2022 Scholarship Competition

Submission Deadline: Friday, April 1, 2022 @ 5:00 pm

~ Digital Merchandising and Store Planning Competition Requirements ~

UPDATED 2.8.22

OVERALL COMPETITION OBJECTIVES:

To give college and university students the opportunity to demonstrate their talents in fashion merchandising and store planning and design. Students provide a written description of their inspiration and intent and are judged on their abilities to manifest that intent in tangible digital format.

CRITICAL NOTE:

Before beginning to work on this project, it is vital that you read all materials first. If you cannot download the proper forms, have your faculty advisor contact the Fashion Group International of Dallas immediately (fgidallas.office@gmail.com or 214-634-0204)

SUMMARY OF COMPETITION:

- **The entry fee is $15 per submission.** Students must submit their entry fee of $15 before making a submission.
- Students are limited to **2 total digital entries, ONE ENTRY PER CATEGORY.**
  Example: 1 digital store planning & design and 1 digital fashion merchandising portfolio.
- Students who enter the digital competition <u>and</u> the apparel design competition are limited to **4 TOTAL ENTRIES.**
  Example: 1 digital store planning, 1 digital merchandising portfolio, 2 sportswear or 1 sportswear plus 1 evening/bridal/cocktail
- Entries *may* be displayed during awards virtual presentation. The decision will be left to the judges and the co-chairs.
- Entries must be current school year projects and must not have won any previous FGI scholarship award competition.

DIGITAL MERCHANDISING AND STORE PLANNING COMPETITION CATEGORIES:

Digital Store Planning and Design

Award: $2,000 scholarship for 1st place; $1,000 scholarship for 2nd place

Submissions must include the following components:

1. Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
2. Narrative of the store's concept; goals and objectives; target market; and key factors to success.
3. Digital rendering of the storefront with visible name/marquee
4. Technical floor plan with legend
5. Collage of lighting, wall coverings/color, and flooring materials appropriate for target market
6. Collage of mannequins / mannequin alternatives and fixtures appropriate for target market
7. Collage of merchandise being sold in retail space appropriate for target market

Submissions must be in a digital format with the following requirements:

- The graphical software used to create each component of the submission must be compressed and saved as a .pdf file.
- Content should be formatted for widescreen 16:9 aspect ratio (landscape only). If using a cell phone to produce content, shoot photos in landscape (horizontal) layout.
- Continuous page layout (multiple files will not be accepted)
- **Entries are limited to 9 pages**

Judging: A panel of local industry experts will judge the entries and assign scores based upon the following criteria:

- Maximum 50 pts - The viability of the store as it relates to meeting the entrant's stated concept; goals and objectives; target market and key factors to success.
- Maximum 20 pts - Creativity and originality of overall concept and layout
- Maximum 10 pts - Visual appeal of the submission
- Maximum 10 pts - Technical prowess
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

Digital Fashion Merchandising Portfolio
Award: $2,000 scholarship for 1st place; $1,000 scholarship for 2nd place

Submissions must include the following components:

1. Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
2. Narrative that details the student's career aspirations and clearly explains how the portfolio's content support his/her aspirations, *i.e. a compilation of a students' work in a merchandising curriculum*
3. The portfolio itself - (up to six examples)
4. Closing page (optional)

   Example: *Page 1 cover page, page 2 narrative, pages 3-8 examples, page 9 closing (optional)*

Submissions must be in a digital format with the following requirements:

- The graphical software used to create each component of the submission must be compressed and saved as a .pdf file.
- Content should be formatted for widescreen 16:9 aspect ratio (landscape only). If using a cell phone to produce content, shoot photos in landscape (horizontal) layout.
- Continuous page layout (multiple files will not be accepted)
- **Entries are limited to 9 pages**

Judging: A panel of local industry experts will judge the entries and assign scores based upon the following criteria:

- Maximum 50 pts - Quality of portfolio contents and ability to support student's career aspirations
- Maximum 20 pts - Creativity of portfolio
- Maximum 10 pts - Cohesiveness of portfolio
- Maximum 10 pts - Technical prowess
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

REQUIREMENTS:

General:

- ***Entrants must submit an entry form along with a $15 entry fee for each digital entry.***
- Entrants must be sponsored by school, college or university, and enrolled in a fashion program. Graduate students and Teaching Assistants/Instructors are not eligible to participate.
- Any student who has been employed as a professional designer, or who has sold their designs in a professional capacity, is not permitted to compete for prizes. ("Professional" does not include internships, sewing for friends and family, etc.)
- All scholarships will be paid to the student bursar account in the sponsoring institution's Foundation or Financial Aid Office.

Entries:

- Must be pre-approved by school instructors.
- Entry form must be signed by the professor or entry is disqualified
- Must have met deadlines set forth by each school and these FGI guidelines.
- Must be current school year projects. Prior-year entries may not be re-entered.
- Any "unregistered" submissions (meaning you have not completed the registration process and paid the registration fee) will not be qualified to enter the scholarship competition.
- Registration fees and entry fees are NOT refundable.

DISQUALIFICATION: If entry forms are not filled out properly and completely, entry will be automatically disqualified during check-in and pre-judging process.

Submission Instructions:

- Submission deadline is **April 1, 2022**. Late entries will not be accepted.
- All PDFs must be emailed to Fgidallas.office@gmail.com. The entries will then be downloaded and collected for judging. If your work cannot be downloaded, it will be disqualified. If your file is too large to be successfully emailed or you were not able to transfer the file in other electronic means, it will be disqualified.
- There are many options for shrinking and optimizing PDFs for email. For instance this WikiHow link: https://www.wikihow.com/Reduce-PDF-File-Size.
- Files can also be sent to the Fgidallas.office@gmail.com via https://wetransfer.com, www.dropbox.com, your own google drive or many other file transfer systems which offer free transfers.
- You will receive an email acknowledgement from Fgidallas.office@gmail.com of your entry(ies) within 24 hours. If you do not receive an acknowledgement 36 hours after your submission, please resend your entry and confirm through your sent emails that the file did in fact go through.

DEADLINE:
All entries must be received by FGI Dallas on or before April 1, 2022 by 5 p.m. Entries may be submitted beginning March 28, 2022.

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