



## 2011 – 2012 ALPACA FIBER TO FASHION STUDENT DESIGN COMPETITION Official Rules for Entry

### Calendar

**November 15, 2011**

**December 2011**

**January 2012**

**February 2012 AOBA Student Design Retreat**

**After the conference**

Deadline for postmark of entries & fees.

Judging of entries, notification of finalists

Placements of all entries sent to instructors

Presentation of awards and scholarships to finalists/exhibit of all entries

All entries with SASE will be returned with scorecards and placements enclosed by April 2012

### Exhibit/Awards

- Fashion Design & Textile Design will be judged as separate categories. Each category will have cash scholarship awards: 1<sup>st</sup> Place \$1,000, 2<sup>nd</sup> Place \$750, 3<sup>rd</sup> Place \$500, 4<sup>th</sup> place \$250. Other recognition such as Designer's Choice and Consumers Choice awards may be given based on criteria other than the highest scores.
- Scholarships will be issued via check in the student's name. Scholarship may be used for current or future educational expenses at the student's discretion.
- The top four winning students in each category and their instructors will be invited to attend the AOBA Student Design Retreat, enjoy networking, and be spotlighted in a future edition of our award winning national publication **Alpacas Magazine**.
- A **\$500.00 award** will be given to the **instructor** of the first place winning students in each category.
- A \$250 award will be given to the best overall essay.
- The first place entries in each category will be invited to construct a prototype garment to be showcased in the AOBA National Fashion Show in May, 2011.

### Student Entry Sponsors:

Each student entry requires an entry fee of \$100. The entry fee may be paid by any sponsor. We can match students to alpaca farm sponsors in your region. Requests for sponsoring alpaca farms should be made no later than October 15, 2011 by the instructor. Sponsoring alpaca farms will be assigned on receipt of the student entry.

### Resources

*Get info about alpacas:* Alpaca Owners & Breeders Association (AOBA): [www.AlpacaInfo.org](http://www.AlpacaInfo.org). Through this site you can also contact individual alpaca breeders in your area for information & interviews. Information about alpacas and alpaca fiber is also provided on a presentation CD with the sample kits.

*Get alpaca yarn & fabric swatches:* **Kits** containing yarn, fabric samples, roving, plus a power point presentation about alpacas and alpaca fiber will be supplied **to instructors upon request**. Please request these materials from Ruth Fuqua (contact info below). **Sample kits may only be sent to the attention of instructors of participating students.**

### Contact Information

All questions and requests should be directed to:

**Ruth Fuqua, Fiber to Fashion Student Design Competition Coordinator**

**Email: [hickorybluffalpacas@comcast.net](mailto:hickorybluffalpacas@comcast.net) or phone: 615-444-4765 (Tennessee)**

# Fashion Design Category

## Eligibility/Format

Participation is open to all students of college-level art & design in North America. No garment construction is necessary; the entry only requires a presentation board with swatches and a one page essay stating an understanding of alpaca fiber as used for the design.

## Theme/Trend

The intent of the competition is to promote the incorporation of alpaca fiber into creative but marketable fashion designs. Designs may be any for garment and/or accessories use for women, men or children, and should illustrate the competition theme “**Alpaca, the Earth Friendly Fiber**” as interpreted by the student designer, and should reflect influence from the following design trends:

**Innovative use of natural and sustainable fibers and natural or earth friendly colors.**

**Examples of natural and sustainable materials: alpaca, wool, silk, cotton, bamboo, soy silk, corn fiber, tencel, plant or clay based dyes, earth friendly dyes as demonstrated by MSDS information**

## Entry Requirements – Fashion Design Category

1. Only one entry per student may be submitted accompanied by the appropriate AOBA Student Design Entry Form. The entry form must be submitted with the entry board and be signed by the student and include the instructor information.
2. Entry must be designed as a finished collection/group or a single garment constructed of alpaca fabric knit, crocheted, felt and/or woven. Natural and sustainable fiber blends may be used, but the entire design **must** be at least 50% alpaca excluding trims. Use of products produced in North America is strongly encouraged.
3. Entry must be a presentation board 20” by 15”, mounted on foam board or equivalent of any thickness. It must contain the following elements:
  - Full color figure sketch, using any media, showing head-to-toe looks. Flats must be included. Additional back or side views, detail close ups, technical drawings etc... are encouraged to illustrate the designer’s concept as clearly as possible.
  - Color and fabrication of the design must be shown in yarn samples and/or fabric swatches with captions stating their role in the concept (Examples: “For jacket”, “For lining”, “For color” etc...). Original swatches may be constructed by the designer and will add to the overall appeal of the entry. **Fiber content of all swatch construction must be labeled.**
  - Swatches of construction techniques, finishing details, mood photos, dimensional layers etc. are encouraged and will add to the overall appeal of the entry. These elements must fit within the composition of the board and may not be entered separately. Entry must be labeled with name and telephone number of designer on **reverse side** only. **Do not use any student names, school names, or brand names on the front of the entry board.**
  - Entry must include a one page essay. The essay will comprise 10% of the total score, and will be judged on the following criteria:
    - a. the student designer’s understanding of the benefits and properties of alpaca fiber relative to design and theme
    - b. the target market/consumer for the design, (info. such as age, income, lifestyle, where they would buy the design)
    - c. the applicability of alpaca fiber to the design and the target market/consumer communicated concisely
    - d. Essay must not include any reference to alpaca farms, sponsors, locations, or instructor names.
    - e. Please label essay with name and telephone number of designer on a **coversheet** only. Place the essay in a clear plastic sheet protector mounted to the back side of the presentation board.
4. A **reproducible** photo (printed on photo paper or on CD) no larger than 6” X 4” of student with design board. Do **not** affix the photo to the design board.
5. Please enclose sufficient SASE (appropriate self addressed packaging and return postage) for safe return of your entry. **Entries without sufficient SASE will not be returned.**

## Judging Criteria – Fashion Design

Entry scoring and placement will be based on the following criteria:

- Essay - Understanding of Alpaca fiber – 10% How well the benefits & properties were researched, understood, and applied to the entry as communicated in the essay; demographics of the design; relationship to theme and design concept.
- Level of creativity – 15% Design shows originality and a personal point of view that reflects the use of alpaca fiber
- Commercial viability – 10% Ease with which the design could be produced and appeal to a consumer market
- Illustration and rendering ability – 10% Ability to communicate the design concept (including mood, proportions, scale) and fabric appearance (i.e. texture, drape and pattern) through an individual sketching style
- Craftsmanship & professionalism of the presentation – 15% Designer's ability to work competently with materials and project a professional approach to their work
- Awareness of contemporary design trends – 5% Design reflects current consumer taste levels for color, silhouette, detailing
- Technical consideration – 5% How well the seaming, construction, fit, drape, and detailing have been thought out and communicated through the sketch
- Appropriate fabric selection – 10% Suitability of the yarn and/or fabric swatches to achieve the fit, drape, weight, construction, and mood of the sketched concept
- Consideration of necessary details & trims – 5% Ability to communicate how detailing and trims are integrated into the design as a whole
- Visual appeal – 15% Overall appeal of the design board reflecting the use of alpaca fiber and the theme of “Earth Friendly”

## Textile Design Category

### Eligibility/Format

Participation is open to all students of college-level art & design in North America. No garment construction is necessary, the entry only requires a presentation board with swatch and a one page essay alpaca fiber qualities making it a suitable fiber for design.

### Theme/Trend

The intent of the competition is to promote the incorporation of alpaca fiber into creative but marketable textile designs. Designs may be intended for fabric used in wearable garments, accessories or home furnishings. The entry should illustrate the competition theme "**Alpaca, the Earth Friendly Fiber**" as interpreted by the student designer, and should reflect influence from the following design trends:

**Innovative use of natural and sustainable fibers and natural or earth friendly colors.**

**Examples of natural and sustainable materials: alpaca, wool, silk, cotton, bamboo, soy silk, corn fiber, tencel, plant or clay based dyes, earth friendly dyes as demonstrated by MSDS information**

### Entry Requirements – Textile Design Category

1. Only one entry per student may be submitted accompanied by the appropriate AOBA Student Design Entry Form. The entry form must be submitted with the entry board and be signed by the student and include the instructor information.
2. Entry may be designed as a fabric used in wearable garments and accessories, or home furnishings. Entry may be knitted, woven, and/or felted. Natural or sustainable fiber blends may be used but the entire textile design **must** be at least 50% alpaca. Use of products produced in North America is strongly encouraged.
3. Entry must be a presentation board 20" by 15", mounted on foam board (or equivalent) of any thickness containing the following elements:
  - **Original** fabric swatch, knitted, woven, or felted mounted so front & back of swatch are easy to feel and evaluate. 4" x 4" minimum size.
  - Photo or illustration of intended end use, using any media. Additional back or side views, detail close ups, etc. are encouraged to illustrate the designer's concept as clearly as possible.
  - Technical chart/graph and/or description showing the fabric structure.
  - Inclusion of the **actual** fiber content(s) used in construction by use of fiber samples and content percentages.
  - Additional examples of construction techniques, finishing details, mood photos, dimensional layers etc. are encouraged and will add to the overall appeal of the entry. These elements must fit within the composition of the board and may not be entered separately.
  - Entry must be labeled with name and telephone number of designer on **reverse side** only. Do not use any student names, school names, or brand names on the front of the entry.
  - Entry must include a one page essay. The essay will comprise 10% of the total score, and will be judged on the following criteria:
    - a. the student designer's understanding of the benefits and properties of alpaca fiber relative to design and theme
    - b. the target market/consumer/manufacturer for their design
    - c. a description of the design, materials used, and construction techniques and applicability to design elements
    - d. Essay must not include any reference to alpaca farms, sponsors, locations, or instructor names.
    - e. Please label essay with name and telephone number of designer on a **coversheet** only. Place the essay in a clear plastic sheet protector mounted to the back side of the presentation board.
4. A **reproducible** photo printed on photo paper or a CD no larger than 6" X 4" of student must be included with design board. Do **not** affix the photo to the design board.
5. Please enclose sufficient SASE (appropriate self addressed packaging and return postage) for safe return of your entry. **Entries without sufficient SASE will not be returned.**

### Judging Criteria – Textile Design

Entry scoring and placement will be based on the following criteria:

- Essay - Understanding of Alpaca fiber – 10% How well the benefits & properties were researched, understood, and applied to the entry as communicated in the essay; demographics of the design; relationship to theme and design board
- Level of creativity – 15% Design shows originality and creativity reflecting the use of alpaca fiber
- Commercial viability – 15% Ease with which the design could be produced and appeal to a consumer market
- Technical consideration – 25% The quality of construction of the textile swatch. Appropriateness of the materials, structure and design to achieve the intended end use as shown in the illustrations.
- Craftsmanship & professionalism of the presentation – 10% Designer's ability to work competently with materials and project a professional approach to their work
- Illustration and rendering ability – 10% Ability to communicate the design concept (including mood, proportions, scale) and fabric appearance (i.e. texture and utilization) through illustration
- Awareness of contemporary design trends – 5% Design reflects current consumer taste levels for color, texture, detailing
- Visual appeal – 10% Overall appeal of the design board reflecting the use of alpaca fiber and the theme of "Earth Friendly"