

## Helpful Hints for Creating a Fashion Storyboard

Careful planning is essential to creating a professional presentation board. The list below is a general planning list to help in the creation of your storyboard.

**Purpose** The purpose will be to create a storyboard of your original design based on the design brief.

**Focus** Who would you market this design to?  
What age?  
What are their likes and interests?  
How much would they (or their parents) be willing to spend?  
How would you promote this product?

**Creating an Original Design** Where did you get the idea for your design?  
What was your inspiration?  
What makes your design different from others on the market?  
Think about the design elements and principles used in the design. How do you use those elements and principles to enhance the design?  
What is your marketing plan?

**Quantity** **For this contest, you will be creating a single board.**

**Materials List** See the list on the following page.

**Visual Elements** The visual elements that make up a professional board presentation fall into three basic categories: photographs/photocopies, fabric/trims, and figure/flat sketches.

Photographs/photocopies: Selecting the right visuals for boards containing mood/theme components is extremely important. Choosing photographs to coordinate with your fabric/color story creates a more aesthetic result and adds to the flow of the board.

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**Fabrics & trims:** Fabrics and trims are a crucial part of the design process and must be displayed appropriately on your board. Whenever possible, trim fabric swatches to be the same size, with the exception of prints, which usually need to be larger to show the repeat of a pattern.

**Illustrations and flats:** Illustrations and flat sketches need to accurately show original design. An illustration is an outfit drawn on a model/croquis. Flats are working drawings that are not on a model/croquis that illustrate other views like you would find on a dressmaker's pattern envelope. Like the old adage says, "a picture is worth a thousand words."

### **Layout**

The layout is the arrangement of all the elements that will be part of the presentation. The arrangement should be both logical and aesthetically pleasing. Most boards read left to right. Economize the space on the fashion board by overlapping your flats and other visuals. Haphazard or random arrangements can be confusing to the viewer.

### **Techniques and Technologies**

The techniques and technologies used for creating presentation boards can vary on accessibility. Techniques can vary from cutting and pasting, handwork/sketching and rendering, color copying, or computer-aided graphics.

**Labeling:** Mechanically generated for titling or labeling works best. There are many different lettering options.

**Computer Design –** Commercial design programs are available.

**Create Dimension –** When specific areas of a board need to be highlighted, an option includes mounting the item with an additional layer or layers of foam core on the main board.

**Reproducing the Board –** Because presentation boards are both fragile and cumbersome, some may prefer to have copies of their board printed. This is an expensive method (approximately \$60 per board).

### **Basic Materials List:**

- Mat board or foam core
  - Approximately 20" x 30"
- Use magazine, Internet, or similar sources to obtain photos
  - Resize these photos as needed with a photocopy machine or computer for better layout.
  - They must be neat and creatively cut and presented.
  - 3-D mounting is good.

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- Lettering
  - Make sure that the font/text goes well with the layout and is an appropriate size.
  - Transferable lettering, hand lettering is not recommended.
  - Check spelling.
  - Check alignment.
- Support Materials
  - Scissors and pinking shears for cutting paper and fabric swatches
  - Various adhesives
  - Rubber cement
  - Rubber cement pick-up
  - Removable adhesive glue stick
  - Remount repositionable adhesive
  - Adhesive transfer tape
  - Drawing pencils – used for a variety of sketching purposes; for both preliminary and finishing techniques, pencils are available in a variety of leads.
  - Decorative papers in various colors and textures and fabric swatches

**\*This is a general list of supplies. Be sure to test the products before using them on your final product.**

### Other helpful tips:

- Avoid glue marks or fingerprints on your board.
- Pins/staples/tacks and tape are not recommended.
- Avoid a scrapbook look or science fair look.
- The background should support the theme and layout.
  - Consider colored boards, paper, or prints.
  - Glue down neatly and securely.
- Do not make your board too heavy or cumbersome.
- Make sure it is sturdy enough to travel.
- Determine your arrangement before you start to glue your designs on the board.

### Transportation tips:

- If you are not transporting your board to a contest, provide the person transporting your storyboard a picture of the board and any supplies that they may need to repair any minor damage.
- Picture frame boxes can be purchased from any moving company.
- Large portfolio cases can be purchased to transport storyboards. Cost varies depending on the case that you select.
  - Hanging garment bags make good storage containers for Fashion Storyboard.

