

Fashion Design is an *individual event* that 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, and design the label's first 6-piece collection. 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**.

NEW JERSEY CORE CURRICULUM STANDARDS

- 1.2.12.B(4).3 Organize personal works of visual art that convey a high level of understanding of how expression of ideas related to media, techniques and artistic process.
- 2.2.12. C.1 Analyze the impact of competition on personal character development.
- 3.1 Understand and apply the knowledge of sounds, letters, and words in written English to become independent and fluent readers, and will read a variety of materials and texts with fluency and comprehension.
- 3.3 Speak in clear and concise organized language that varies in content and form for different audiences and purposes.
- 3.4 Listen actively to information from a variety of sources in a variety of situations.
- 3.5 Access, view, evaluate, and respond to print, nonprint, and electronic texts and resources.
- 8.1.12.A.2 Produce and edit a multi-page document for a commercial or professional audience using desktop publishing and/or graphics software.
- 8.1.12.A.3 Participate in online courses, learning communities, social networks, or virtual worlds and recognize them as resources for lifelong learning.
- 9.1.12.A.1 Apply critical thinking and problem solving strategies during structured learning experiences
- 9.3.12.C.2 Characterize education and skills needed to achieve career goals, and take steps to prepare for postsecondary options, including course selections, assessments, and extra-curricular activities.
- 9.3.12.C.3 Develop personal interests and activities that will support declared career goals and plans.
- 9.1.12.F2 Demonstrate a positive work ethic in various settings, including the classroom and during structures learning experiences.
- 9.3.12.C.5 Identify transferable skills in career choices and design alternative career plans based upon those skills.
- 9.3.12.C.6 Develop job readiness skills by participating in structures learning experiences and employment seeking opportunities.
- 9.3.12.C.7 Pursue a variety of activities related to career preparation (e.g., Volunteer, seek employment, apply for training grants, higher education grants and loans.)
- 9.3.12.C.11 Evaluate the responsibility of employers and employees for maintaining workplace safety and health rights related to a particular occupation/ career.
- 9.4.12.C(6).2 Analyze how elements and principles are applied in a broad range of specific works of art.

- 9.4.12.C(6).3 Explain what and how specific works of art communicate meaning and how they are used as a means to express ideas.
- 9.4.12.J.14 Exhibit public relations skills in order to increase internal and external customer satisfaction.
- 9.4.12.N(5).8 Employ concepts and strategies used in this pathway to determine and target select audiences in order to facilitate merchandising activities.

EVENT CATEGORIES

Senior: grades 10 – 12

Occupational: grades 10-12

ELIGIBILITY

1. A chapter may enter one (1) entry in this event. An entry is defined as one (1) participant.
2. Participation is open to any affiliated FCCLA member.
3. Participants in the senior category must be or have been enrolled in a textiles or design course or unit of study. Participants in the occupational category must be or have been enrolled in a textiles or design course or program of study that concentrates on preparation for paid employment.
4. The Fashion Design project must be developed and completed within a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference.
5. The Fashion Design project must be planned and prepared by the participant only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

PROCEDURES & REGULATIONS

1. Each participant must submit his or her *portfolio* at the Competitive Events registration at the State Leadership Conference.
2. At the designated time, participants will have 30 minutes to set up their displays. Only participants are allowed in the setup area. Other persons may not assist. Displays not set up at the designated time will not be allowed to present.
3. The oral presentation **may be up to** 10 minutes in length.
4. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during the presentation. Visual equipment, with no audio, may be used during the entire presentation.
5. Following the presentation, evaluators may interview the participant.
6. Participants must bring all necessary supplies and/or equipment. Wall space will not be available.
7. Tables and electrical outlets must be requested. Extension cords and power strips are not provided.
8. Spectators are not allowed to observe any portion of this event while in progress.
9. One individual may be chosen from each event category to represent New Jersey at the National Leadership Conference.

FASHION DESIGN EVENT SPECIFICATIONS

Portfolio

The portfolio is a collection of materials used to document and illustrate the work of the project. Materials must be contained in a standard binder (no larger than 12” high, 11” wide, and 1½” in depth). A decorative and/or informative cover may be included. All materials, including the divider pages and tabs, must fit within the dimensions above. The binder must contain no more than 45 pages: 1 *project identification* page, 1 table of contents page, 1 *Planning Process* summary page, 0-7 *divider pages*, and up to 35 *content pages* including the documents listed below. *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other *content*. All pages must be one-sided only. All pages except *divider pages* must be 8½” x 11”. The *portfolio* will be turned in at the Competitive Events registration.

Project Identification Page	One 8½” x 11” page on plain paper, with no graphics or decorations; must include participant’s name, chapter name, school, city, state, FCCLA national region (North Atlantic Region) and project title.
FCCLA Planning Process Summary Page	One 8½” 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. Each step is fully explained.
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 for 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"> • General fabric appearance (plaid, solid, matte, shiny, etc.) • Fiber content • Fabric care • Fabric characteristics Each fabric profile should be no more than one half of a 8½” x 11” page.
Collection Design	Develop a collection of 6 original designs. Design 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 12 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 an organized, consistent format to cite all references in alphabetical order. Resources used should be reliable and current.
Appearance	Portfolio must be neat, legible, and professional and use correct grammar and spelling with effective use of organization and information.

Collection Sample

The collection sample will consist of one actual size prototype of a design from the six collection designs which is created 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 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.

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.
Collection Sample Condition	The collection sample should be actual size, well-constructed, 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.

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. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during the presentation. Visual equipment, with no audio, may be used during the entire 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 content to Family and Consumer Sciences and related occupations.
Knowledge of Textiles, Fashion, and Apparel	Demonstrate thorough knowledge and use concepts, techniques, and vocabulary associated with textiles, fashion, and apparel.
Use of Portfolio and Collection Sample During Presentation	Use the portfolio and collection design to support, illustrate, or complement presentation.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/Clothing Choice	Use appropriate attire and body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used.
Grammar and Pronunciation	Use proper grammar and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

Fashion Design Rating Sheet

Name of Participant _____ School _____

Category: _____ Senior _____ Occupational

INSTRUCTIONS: Write the appropriate rating in the “Score” columns. Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary. Total points.

Evaluation Criteria	Very					Score	Comments
	Poor	Fair	Good	Good	Excellent		
PORTFOLIO							
FCCLA Planning Process Summary	0-1	2	3	4	5		
Label and Explanation	0	1		2	3		
Knowledge of the Intended Audience	0	1		2	3		
Fabric Profiles	0-1	2	3	4	5		
Collection Design	0-1	2-4	5-6	7-9	10-12		
Target Retailer	0	1		2	3		
Pricing	0	1		2	3		
Career Path	0-1	2	3	4	5		
Works Cited/Bibliography	0	1		2	3		
Appearance	0-1	2	3	4	5		
Collection Sample Pattern	0-1	2	3	4	5		
Collection Sample Condition	0-1	2	3	4	5		
ORAL PRESENTATION							
Organization/Delivery	0-2	3-4	5-6	7-8	9-10		
Connection to Family and Consumer Sciences	0-1	2	3	4	5		
Knowledge of Textiles, Fashion, and Apparel	0-1	2	3	4	5		
Use of Portfolio and Collection Sample During Presentation	0-1	2	3	4	5		
Voice	0-1	2	3	4	5		
Body Language/Clothing	0-1	2	3	4	5		
Grammar	0	1		2	3		
Response to Evaluators Questions	0-1	2	3	4	5		

Total Score _____

Verification of Total Score (please initial)

Evaluator _____
 Room Consultant _____
 Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100

Silver: 75-89

Bronze: 60-74