 2 Presentation covers some topic elements	3 4 Presentation covers all topic elements but with minimal information	5 6 Presentation gives complete information but does not explain the project well	7 8 Presentation covers information completely but does not flow well	9 10 Presentation covers all relevant information with a seamless and logical delivery	
Relationship to Family and Consumer Sciences Coursework and Standards 0-5 points	0 No evidence of relationship between project and FCS	1 Minimal evidence of project and FCS coursework relationship	2 Some knowledge of relationship of project and FCS coursework	3 Knowledge of project and FCS coursework but not shared	4 Knowledge of project and relationship to FCS is evident and shared	5 Knowledge of project and FCS relationship is evident and explained well	
Knowledge of Textiles, Fashion, and Apparel 0-5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Use of Portfolio and Collection Sample during Presentation 0-5 points	0 Portfolio and sample not used during presentation	1 Portfolio and sample used to limit amount of speaking time	2 Portfolio and sample used minimally during presentation	3 Portfolio and sample incorporated throughout presentation	4 Portfolio and sample used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio and sample	
Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing			
Body Language/ Clothing Choice 0-3 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1 Gestures, posture, mannerisms and eye contact is inconsistent/clothing is appropriate	2 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3 Gestures, posture, mannerisms, eye contact, and clothing enhance presentation			
Grammar/Word Usage/ Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors			
Responses to Evaluators' Questions 0-5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation	

**Evaluator's Comments – include two things done well and two opportunities for improvement:**

**TOTAL**  
(90 points possible)

Evaluator Initial \_\_\_\_\_

Room Consultant Initial \_\_\_\_\_

Evaluator # \_\_\_\_\_