



Repurpose and Redesign



Repurpose and Redesign is an *individual or team event* that 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. At the event site, participants set up their *displays* and present the results of their projects to evaluators.

EVENT LEVELS

Level 1: through grade 8

Level 2: grades 9-10

Level 3: grades 11–12

See page 83 for more information on event levels.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 85 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual presentation, if desired.
3. Items within the *display* may be used as in-hand *visuals* during the oral presentation, but must be returned within *display dimensions* when finished.
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	Display, Oral Presentation, Skills Selection Chart	Table or Freestanding Space – no Electrical Access - no Wall Space – no Supplies - no	Official dress - or- Professional dress appropriate to event	5 minutes	10 minutes prior to presentation	1-minute warning at 4 minutes; stopped at 5 minutes	5 minutes	30 minutes

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

REPURPOSE AND REDESIGN

Procedures and Time Requirements

5 minutes	At the designated participation time, participants will have 5 minutes to set up their <i>display</i> and submit 3 copies of the completed Skills Selection Chart. Other persons may not assist.
10 minutes	Evaluators and room consultants will have up to 10 minutes to inspect the product for the skill areas indicated by the participant.
5 minutes	The oral presentation may be up to 5 minutes in length. A one-minute warning will be given at 4 minutes. Participants will be stopped at 5 minutes. If audio or audiovisual recordings are used, they are limited to a 1-minute playing time during the presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have 5 minutes to use the rubric to score and write comments for participants.

Specifications

Display

A *display* should be used to document and illustrate the work of one project, using clearly defined presentation surfaces.

The *display* may be either freestanding or tabletop. Freestanding *displays* should not exceed a space 48" deep by 60" wide by 72" high, including *audiovisual equipment*. Tabletop *displays* should not exceed a space 30" deep by 48" wide by 48" high, including any *audiovisual equipment*. Participants using a tabletop *display* are allowed a standing *mannequin* in addition to their table space, however, all other information or *props* outside the *display* will be considered part of the *display* and subject to penalty (tablecloths, storage items, boxes below the table, etc.). Scrapbooks, *flip charts*, *portfolios*, and *photo albums* are not allowed. Each *display* must include a *project identification page* and a *Planning Process* summary page.

<i>Project Identification Page</i>	One 8 ½" x 11" page on <i>plain paper</i> , with no <i>graphics</i> or decorations; must include participant's name, chapter name, school, city, state, event name, and project title.
FCCLA <i>Planning Process</i> Summary Page	One 8 ½" x 11" summary page of 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.
Evidence of Online Project Summary Submission 	Complete the online project summary form located on the "Surveys" tab on the FCCLA Portal, and include signed proof of submission on the display.
Contents of <i>Display</i>	<p>The <i>display</i> must contain the project product, material profile, cost itemization, time log, and photo storyboard.</p> <p>Project Product: The project product must be included in the tabletop or freestanding display. Participants should be aware that for National Leadership Conference, significant shipping changes may apply for large or heavy items, and should plan accordingly.</p> <p>Material Profile: A material profile should be prepared front side only on paper not larger than 11" x 17" 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.</p> <p>Cost itemization: A detailed cost itemization should be prepared front side only on 8 ½" x 11" paper and displayed. The cost itemization will show a list of all supplies used to make the product with quantities, unit costs, and total costs.</p> <p>Time Log: A log of time invested in designing and making the product(s) should be prepared front side only on one 8 ½" x 11" paper and displayed. Total hours should be shown.</p> <p>Photo Storyboard: A storyboard of photos telling the story of the project should be prepared front side only on paper not larger than 11" x 17" and displayed.</p>

Repurpose and Redesign Specifications (continued)

<p>Contents of <i>Display</i>, continued</p>	<p>Other: The display may not contain a live model. The participant may not model the product (garment, accessory, etc., if applicable) during the presentation. If needed, a mannequin may be used, but is neither required nor provided.</p> <p>Marketing Plan (Optional): 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.</p> <p><i>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.</i></p> 
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Oral Presentation

The oral presentation **may be up to 5** minutes in length and is delivered to evaluators. The presentation is to describe efforts in detail. If audio or audiovisual recordings are used, they are limited to 1-minute playing time during the presentation.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
Knowledge of Recycling and Environmental Sustainability	Demonstrate knowledge of concepts related to the selected skill areas.
Use of <i>Display</i>	Use the <i>display</i> to support, illustrate, and complement the project description during the 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 notecards 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.

Repurpose and Redesign Skills

Participants are to select a project that showcases their repurposing and redesign skills.

Design	The design should exhibit effective form and function, and provide opportunities for practical use and reuse, as applicable.
Workmanship	The product should exhibit high quality workmanship and should be marketable.
Creativity	The design and product should reflect creativity, imagination, and innovation.
Repurpose and Redesign Skills	Products will be evaluated on the 8 repurposing and redesign skills selected by the participant. See Repurpose and Redesign Skills Selection Chart.

REPURPOSE AND REDESIGN

Rubric

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

DISPLAY							Points
FCCLA Planning Process Summary Page 0-5 points	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained; no more than 1 page	
Material Profile 0-6 points	0 No information provided	1 Information adequate	2	3 Most information provided	4	5 Very thorough information	
Cost Itemization 0-3 points	0 No cost itemization	1 Many omissions in itemization and errors in calculation	2	3 Most items shown and only one or two errors in calculation	4	5 Completely accurate and thorough	
Time Log 0-1 point	0 No time log provided, or does not meet specifications			1 Time log provided, front side only on one 8 1/2" x 11" paper, showing total hours			
Photo Storyboard 0-3 points	0 No storyboard in project	1 Limited photographs and confusing arrangement	2	3 Adequate photographs arranged in a clear and logical format	4	5 Appropriate number of photographs, arranged well to tell a story	
Display 0-5 points	0 Display not used during presentation	1 Display has many errors, does not show evidence of originality and is not aesthetically pleasing	2 Display has minimal visual appeal and lacks originality	3 Display needs some improvement in content and design	4 Display has good word, color, and design choice	5 Display is creative, appropriate, and of high quality	
ORAL PRESENTATION							
Organization/Delivery 0 – 10 points	0 Presentation is not done or presented briefly and does not cover components of the project	1 Presentation covers some topic elements	2 Presentation covers all topic elements but with minimal information	3 Presentation gives complete information but does not explain the project well	4 Presentation covers information completely but does not flow well	5 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Repurposing and Environmental Sustainability 0-5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of repurposing is evident but not effectively used in presentation	4 Knowledge of repurposing is evident and shared at times in the presentation	5 Knowledge of repurposing is evident and incorporated throughout the presentation	
Use of Display during Presentation 0-5 points	0 Display not used during presentation	1 Display used to limit amount of speaking time	2 Display used minimally during presentation	3 Display incorporated throughout presentation	4 Display used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and display	
Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2	3 Voice quality is good, but could improve	4	5 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	3 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	4	5 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	3 Few (1-2) grammatical and pronunciation errors	4	5 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	

Repurpose and Redesign Rubric (continued)

RECYCLING AND DESIGN SKILLS					Points
Effectiveness of Product Design 0-3 points	0 Form, function, and practicality of use needs improvement	1 Satisfactory form, function, but not practical use or reuse	2 Good form, function, and practicality of use or reuse	3 Outstanding form, function, and practicality of use or reuse	
Overall Quality of Workmanship 0-3 points	0 Low quality, not marketable	1 Marginal quality of workmanship	2 Fair quality, somewhat marketable	3 Very good quality, marketable	
Creativity, Imagination, and Innovation 0-3 points	0 No evidence	1 Little evidence	2 Some evidence	3 Highly creative, innovative	
Selected Skill Areas 0-24 points	See separate <i>Repurpose and Redesign Skill Area Rubric</i> for additional criteria ratings. Transfer total points earned for 8 selected skill areas to the "Points" column at right.				

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

TOTAL
(90 points possible)

Evaluator # _____

Evaluator Initial _____

Room Consultant Initial _____



REPURPOSE AND REDESIGN Skill Area Rubric

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

INSTRUCTIONS: Circle the appropriate rating for each of the eight selected skills and enter each rating in the “Points” column on the right. Provide comments on the page to help participants understand their ratings in terms of strengths and areas for improvement. Verify points total, and enter in the Selected Skill Area “Points” column on the *Repurpose and Redesign Rubric*.

EVALUATION CRITERIA					Points
Possible Points: 0–24					
<input type="checkbox"/> Good choice of item for repurposing	0 = Not done	1 = Choose Better	2 = Good Choice	3 = Excellent Choice	
<input type="checkbox"/> More than one repurposed item in one product	0 = Not done	1 = Only One Item	2 = Two Items	3 = Two+ Items	
<input type="checkbox"/> Innovative use of repurposed item	0 = Not done	1 = Could Use Better	2 = Good Use	3 = Excellent Use	
<input type="checkbox"/> Conservation theme or slogan	0 = Not done	1 = Improve Theme	2 = Good Theme	3 = Excellent Theme	
<input type="checkbox"/> Design of an energy-saving product	0 = Not done	1 = Improve Design	2 = Good Design	3 = Excellent Design	
<input type="checkbox"/> Design of a product that promotes environmentalism	0 = Not done	1 = Improve Design	2 = Good Design	3 = Excellent Design	
<input type="checkbox"/> Sketch of accessory design	0 = Not done	1 = Inaccurate Sketch	2 = Good Sketch	3 = Excellent Sketch	
<input type="checkbox"/> Shaped seams, edges, and/or corners	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Pocket(s)	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Gathers and/or ruffles	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Strap, tie, or band	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Lining, facing, and/or interfacing	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Application of trims	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Use of embellishments	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Embroidery, hand or machine	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Napped fabric or one-way print	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Basic Marketing Plan	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Sanding, Painting, or Staining	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Gluing, stapling, sawing	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Application or use of decorative hardware	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Application or use of construction hardware	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	
<input type="checkbox"/> Wiring or fastening with various mediums	0 = Not done	1 = Improve Quality	2 = Good Quality	3 = Excellent Quality	

Evaluator’s Comments:

TOTAL SCORE FOR SKILL AREA

(24 points possible)



REPURPOSE AND REDESIGN Skills Selection Chart

Name of Participant _____

State _____ Level _____

INSTRUCTIONS: Each participant’s project must represent at least 8 of the skills listed below. At designated participation time, each participant will turn in 3 copies of this page with the 8 skills represented in the project checked. 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. If participants check more than eight skills, the first eight on the list only will be evaluated. **If this form is not completed and turned in at the designated participation time, evaluators will be unable to complete the Skill Area Rubric, resulting in “0” points awarded.**



Include in your design a minimum of eight repurposing and promotional skills from those listed below:	
<input type="checkbox"/> Good choice of item for repurposing	<input type="checkbox"/> Lining, facing, and/or interfacing
<input type="checkbox"/> More than one repurposed item in one product	<input type="checkbox"/> Application of trims
<input type="checkbox"/> Innovative use of repurposed item	<input type="checkbox"/> Use of embellishments
<input type="checkbox"/> Conservation theme or slogan	<input type="checkbox"/> Embroidery, hand or machine (created by participant, not purchased)
<input type="checkbox"/> Design of an energy-saving product	<input type="checkbox"/> Napped fabric or one-way print
<input type="checkbox"/> Design of a product that promotes environmentalism	<input type="checkbox"/> Basic marketing plan
<input type="checkbox"/> Strap, tie, or band	<input type="checkbox"/> Sanding, painting, or staining
<input type="checkbox"/> Sketch of accessory design	<input type="checkbox"/> Gluing, stapling, sawing
<input type="checkbox"/> Shaped seams, edges, and/or corners	<input type="checkbox"/> Application or use of decorative hardware
<input type="checkbox"/> Pocket(s)	<input type="checkbox"/> Application or use of construction hardware
<input type="checkbox"/> Gathers and/or ruffles	<input type="checkbox"/> Wiring or fastening with various mediums