

The Virtual Passion for Fashion Design Challenge Competitive Event is a State Event conducted prior to the NJ FCCLA Fall Leadership Conference. It is an *individual* event that allows participants to exhibit fashion design savvy by creating fashion sketch designs.

NEW JERSEY CORE CURRICULUM STANDARDS

SL.9-10.1	Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with peers on <i>grades 9–10 topics, texts, and issues</i> , building on others' ideas and expressing their own clearly and persuasively.
SL.11-12.2	Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, qualitatively, orally) evaluating the credibility and accuracy of each source.
SL.11-12.4	Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
WHST.11-12.6	Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.
W.11-12.2	Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
W.11-12.8	Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
4.MD.A.1	Know relative sizes of measurement units within one system of units including km, m, cm, mm; kg, g; lb, oz.; l, ml; hr, min, sec.
7.G.A.2	Draw (with technology, with ruler and protractor as well as freehand) geometric shapes with given conditions.
9.3.12.AR-VIS.2	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
9.3.12.AR-VIS.3	Analyze and create two and three-dimensional visual art forms using various media.
9.2.12.CAP.6:	Identify transferable skills in career choices and design alternative career plans based on those skills
9.2.8.CAP.9:	Analyze how a variety of activities related to career impacts postsecondary options
9.2.8.CAP.18	Explain how personal behavior, appearance, attitudes, and other choices may impact the job application process
9.4.8.CI.3	Examine challenges that may exist in the adoption of new ideas
9.4.8.CI.4	Explore the role of creativity and innovation in career pathways and industries.
9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas.
9.4.12.CI.2	Explain the potential benefits of collaborating to enhance critical thinking and problem-solving.
9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and transition.
9.4.8.CT.2	Develop multiple solutions to a problem and evaluate short-and long-term effects to determine the most plausible option.
9.4.8.CT.4	Compare past problem-solving solutions to local, national, or global issues and analyze the factors that led to a positive or negative outcome.
9.4.12.CT.1	Identify problem solving strategies used in the development of an innovative product or practice.
9.4.12.CT.2	Explain the potential benefits of collaborating to enhance critical thinking.
9.4.12.CT.4	Participate in online strategies and planning sessions for course-based, school-based, or another project and determined strategies that contribute to effective outcomes.
9.4.12.DC.1	Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
9.4.8.IML.3	Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping.

- 9.4.8.IML.7 Use information from a variety of sources, contexts, disciplines, and cultures for a specific purpose.
- 9.4.8.IML.12 Use relevant tools to produce, publish, and deliver information supported with evidence for an authentic audience.
- 9.4.8.IML.13 Identify the impact of the creator on the content production, and delivery of information.
- 9.4.8.TL.5 Compare the process and effectiveness of synchronous collaboration and asynchronous collaboration.
- 9.4.8.GCA.1 Model how to navigate cultural difference with sensitivity and respect.
- 9.4.8.GCA.2 Demonstrate openness to diverse ideas and perspectives through active discussions to achieve a group goal.

CAREER READY PRACTICES

- ✓ Apply appropriate academic and technical skills.
- ✓ Communicate clearly and effectively with reason.
- ✓ Consider the environmental, social, and economic impacts of decisions.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Plan education and career paths aligned to personal goals.
- ✓ Use technology to enhance productivity.

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES EDUCATION

- 16.2.4 Analyze effects of textile characteristics on design, construction, care, use, and maintenance of products.
- 16.2.5 Apply appropriate procedures for care of textile products.
- 16.3.2 Apply basic and complex color schemes and color theory to develop and enhance visual effects.
- 16.3.3 Utilize elements and principles of design in designing, constructing, and/or altering textile, apparel, and fashion products.

EVENT CATEGORIES

- Junior:** Participants in grades 6 – 8
Senior: Participants in a comprehensive program in grades 9 – 12
Occupational: Participants in an occupational program in grades 9 – 12

ELIGIBILITY

1. Participation is open to any affiliated FCCLA member. Affiliation for each participant must be submitted by **October 29, 2021.**
2. A chapter may enter two (2) entries in each event category for this event.
3. An entry is defined as one (1) participant.
4. An event category is determined by the participant's grade in school and type of Family and Consumer Sciences program.

PROCEDURES & REGULATIONS

1. Registration for this event must be submitted by October 15, 2021.
2. The Passion for Fashion Design Challenge must be developed and completed beginning September 1 of the current school year.
3. The Passion for Fashion Design Challenge project must be planned and prepared by the participant only, while under the supervision of the Chapter Adviser or Fashion instructor.

4. The Virtual Passion for Fashion includes centers around a specific Design Challenge that is explained below:

Challenge:

There are 5 reasons why we wear clothing.

1. **Adornment:** Added decoration or ornamentation.
2. **Protection:** Clothing that provides physical safeguards to the body, preventing harm from climate and environment.
3. **Identification:** Establishing who someone is or what they do.
4. **Modesty:** Covering the body according to the code of decency established by society.
5. **Status:** One's position or rank in comparison to others.

Clothes tells people who we are. You will create a look that begins with traditional business attire which is very conservative and tailored and does not say much about who is wearing it. You will transform this look into business attire that is a celebration of culture. The new look should be acceptable for business but at the same time tells people something about the culture of the individual.

Hand-draw original garments in color using the medium of your choice. Remember that the right styling will make the difference. You can try changing the hair, make up and mixing different accessories. **Both design options must be on the same piece of paper.** Include back views of the each look on an additional figure

5. Consider the fabrication for the separates in the design for the Fabric Profile. Scan or photograph real fabric and identify those fabrics (fabrics weave/knot and fiber; for example, wool gabardine, silk charmeuse, cotton gauze, etc.). Identify important characteristics and performance of the fabric.
6. Create a mood/inspiration board (8.5 X 11 inches) for your "Traditional Business to Celebration of Culture Business" design. The mood board should be an image or images that has inspired you to create the design. Include a short-written explanation of how the designs have been inspired by the mood page and list the destinations and season of the year your design will be worn.
7. All entries must be submitted by **November 2, 2021**, and privacy settings must be viewable to anyone with the link.
8. Participants must submit the following:
 - A. **A Project Identification Page**
 - B. Original **designs** in full color, drawn by hand in the medium of your choice
 - C. **Fashion Forecast** (attached sheet).
 - D. Mood/ Inspiration Board
 - E. Explanation of the Mood Board
9. The Project Identification page must include:
 - A. Participant Name
 - B. School
 - C. Chapter Name
 - D. Event Name (Passion for Fashion Design Challenge)
 - E. Event Category
 - F. In 150 words description of the project

PASSION FOR FASHION DESIGN CHALLENGE SPECIFICATIONS

Project Identification Page	One 8½" x 11" page on plain paper. Participant must include participant's name, school, chapter name, event name (Virtual Passion for Fashion Design Challenge), event category
Description of Project	Description is clearly stated and relevant.
Fashion Design	One 8½" x 11" page displaying an original design in full color, drawn by hand, with a digital program, or both. The design must be appropriate for the scenario and exhibit effective form and function. Drawing techniques are applied in an expressive, thoughtful manner to add realistic detail, shading, or a variety of lines to add texture and interest.
Principles and elements of Design	Clearly explain how they were incorporated in the design.
Craftsmanship/ Level of Difficulty	Final figure outlined with eraser marks not apparent. There are no scuffs or other markings on paper. It is a neat and clean presentation.
Mood/ Inspiration Page	include just about anything — photography, designs or illustrations, color palettes, textures, descriptive words — anything that helps you define the direction of your project.
Explanation of the Mood Page	Explain how the mood page inspired you.

Fashion Forecast

Each participant must submit a Fashion Forecast (attached sheet) with the following information:

Sketch of Clothing Label	The Label is interesting, appropriate and connects to the design.
Fabric Profile	Define the criteria for selecting fabrics for the collection design and include a picture of the fabric swatches for each material used with a description including, at a 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
Target Audience	List target audience(s) with an explanation for choices.
Target Retailer	List target retailer(s) with an explanation for choices.
Pricing	Develop a pricing range for the piece of design. Pricing should reflect both the manufacturing costs and preferences of the intended audience.
Explanation of this Fashion Design	Develop a clear, concise, description of the "Day to Night" design project. Appropriate choices to meet the design scenario.

Fashion Forecast

Name and Sketch of the Clothing Label

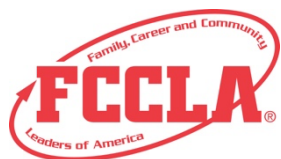
Fabric Profile

Target Audience(s)

Target Retailer

Pricing

Explanation of this Design



Elements and Principles of Design Worksheet

Name of Participant _____ Category _____

Chapter _____

To be completed by participant.

Elements of Design

Element	Explain Element and how it has been incorporated in the sketch
Line	
Shape	
Texture	
Color	

Principles of Design

Principle	Explain the Principle and how it has been utilized in the sketch
Proportion	
Balance	
Emphasis	
Rhythm	
Harmony	

PASSION FOR FASHION DESIGN CHALLENGE RATING SHEET

Name: _____ School: _____

Check One Event Category: _____ Junior _____ Senior _____ Occupational

Check One Doll Category: _____ 12" (Fashion) _____ 18" (American Girl)

Write the appropriate rating under the "SCORE" column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a score of 0. Total the points and enter under "TOTAL SCORE."

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
FILE FOLDER							
Project Identification Page	0-1	2	3	4	5		
Description of Project	0-1	2	3	4	5		
Mood Board and Explanation	0-2	3-4	5-6	7-8	9-10		
Design Sketch: <i>Original design, full color, by hand</i> Realistic detail, shading or a variety of line to add texture and interest	0-3	4-6	7-9	10-12	13-15		
Elements and Principles of Design were evident. Explanation sheet competed	0-2	3-4	5-6	7-8	9-10		
Styling (complimentary accessories and hair styling)	0-2	3-4	5-6	7-8	9-10		
Craftmanship/ Level of difficulty	0-2	3-4	5-6	7-8	9-10		
Garments were appropriate for the scenario	0-1	2	3	4	5		
FASHION FORECAST							
Label is interesting and unique	0-1	2	3	4	5		
Fabric Profile Appropriate for design	0-2	3-4	5-6	7-8	9-10		
Target Audience – Appropriate for Design	0-1	2	3	4	5		
Projected retailer and Pricing - realistic	0-1	2	3	4	5		
Explanation of the Design/ Appropriate to the design Scenario	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: 79-89 Bronze: 70- 78