

CREATING A FASHION TREND BOARD

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Activity: Making a Fashion Storyboard

Selecting What's Right for Me (Wardrobe Planning)

Project	• Create a fashion trend board of current fashions that
Outcome:	combines learned principles for the best look for a specific individual

Have you ever wondered how fashion designers and fashion product developers determine what new fashion styles to feature for an upcoming season? It all starts with an idea or inspiration and then the creation of a **trend board or storyboard**. A storyboard tells the story of the designer's original design ideas.

Basic Materials Needed

- Mat board or foam core (approximately 20" x 30")
- Magazine, Internet, or similar sources to obtain photos

Support Materials

- Scissors and pinking shears for cutting paper and fabric swatches
- Various adhesives - Rubber cement, removable adhesive glue stick, or adhesive transfer tape
- Drawing pencils - used for a variety of sketching purposes
- Decorative paper in various colors and textures
- Fabric swatches



In this activity, you will learn to create your own storyboard for a fashion design idea that you have. A storyboard is a fabulous way of showing a visual image of a fashion idea.

A storyboard includes the following components:

- Drawings/sketches of the imagined fashion from various angles; flats (technical drawings)
- Images of the ideas that served as the inspiration (this can be photographs or images from the internet)
- Fabric swatches and other samples of materials to be used (such as trims and embellishments)

A storyboard can be created digitally using images gathered and put together electronically or it can be an actual board where you create a pleasing arrangement of the components.

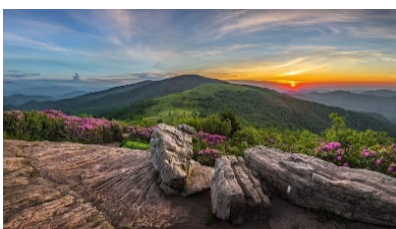
Steps in Creating a Storyboard

In order to create a storyboard, you can follow these steps. Know that this process does not happen overnight. You may take several days or weeks to determine which of your ideas to use and time needed to research your inspiration.

- The first step is to determine your target audience (person who might buy your design). What are their ages, likes, and interests?



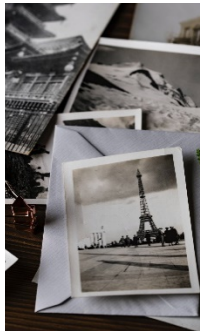
- Determine what inspires you. This might be done by thinking about hobbies, places you have visited or would like to, cultures from around the world, fashions from the past, or nature.



- Take your identified idea and research to further develop your idea. This may be by interviewing people, looking on the Internet in magazines or on TV, going to the library, or visiting locations.



- Find pictures that represent your inspiration, including color inspiration and current trends related to your inspiration. Selecting the right visuals, photographs or pictures in magazines for boards containing mood/theme components is extremely important. Be sure to choose photographs that coordinate with your fabric/color story to create an aesthetically pleasing result and add to the flow of the board. Resize photos as needed with a photocopy machine or computer for a better layout.



- Determine what you want your storyboard to tell your audience. This will be what unifies your board. Think about the elements and principles of design and how you will use them to enhance your board.



- Create sketches of design ideas and continue to modify your sketches until you create your perfect design. Finalize your design illustration.
- Then create flats or technical drawings that show the details of your design, illustrating other views like you would find on a pattern envelope. Illustrations (sketches) and flat sketches need to accurately show original design. Like the old adage says, “a picture is worth a thousand words.”



Design Illustration



Flats/Technical Drawings

- Select fabrics or other construction materials to be used in your design. Fabrics and trims are a crucial part of the design process and must be displayed appropriately on your board. Whenever possible, trims and fabric swatches should be the same size, with prints large enough to show the repeat of a pattern.



Now it is time to create your storyboard. It is in the details that a great board is created. Consider the following when creating that perfect storyboard.

To Do with What You Have Learned:

1. Create your own fashion storyboard.
2. Present your board and the process at a 4-H meeting.
3. Enter your storyboard in the fair or other contests.
4. Take pictures of you working on your fashion storyboard for your portfolio.



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