

Fashion Storyboard Score Sheet

Name _____ County _____ District _____

Age Division ☐ Junior ☐ Intermediate ☐

Category ☐ Wearable ☐ Accessory ☐ Jewelry ☐ Home Décor ☐ Pet Clothing ☐ Furniture

	LAYOUT	COMMENTS	Point Range	Points Awarded
LAYOUT OF STORYBOARD	Visual Appeal Arrangement of images, text and white space on the board that provides a strong focal point to bring the viewers eye to the original design. Brings all the visual elements together to express the design aesthetic.		0-15	
	Cohesiveness of imagery and overall aesthetic of the board Unified design elements throughout. Design elements can be anything including color, fonts and images.		0-10	
	Color Palette Color theme consistent throughout storyboard		0-5	
	Fabric Samples, Trims, and Embellishments Use of applicable fabric samples, trims and embellishments for design		0-5	
	Balance Weight of the images are balanced throughout the board.		0-5	
	Comprehensiveness All elements or aspects provide a complete understanding of design vision		0-10	
ILLUSTRATIONS & FLATS	Originality in Design Illustrations Computer generated or hand drawn illustrations used to show a fresh or novel take on a design. The originality can be found in the lines, color or fabrics chosen for a design.		0-15	
	Design Detail in Flats Black and white flat drawing used to explain the product, showing all the construction details, such as seams, darts, pockets, fastening and topstitching.		0-15	
	Titles/Labels Includes design brief title and any additional labels that provide details as related to the overall design of the board.		0-5	
	Design Brief Should follow design brief and category descriptions.		0-5	
GUIDELINES	Completeness (i.e. illustration, flats and inspiration) Follows the contest guidelines and includes an illustration, flat and inspiration pieces.		0-10	
	Image credits listed on Storyboard label Included list of photo credits for pictures on the storyboard label.		0-5	
		Total Score		

