

## FASHION DESIGN

### 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 2 or 4-piece collection and construct one collection sample. 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.

### ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 8 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 at competition.
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 (NLC) and must be the work of the participant(s) only.
5. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
6. 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.
7. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

### CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
			■

### EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
	■	■	■

\*See page 7 for more information on event levels.

### GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> , Sample Garment and Oral Presentation	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No Mannequin - No	FCCLA Official Dress

### PRESENTATION ELEMENTS ALLOWED

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

## FASHION DESIGN COMPETITION PROCEDURES & TIME REQUIREMENTS

TIME	LEVEL 2	LEVELS 3 & 4
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.	
15 minutes	The oral presentation may be up to 15 minutes in length. A 1-minute warning will be given at 14 minutes. Participants will be stopped at 15 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.	
Total Time: 45 Minutes		

## FASHION DESIGN SPECIFICATIONS

PORTFOLIO FORMAT (CHOOSE ONE)	
<b>Hardcopy Portfolio</b>	The <i>portfolio</i> is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official <a href="#">FCCLA STAR Events binder</a> obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the <i>content divider pages</i> , must fit within the cover, be one-sided and may not exceed 57 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a <i>hardcopy portfolio</i> has been turned in to evaluators, participants may not switch to an <i>electronic portfolio</i> .
<b>Electronic Portfolio</b>	An <i>electronic portfolio</i> 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 <i>electronic portfolio</i> 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 <i>technology</i> used to show the evaluators the project. Once an <i>electronic portfolio</i> is turned in to the evaluators, participants may not switch to a <i>hardcopy portfolio</i> . <i>Portfolio</i> may not exceed 68 slides, as described below.

SPECIFICATIONS		LEVEL 2	LEVELS 3 & 4
1 – 8 ½" x 11" page or 1 slide	<b>Project Identification Page</b>	Must include participant's name(s), chapter name, school, city, state, event name, level, and project title. Page can be up to 1 - 8 ½" x 11" page or 1 slide, but cannot be larger.	
1 – 8 ½" x 11" page or 1 slide	<b>Table of Contents</b>	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	<b>FCCLA Planning Process Summary Page</b>	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 – 8 ½" x 11" page or 1 slide	<b>Evidence of Online Summary Form Submission</b>	Complete the <i>Online Project Summary Form</i> located on the "Surveys Applications" tab of the FCCLA Student Portal and include signed proof of submission in the <i>portfolio</i> .	
10 – 8 ½" x 11" page or 10 slides	<b>Pattern Instructions</b>	Provide and present complete pattern instructions for sampled project garment(s).	
0–8 <i>Content Divider/section pages or slides</i>	<b>Content Divider Pages or sections</b>	Use 0 to 8 <i>content divider/section pages or slides</i> . <i>Content divider/section pages</i> 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)

SPECIFICATIONS		LEVEL 2	LEVELS 3 & 4
Up to 39 8 ½" x 11" pages or 45 slides	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 reasons behind intended audience's clothing choices).	
	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 must be no more than one-half of an 8½" x 11" page.	
	Collection Design	Develop a collection of 2 original designs. Designs must cover the top and bottom half of the body. Multiple garments may be included. Each design must be on a separate page and in full color, drawn either by hand or with a digital program. All designs must include a design description, a swatch of the fabric(s) and sample trimming(s), notions that would be used in production, garment care information and available intended sizes. Information for each design may take up to 3 - 8½" x 11" pages or a total of up to 6 pages.	Develop a collection of 4 original designs. Designs must cover the top and bottom half of the body. Multiple garments may be included. Each design must be on a separate page and be full color, drawn either by hand or with a digital program. All designs must include a design description, a swatch of the fabric(s) and sample trimming(s), notions that would be used in production, garment care information and available intended sizes. Information for each design may take up to 3 - 8½" x 11" pages or a total of up to 12 pages.
	Collection Sample Photo	Include a photo of the collection sample garment being worn by an individual representing a member of the intended audience.	
	Collection Sample Pattern	Provide and present a complete collection sample pattern including all pieces with appropriate assembly labels in an envelope along with the portfolio.	
	Career Path	Research the fashion design career path and describe entry-level requirements, job and salary outlook.	Develop a career path that includes 5 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 formatting when citing sources. All sources must be reliable and current.	
	Portfolio Appearance	Portfolio must be neat, legible and professional and use correct grammar and spelling.	

## FASHION DESIGN SPECIFICATIONS (CONTINUED)

PRESENTATION SAMPLE	
Collection Sample	The collection sample will consist of one actual-size prototype of a design from the collection constructed solely by the participant from the intended production materials. The sample must be presented to evaluators with the <i>portfolio</i> before the presentation and displayed with the collection sample pattern during the presentation. The collection sample may be displayed using a <i>mannequin</i> , 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 Condition	The collection sample must be of actual size, well-constructed by the participant and appropriate for a <i>professional</i> presentation. The sample must demonstrate a basic knowledge of fashion construction skills and adequately represent the planned final product for future manufacturing.

PRESENTATION SAMPLE	
Oral Presentation	The oral presentation may be up to 15 minutes in length and is delivered to evaluators. The presentation must explain the specifics of the project. The presentation may not be prerecorded. If audio or <i>audiovisual equipment</i> is used, it is limited to 1-minute of playing time during the presentation. <i>Presentation equipment</i> , with no audio, may be used throughout the oral presentation. Participants may use any combination of <i>props</i> , materials, supplies and/or equipment to demonstrate how to carry out the project.

SPECIFICATIONS	LEVEL 2	LEVELS 3 & 4
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.	
Knowledge of Textiles, Fashion and Apparel	Demonstrate thorough knowledge and use of concepts, techniques and vocabulary associated with textiles, fashion and apparel.	
Relationship of Family and Consumer Sciences Coursework/Standards	Describe the relationship of Family and Consumer Sciences coursework to project. Explain which FCCLA National Program(s) could be used during project implementation.	Describe the relationship of Family and Consumer Sciences coursework and standards to project. Explain which FCCLA National Program(s) could be used during project implementation. Identify career pathway.
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	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used.	
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.	

## FASHION DESIGN

### Resources

*A copy of the following resources may also be accessed in the FCCLA Adviser/Student Portal under “Resources” > “Competitive Events” > STAR Events Resources.*

- [FCCLA Planning Process](#)
- [Work Cited Citation Guide](#)

### National Leadership Conference Resources

- Mannequin
  - Traveling to the National Leadership Conference with a traditional mannequin or dress form can pose challenges due to its bulkiness. A more convenient alternative is to use an inflatable mannequin, which allows for easy packing and transportation.
- [Confirm STAR Events Instructions](#)
  - **Note:** This is **only** for National Leadership Conference Participants and can only be done by Chapter Advisers. Members should check with their Chapter Adviser to verify this step has been completed.
- [Online Orientation Instructions](#)
  - **Note:** This is **only** for National Leadership Conference Participants and can only be done in the Student Portal. This form and video will be released by May 1. Please check with your State Adviser for District/Regional/State Orientation requirements.

## FASHION DESIGN

### STAR EVENTS POINT SUMMARY FORM

**Participant Name:** \_\_\_\_\_

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

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, write “No Show” across the top and return with other forms. Do NOT change *team* or station numbers.
2. Before student presentation, the room consultants must check participants’ *portfolio* using the criteria and standards listed below and fill in the boxes.
3. Confirm STAR Competition(s) is mandatory solely for participation at the National Leadership Conference. States have the authority to decide whether this requirement applies to picking up the registration packet and confirming the event/schedule accuracy OR attending a state-specific orientation.
4. 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 staple all items related to the presentation together.
5. 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 Consultant.
6. Check with the Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			POINTS
<b>Confirm STAR Competition(s)</b> 0 or 1 point	Confirmed STAR Competition(s) schedule in the FCCLA Adviser Portal by deadline (National Leadership Conference Only)		
	<b>0</b> No	<b>1</b> Yes	
<b>Event <i>Online Orientation Form</i></b> 0 or 1 point	<b>0</b> Online Orientation Form not completed in the Student Portal by deadline	<b>1</b> Online Orientation Form completed in the Student Portal by deadline	
<b><i>Hardcopy Portfolio</i></b> 0 or 1 point <b>OR</b> <b><i>Electronic Portfolio</i></b> 0 or 1 point	<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><i>Portfolio Pages</i></b> 0–3 points	<b>0</b> Portfolio exceeds the page limit	<b>1</b> <b>2</b> <b>3</b> <b>At least 2 errors</b> <b>1 error</b> <b>no errors</b> Portfolio is completed correctly and does not exceed 57 single-sided pages or 68 slides, including: <ul style="list-style-type: none"> <li>• 1 project ID page or slide</li> <li>• 1 table of contents page or slide</li> <li>• 1 Planning Process summary page or 2 slides</li> <li>• Project Summary Form submission proof</li> <li>• 10 Pattern Instruction pages or 10 slides</li> <li>• Up to 8 Content Divider Pages or slides</li> <li>• Up to 39 content pages or 45 content slides</li> </ul>	
<b>Punctuality</b> 0 or 1 point	<b>0</b> Participant was late for presentation	<b>1</b> Participant was on time for presentation	
<b>Dress Code</b> 0 or 1 point	<b>0</b> Event dress code was not followed	<b>1</b> Event dress code was followed	

## EVALUATORS' SCORES

Evaluator 1: \_\_\_\_\_

Initials: \_\_\_\_\_

Evaluator 2: \_\_\_\_\_

Initials: \_\_\_\_\_

Evaluator 3: \_\_\_\_\_

Initials: \_\_\_\_\_

Total Score: \_\_\_\_\_


*Divided by # of Evaluators*

**= AVERAGE EVALUATOR SCORE**

*Rounded only to the nearest hundredth (i.e., 79.99 not 80.00)*

<b>Gold:</b> 90–100	<b>Silver</b> 89.99
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**ROOM CONSULTANT TOTAL**  
(8 Points Possible)

**AVERAGE EVALUATOR SCORE**  
 (92 Points Possible)

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

**RATING ACHIEVED** (circle one)

**Gold: 90–100**

Silver: 70–89.99

**Bronze: 1–69.99**

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

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

## FASHION DESIGN LEVEL 2 RUBRIC

Participant Name: \_\_\_\_\_  
 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 2</b> Planning Process steps are not clearly summarized or are inadequate	<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. No more than 1 page or 2 slides	
<b>Pattern Instructions</b> 0–4 points	<b>0</b> Not included	<b>1 2 3</b> Complete pattern instructions for sampled project garment(s) included but missing information	<b>4</b> Complete pattern instructions for sampled project garment(s) included			
<b>Label and Explanation</b> 0–2 points	<b>0</b> Not included	<b>1</b> Presented label's market explanation and choice inspiration not evident	<b>2</b> Presented label's market explanation and choice inspiration evident			
<b>Knowledge of the Intended Audience</b> 0–3 points	<b>0</b> Not included	<b>1</b> Either buyer appeal or demographics not included. Reasoning for intended audience's clothing choice poorly detailed	<b>2</b> Buyer appeal and demographics included. Reasoning for intended audience's clothing choice detailed	<b>3</b> Buyer appeal and demographics included. Reasoning for intended audience's clothing choice well detailed		
<b>Fabric Profiles</b> 0–5 points	<b>0</b> Not included	<b>1 2 3</b> Fabric selection criteria not met (see specifications)	<b>4 5</b> Fabric selection criteria met (see specifications)			
<b>Collection Design</b> 0–12 points	<b>0</b> No designs included	<b>1 2 3</b> Less than 2 designs included or do not meet criteria (see specifications)	<b>4 5 6</b> 2 original designs included and generally meet criteria (see specifications)	<b>7 8 9</b> 2 original designs included and meet criteria (see specifications)	<b>10 11 12</b> 2 highly original designs included and clearly meet criteria (see specifications)	
<b>Collection Sample Photo</b> 0–2 points	<b>0</b> No photo included	<b>1</b> Included photo is not of sample garment or is not worn by a member representing the intended audience	<b>2</b> Collection sample photo included of garment being worn by an individual representing a member of the intended audience			
<b>Career Path</b> 0–5 points	<b>0</b> Not included	<b>1 2</b> Research for entry-level requirements, job and salary outlook poorly detailed	<b>3</b> Research for entry-level requirements, job and salary outlook loosely detailed	<b>4</b> Research for entry-level requirements, job and salary outlook detailed	<b>5</b> Research for entry-level requirements, job and salary outlook well detailed	
<b>Collection Sample Pattern</b> 0–5 points	<b>0</b> Collection sample pattern, pieces and assembly labels not included	<b>1 2</b> Collection sample pattern is incomplete and most pieces included. Assembly labels poorly detailed	<b>3</b> Collection sample pattern complete and all pieces included. Assembly labels loosely detailed	<b>4</b> Collection sample pattern complete and all pieces included. Assembly labels detailed	<b>5</b> Collection sample pattern complete and all pieces included. Assembly labels well detailed	
<b>Works Cited/ Bibliography</b> 0–3 points	<b>0</b> No sources listed	<b>1</b> Sources are incomplete, dated, unreliable and with many citation errors	<b>2</b> Sources are complete, current and reliable, but have citation errors (see citation guide)	<b>3</b> Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
<b>Portfolio Appearance</b> 0–5 points	<b>0</b> No portfolio present	<b>1 2</b> Portfolio has many errors and/or is disorganized and illegible	<b>3</b> Portfolio is disorganized, illegible and contains few grammar or spelling errors	<b>4</b> Portfolio is organized, neat, legible and professional, with correct grammar and spelling	<b>5</b> Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling	



## FASHION DESIGN LEVEL 2 RUBRIC (CONTINUED)

COLLECTION SAMPLE						POINTS
Collection Sample Condition 0–5 points	0 Sample collection not included	1 2 Collection sample is either not actual size, not constructed by participant or is inappropriate for a professional presentation. Basic knowledge of fashion construction skills poorly represented by sample	3 Collection sample is actual size, constructed by participant and is appropriate for a professional presentation. Basic knowledge of fashion construction skills generally represented by sample	4 Collection sample is actual size, well-constructed by participant and is appropriate for a professional presentation. Basic knowledge of fashion construction skills represented by sample	5 Collection sample is actual size, well-constructed by participant and is highly appropriate for a professional presentation. Basic knowledge of fashion construction skills clearly represented by sample	

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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	
Knowledge of Textiles, Fashion and Apparel 0–5 points	0 Textiles, fashion and apparel knowledge is not evident	1 2 Textiles, fashion and apparel knowledge is limited	3 Evidence of textiles, fashion and apparel knowledge, but not used effectively in the presentation	4 Textiles, fashion and apparel knowledge is evident and used in the presentation	5 Textiles, fashion and apparel knowledge is clearly evident and used effectively in the presentation	
Relationship to Family and Consumer Sciences Coursework and Standards 0–5 points	0 No evidence of relationship to FCS coursework. National program not identified	1 Minimal evidence of relationship to FCS coursework. National Program not identified	3 Relationship to FCS coursework is evident but not shared. National Program not identified	4 Relationship to FCS coursework is evident and shared at times. National Program identified	5 Relationship to FCS coursework is evident, National Program identified and both explained well	
Use of Portfolio and Collection Sample during Presentation 0–5 points	0 Portfolio not used during presentation	1 2 Portfolio used minimally during presentation OR was used to limited amount of speaking time	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio	
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 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 0–3 points	0 Did not answer evaluators’ questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators’ questions	3 Responses to questions were appropriate and given without hesitation		

Evaluator’s Comments—Include two things done well and two opportunities for improvement:	TOTAL (92 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	



## FASHION DESIGN LEVELS 3 & 4 RUBRIC

Participant Name: \_\_\_\_\_  
 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 2</b> Planning Process steps are not clearly summarized or are inadequate	<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. No more than 1 page or 2 slides	
<b>Pattern Instructions</b> 0–4 points	<b>0</b> Not included	<b>1 2 3</b> Complete pattern instructions for sampled project garment(s) included but missing information	<b>4</b> Complete pattern instructions for sampled project garment(s) included			
<b>Label and Explanation</b> 0–2 points	<b>0</b> Not included	<b>1</b> Presented label's market explanation and choice inspiration not evident	<b>2</b> Presented label's market explanation and choice inspiration evident			
<b>Knowledge of the Intended Audience</b> 0–3 points	<b>0</b> Not included	<b>1</b> Either buyer appeal or demographics not included. Reasoning for intended audience's clothing choice poorly detailed	<b>2</b> Buyer appeal and demographics included. Reasoning for intended audience's clothing choice detailed	<b>3</b> Buyer appeal and demographics included. Reasoning for intended audience's clothing choice well detailed		
<b>Fabric Profiles</b> 0–5 points	<b>0</b> Not included	<b>1 2 3</b> Fabric selection criteria not met (see specifications)	<b>4 5</b> Fabric selection criteria met (see specifications)			
<b>Collection Design</b> 0–12 points	<b>0</b> No designs included	<b>1 2 3</b> Less than 4 designs included or do not meet criteria (see specifications)	<b>4 5 6</b> 4 original designs included and generally meet criteria (see specifications)	<b>7 8 9</b> 4 original designs included and meet criteria (see specifications)	<b>10 11 12</b> 4 highly original designs included and clearly meet criteria (see specifications)	
<b>Collection Sample Photo</b> 0–2 points	<b>0</b> No photo included	<b>1</b> Included photo is not of sample garment or is not worn by a member representing the intended audience	<b>2</b> Collection sample photo included of garment being worn by an individual representing a member of the intended audience			
<b>Collection Sample Pattern</b> 0–5 points	<b>0</b> Collection sample pattern, pieces and assembly labels not included	<b>1 2</b> Collection sample pattern is incomplete and most pieces included. Assembly labels poorly detailed	<b>3</b> Collection sample pattern complete and all pieces included. Assembly labels loosely detailed	<b>4</b> Collection sample pattern complete and all pieces included. Assembly labels detailed	<b>5</b> Collection sample pattern complete and all pieces included. Assembly labels well detailed	
<b>Career Path</b> 0–5 points	<b>0</b> Not included	<b>1 2</b> Career path with 5 major goals and action steps for a fashion designer poorly detailed	<b>3</b> Career path with 5 major goals and action steps for a fashion designer loosely detailed	<b>4</b> Career path with 5 major goals and action steps for a fashion designer detailed	<b>5</b> Career path with 5 major goals and action steps for a fashion designer well detailed	
<b>Works Cited/ Bibliography</b> 0–3 points	<b>0</b> No sources listed	<b>1</b> Sources are incomplete, dated, unreliable and with many citation errors	<b>2</b> Sources are complete, current and reliable, but have citation errors (see citation guide)	<b>3</b> Sources are complete, current, reliable and in MLA/APA citation (see citation chart)		
<b>Portfolio Appearance</b> 0–5 points	<b>0</b> No portfolio present	<b>1 2</b> Portfolio has many errors and/or is disorganized and illegible	<b>3</b> Portfolio is disorganized, illegible and contains few grammar or spelling errors	<b>4</b> Portfolio is organized, neat, legible and professional, with correct grammar and spelling	<b>5</b> Portfolio is effectively organized, neat, legible and professional with correct grammar and spelling	

## FASHION DESIGN LEVELS 3 & 4 RUBRIC (CONTINUED)

COLLECTION SAMPLE						POINTS
Collection Sample Condition 0–5 points	0 Sample collection not included	1 2 Collection sample is either not actual size, not constructed by participant or is inappropriate for a professional presentation. Basic knowledge of fashion construction skills poorly represented by sample	3 Collection sample is actual size, constructed by participant and is appropriate for a professional presentation. Basic knowledge of fashion construction skills generally represented by sample	4 Collection sample is actual size, well-constructed by participant and is appropriate for a professional presentation. Basic knowledge of fashion construction skills represented by sample	5 Collection sample is actual size, well-constructed by participant and is highly appropriate for a professional presentation. Basic knowledge of fashion construction skills clearly represented by sample	

ORAL PRESENTATION						POINTS
Organization/ Delivery 0–10 points	0 Presentation is not complete or presented briefly and does not cover components of the project	1 2 3 The presentation covers some or all topic elements with limited information	4 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	
Knowledge of Textiles, Fashion and Apparel 0–5 points	0 Textiles, fashion and apparel knowledge is not evident	1 2 Textiles, fashion and apparel knowledge is limited	3 Evidence of textiles, fashion and apparel knowledge, but not used effectively in the presentation	4 Textiles, fashion and apparel knowledge is evident and used in the presentation	5 Textiles, fashion and apparel knowledge is clearly evident and used effectively in the presentation	
Relationship to Family and Consumer Sciences Coursework and Standards 0–5 points	0 No evidence of relationship between FCS coursework and standards. National Program and career pathway not identified	1 Minimal evidence of relationship between FCS coursework and standards. National Program and career pathway not identified	3 Relationship between FCS coursework and standards are evident but not shared. National Program and career pathway not identified	4 Relationship between FCS coursework and standards are evident and shared at times. National Program and career pathway identified	5 Relationship between FCS coursework and standards are evident. National Program and career pathway identified. All components explained well	
Use of Portfolio and Collection Sample during Presentation 0–5 points	0 Portfolio not used during presentation	1 2 Portfolio used minimally during presentation OR was used to limited amount of speaking time	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio	
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 0–2 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact	1 Gestures, posture, mannerisms and eye contact is inconsistent	2 Gestures, posture, mannerisms, and eye contact are appropriate			
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 0–3 points	0 Did not answer evaluators’ questions	1 Unable to answer some questions and/or given with hesitation and/or inaccurate	2 Gave appropriate responses to evaluators’ questions	3 Responses to questions were appropriate and given without hesitation		

Evaluator’s Comments—Include two things done well and two opportunities for improvement:	TOTAL (92 Points Possible)	
	Evaluator #: _____	
	Evaluator Initials: _____	
	RC Initials: _____	