



**Fashion Design**, an *individual* 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, 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**.

### EVENT CATEGORIES

**Senior:** grades 10–12

**Occupational:** grades 10–12

See page 30 for more information on event categories.

### ELIGIBILITY

1. States may submit one entry in each category of this event.
2. Participation is open to any nationally affiliated FCCLA chapter 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 concentrated on preparation for paid employment. Courses which meet this requirement may be determined by the state department of education.
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 the participant is 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 & TIME REQUIREMENTS

1. Each entry will submit a *portfolio* to the event room consultant at the designated participation time.
2. Participant will have 5 minutes to set up for the event. Other persons may not assist.
3. Room consultants and evaluators will have 15 minutes to preview the *portfolio* and sample garment before the presentation begins.
4. The oral presentation **may be up to** 10 minutes in length. A one-minute warning will be given at 9 minutes. The participant will be stopped at 10 minutes.
5. 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.
6. Following the presentation, evaluators will have 5 minutes to interview participant.
7. Evaluators will use the rubric to score and write comments for participants. Then, evaluators will meet with each other to discuss participant's strengths and suggestions for improvement.
8. The total time required for this event is approximately 35 minutes.

## GENERAL INFORMATION

1. A table will be provided. Participant must bring all other necessary supplies and/or equipment. Wall space may not be available.
2. Spectators may not observe any portion of this event.
3. Internet connections will **not** be provided.
4. **Presentation Elements:**  
Allowed: *Audio, Easels, Flip Chart(s), Portfolio, Props/Pointers, Visual Equipment, Visuals.*  
Not Allowed: *Costumes/Uniforms, File Folders, Manuals, Skits.*

## 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/notebook obtained from the national FCCLA emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover. The binder/notebook 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 8 1/2" x 11". The *portfolio* will be turned in to the room consultant at the designated participation time.

## Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint format or an *electronic document* that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* may be no more than 45 pages or 55 slides, because slides have less content than document pages. 1 *Project Identification page*, 1 Table of Contents, and up to 35 *content pages* or 45 content slides including the documents listed below. Divider or section slides may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. 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.

Project Identification Page	One slide or one 8 1/2" x 11" page on plain paper, with no graphics or decorations; must include participant's name, chapter name, school, city, state, FCCLA national region, and project title.
FCCLA Planning Process Summary Page	Two slides or one 8 1/2" 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.
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>• <i>Fiber content</i></li> <li>• <i>Fabric care</i></li> <li>• <i>Fabric characteristics</i></li> </ul> Each fabric profile should be no more than one half of an 8 1/2" x 11" page.
Collection Design	Develop a collection of 6 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 8 1/2" 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.

## Fashion Design Specifications (continued)

Works Cited/ <i>Bibliography</i>	Use MLA or APA citation style format to cite all references. Resources should be <i>reliable</i> and <i>current</i> .
Appearance	<i>Portfolio</i> must be neat, legible, <i>professional</i> and use correct grammar and spelling.

### Collection Sample

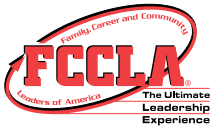
The collection sample will consist of one actual size prototype of a design from the six piece collection which is created solely by the participant out of the intended production materials. The sample should be presented to evaluators with the portfolio prior to the presentation and should be displayed 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. The presentation may not be prerecorded. If audio or *audiovisual equipment* is used, it is limited to 1 minute playing time during the presentation. *Visual 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 content 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 appropriate clothing 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.



## STAR Events Point Summary Form FASHION DESIGN



FASHION DESIGN

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

State \_\_\_\_\_ Team # \_\_\_\_\_ Group # \_\_\_\_\_ Category \_\_\_\_\_

**DIRECTIONS:**

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, please write "No Show" across the top and return with other forms. Do **NOT** change team or group numbers.
2. Before student presentation, the room consultants must check participants' *display* using the criteria and standards listed below and fill in the boxes.
3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and paper clip all items related to the presentation together. Please do **NOT** staple.
4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead or Assistant Lead Consultant.
5. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points		
<b>Registration</b> 0 or 5 points	<b>0</b> Did not attend	<b>5</b> The individual attended			
<b>Hardcopy Portfolio</b> 0-1 points or <b>Electronic Portfolio</b> 0-1 points	<b>0</b> Binder is not the official FCCLA binder	<b>1</b> Binder is the official FCCLA binder			
	<b>0</b> Electronic Portfolio not in viewable format to the evaluators	<b>1</b> Electronic Portfolio in viewable format to the evaluators			
<b>Portfolio Pages</b> 0-1 points	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><b>0</b> Portfolio exceeds the page limit/not all required pages are present or completed correctly</td> <td style="text-align: center; width: 50%;"><b>1</b> Portfolio contains no more than 45 single-sided pages or 55 slides including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process Summary Page or 2 slides • Up to 7 divider pages or slides • Up to 35 content pages or 45 content slides</td> </tr> </table>		<b>0</b> Portfolio exceeds the page limit/not all required pages are present or completed correctly	<b>1</b> Portfolio contains no more than 45 single-sided pages or 55 slides including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process Summary Page or 2 slides • Up to 7 divider pages or slides • Up to 35 content pages or 45 content slides	
<b>0</b> Portfolio exceeds the page limit/not all required pages are present or completed correctly	<b>1</b> Portfolio contains no more than 45 single-sided pages or 55 slides including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process Summary Page or 2 slides • Up to 7 divider pages or slides • Up to 35 content pages or 45 content slides				
<b>Project Identification Page</b> 0-2 points	<b>0</b> Project ID page is missing	<b>1</b> Project ID page is present but includes incorrect information	<b>2</b> Project ID page is present and completed correctly		
<b>Punctuality</b> 0-1 points	<table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;"><b>0</b> Participant was late for presentation</td> <td style="text-align: center; width: 50%;"><b>1</b> Participant was on time for presentation</td> </tr> </table>		<b>0</b> Participant was late for presentation	<b>1</b> Participant was on time for presentation	
<b>0</b> Participant was late for presentation	<b>1</b> Participant was on time for presentation				

**EVALUATORS' SCORES**

Evaluator 1 \_\_\_\_\_ Initials \_\_\_\_\_  
 Evaluator 2 \_\_\_\_\_ Initials \_\_\_\_\_  
 Evaluator 3 \_\_\_\_\_ Initials \_\_\_\_\_  
 Total Score \_\_\_\_\_ divided by number of evaluators  
 \_\_\_\_\_ = **AVERAGE EVALUATOR SCORE**

**ROOM CONSULTANT TOTAL**  
(10 points possible)

**AVERAGE EVALUATOR SCORE**  
(90 points possible)

**FINAL SCORE**  
(Average Evaluator Score plus Room Consultant Total)


**RATING ACHIEVED** (circle one)    **Gold:** 90-100    **Silver:** 70-89.99    **Bronze:** 1-69.99

**VERIFICATION OF FINAL SCORE AND RATING** (please initial)

Evaluator 1 \_\_\_\_\_ Evaluator 2 \_\_\_\_\_ Evaluator 3 \_\_\_\_\_ Adult Room Consultant \_\_\_\_\_ Event Lead Consultant \_\_\_\_\_

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

State \_\_\_\_\_ Team # \_\_\_\_\_ Group # \_\_\_\_\_ Category \_\_\_\_\_

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 they have researched and studied patterns in their buying behavior			
<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. It is and 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 on 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	<b>0</b> No collection design provided	<b>1–2</b> The collection design does not include six complete outfits	<b>3–5</b> The collection design includes six complete outfits, but they are poorly designed, have little regard for actual function and fit	<b>6–8</b> The collection design includes six complete outfits which are well designed, but would not function or fit well	<b>9–11</b> The collection design contains six complete full-color outfits, which are well designed and would fit and function properly, but do not show high potential for their intended audience	<b>12</b> The collection design contains six complete, full-color outfits, which are well-designed and functional, and would appeal highly to their intended audience and all required information is attached	
<b>Target Retailer</b> 0–3 points	<b>0</b> No target retailer information provided	<b>1</b> Both the list of potential retailers and the explanations of choices are inadequate	<b>2</b> The list is thorough and explanations are adequate	<b>3</b> The list is thorough and explanations are well thought out and complete			
<b>Pricing</b> 0–3 points	<b>0</b> No pricing information provided	<b>1</b> Some collection pieces are missing AND pricing decisions are not appropriate	<b>2</b> Some collection pieces are missing OR pricing decisions are listed but are not appropriate	<b>3</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, and achievable, and challenging goals for various stages of a career path	

# Fashion Design Rubric (continued)

Points

FASHION DESIGN

<b>Works Cited/ Bibliography</b> 0–3 points	<b>0</b> No resources listed	<b>1</b> Incomplete list of resources/ resources listed are not current or appropriate for project	<b>2</b> Complete list of resources but incorrect style	<b>3</b> Complete list of appropriate resources, in MLA or APA style		
<b>Appearance</b> 0–3 points	<b>0</b> Portfolio is illegible and unorganized	<b>1</b> Portfolio is neat, but contains 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 and professional, correct grammar and spelling used; effective organization		
<b>COLLECTION SAMPLE</b>						
<b>Collection Sample Pattern</b> 0–3 points	<b>0</b> Not provided	<b>1</b> Some pattern(s) pieces are included and assembly instructions are incomplete	<b>2</b> All pattern(s) pieces are included and complete assembly instructions are provided	<b>3</b> All pattern(s) pieces are included and labeled appropriately for easy assembly and clear step-by- step assembly instructions are provided		
<b>Collection Sample Condition</b> 0–3 points	<b>0</b> Not provided	<b>1</b> Collection sample is in poor condition and does not adequately represent the design	<b>2</b> Collection sample is actual size and made out of the intended fabric	<b>3</b> Collection sample is actual size and made out of the intended fabric. It is well-constructed and appropriate for a professional presentation		
<b>ORAL PRESENTATION</b>						
<b>Organization/ Delivery</b> 0–10 points	<b>0</b> Presentation is not done or speaks briefly and does not cover compo- nents of the project	<b>1–2</b> Presentation covers some topic elements	<b>3–4</b> Presentation covers all topic elements but with minimal information	<b>5–6</b> Presentation gives complete informa- tion but does not explain the project well	<b>7–8</b> Presentation covers information com- pletely but does not flow well	<b>9–10</b> Presentation covers all relevant information with a seamless and logical delivery
<b>Connection to Family and Consumer Sciences</b> 0–5 points	<b>0</b> Not included	<b>1</b> Vaguely referred to	<b>2</b> Explained, but done so poorly	<b>3</b> Explained fully	<b>4</b> Explained fully with evidence of some understanding of the content area	<b>5</b> Explained fully with evidence of mastery of the content area
<b>Knowledge of Textiles, Fashion, and Apparel</b> 0–5 points	<b>0</b> Little or no evidence of knowledge	<b>1</b> Minimal evidence of knowledge	<b>2</b> Some evidence of knowledge	<b>3</b> Knowledge of subject matter is evident but not shared in presentation	<b>4</b> Knowledge of subject matter is evident and shared at times in the presentation	<b>5</b> Knowledge of subject matter is evident and incorporated throughout the presentation
<b>Use of Portfolio and Collection Sample During Presentation</b> 0–5 points	<b>0</b> Portfolio and collection sample are not used during presentation	<b>1</b> Portfolio and collection sample are used to limit amount of speaking time	<b>2</b> Portfolio and collection sample are used minimally during presentation	<b>3</b> Portfolio and collection sample are incorporated throughout presentation	<b>4</b> Portfolio and collection sample are used effectively throughout presentation	<b>5</b> Presentation moves seamlessly between oral presentation, portfolio, and collection sample
<b>Voice—pitch tempo, volume</b> 0–3 points	<b>0</b> No voice qualities are used effectively	<b>1</b> Voice quality is adequate	<b>2</b> Voice quality is good, but could improve	<b>3</b> Voice quality is outstanding and pleasing to listen to		
<b>Body Language/ Clothing Choice</b> 0–3 points	<b>0</b> Body language shows nervous- ness and unease/ inappropriate clothing	<b>1</b> Body language shows minimal amount of nervousness/ clothing is appropriate	<b>2</b> Body language is good and and clothing is professional	<b>3</b> Body language and clothing choice both enhance the presentation		
<b>Grammar/ Word Usage/ Pronunciation</b> 0–3 points	<b>0</b> Extensive (more than 5) grammatical and pronunciation errors	<b>1</b> Some (3–5) grammatical and pronunciation errors	<b>2</b> Few (1–2) grammatical and pronunciation errors	<b>3</b> Presentation has no grammatical or pronunciation errors		
<b>Responses to Evaluators’ Questions</b> 0–5 points	<b>0</b> Did not answer evaluators’ questions	<b>1</b> Unable to answer some questions	<b>2</b> Responded to all questions, but without ease or accuracy	<b>3</b> Responded adequately to all questions	<b>4</b> Gave appropriate responses to evalua- tors’ questions	<b>5</b> Responses to questions were appropriate and given without hesitation

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

**TOTAL**  
(90 points possible)