

## **2023 Scholarship Competition**

**Submission Deadline: Friday, March 31, 2023 @ 5:00 pm**

~ Digital Competition Requirements ~

### **OVERALL COMPETITION OBJECTIVES:**

To give college and university students the opportunity to demonstrate their talents in design strategy, fashion merchandising and store planning using digital tools of today's fashion industry. Students will convey their vision, creativity and acumen through professional quality digital portfolios cohesively showcasing all aspects of design development including research, ideation, written and visual narrative.

### **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](mailto:fgidallas.office@gmail.com) or 214-634-0204)

### **SUMMARY OF COMPETITION:**

- **The entry fee is \$20 per submission.** Students must submit their entry fee of \$20 by **March 31, 2023 at 5:00p CST** via the Eventbrite Registration page. All transactions will be electronic– No Cash, Checks or Money Orders will be accepted.
- Students are limited to **ONE ENTRY PER CATEGORY.**
- Students who enter the digital competition and the apparel design competition are limited to **4 TOTAL ENTRIES.**  
*Example: 1 digital merchandising and store planning, 1 digital fashion portfolio, 1 daywear/streetwear and 1 black tie/bridal*  
*Example: 1 digital merchandising and store planning, 1 digital fashion portfolio, 2 cocktail/party*
- 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 COMPETITION CATEGORIES:**

#### **Digital Merchandising & Store Planning**

Fashion merchandising is the promotion of products to the right customers at the right time through intelligent planning and strategizing. Students should demonstrate their ability to curate a cohesive and inspiring collection targeted to a group of customers for a new brick and mortar retail concept. Project should primarily cover the following prompts in a visually impactful way, using written narrative as context when needed:

- Convey your retail concept through key visual elements, color palette and fixtures. Illustrate the store front and main interior spaces using digital tools to tell a cohesive visual story.
- Introduce your customer, the problem you're solving for them and/or the value you are bringing to them.



- Showcase your ideal product assortment with product images and/or full color stylized sketches—any media is acceptable but must be cohesive.
- Validate your strategy through any supporting research and discovery (ex. trends, cultural shifts, etc)
- Indicate the price range for your key product categories considering how the pricing correlates to your customer profile (income, location).
- Provide at least one example of a promotional strategy- Consider the platform (i.e. social media, email blast, flyers) and visually convey your messaging through typography, illustration, color and content.

**Award:** \$1,500 scholarship for 1st place; \$750 scholarship for 2nd place

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

- Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
- The submission must be compressed into a single PDF document; Multiple files will not be accepted.
- 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.
- **Entries are limited to 10 pages**

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

- Maximum 50 pts – Market viability and how it relates to the student's stated concept, goals and target market
- Maximum 20 pts - Creativity and originality
- Maximum 10 pts - Visual appeal and cohesion
- Maximum 10 pts - Technical execution
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

**Digital Fashion Portfolio**

Fashion design begins with a customer need and through inputs from several inspiring sources, culminates in products that tell a story and evoke emotion. Students will demonstrate their ability to thread an idea into a cohesive and inspiring apparel collection using an industry-standard end-to-end design process. Project should showcase the student's creative process and cover the following prompts in a visually impactful way, using written narrative when needed:

- Introduce your customer, the problem you're solving for them and/or the value you are bringing to them.
- Create a mood board that visually conveys your concept and any inspiration that sets the foundation for your collection; Excerpts from design journals and sketch iterations are a powerful way to showcase exploration here.
- Validate your design direction through a trend board or any market research that supports the viability of your collection today.
- Provide your color palette, fabric selections, and any trims

- Showcase your collection of 5-10 garments via full-color stylized flat sketches; Flats should be digital. Include any additional colorway options
- Illustrate at least (2) designs on a croquis (on figure) using any media, including hand drawing; Digitize and embed within the portfolio

**Award:** \$1,500 scholarship for 1st place; \$750 scholarship for 2nd place

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

- Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
- The submission must be compressed into a single PDF document; Multiple files will not be accepted.
- 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.
- **Entries are limited to 10 pages**

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

- Maximum 50 pts – Market viability and how it relates to the student's stated concept, goals and target market
- Maximum 20 pts - Creativity and originality
- Maximum 10 pts - Visual appeal and cohesion
- Maximum 10 pts - Technical execution
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

**Digital Sustainability – 3D Collection (NEW AWARD for 2023)**

The use of 3D software to visualize garments has disrupted the fashion industry, driving toward a fundamentally different way of working. This project focuses on 3D's ability to provide a more realistic representation of ideas without the high development costs of sampling. Students who submit a 3D collection will demonstrate their high technical design acumen and ability to effectively utilize the software to visualize a 2D idea for real-world wearability. Project should cover the following prompts in a visually impactful way, using written narrative when needed:

- Create a mood board that visually conveys your concept and any inspiration that sets the foundation for your collection; Excerpts from design journals and sketch iterations are a powerful way to showcase exploration here.
- Showcase 3-5 garments that will be translated from 2D to 3D via technical flat sketches
- Create garments in 3D software and apply to avatar; Garments can be displayed on a single avatar (i.e layered outfit) or on multiple avatars, but each should be distinguishable and unique designs
- Provide your color palette, fabric selections, and any trims to demonstrate a cohesive collection
- Provide image of pattern within software 2D pattern window in relation to the garment on an avatar to demonstrate patternmaking acumen



- Animate your fully dressed avatar to test wearability of garments. Examples include, turntable animation, runway walk, or dancing – a separate mp4 file will be submitted.
- Provide fully rendered images of each garment with minimum, Front, Side, ¾ and Back views embedded in the project submission. We encourage detailed views, where appropriate.

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

- Student should provide (1) PDF and (1) .mp4 file only – additional files will not be accepted
- Cover page containing the student's name, degree-seeking title, academic year, and a self-created logo (do NOT include school name)
- The submission must be compressed into a single PDF document; Multiple files will not be accepted.
- .mp4 file must be labeled with student's name and academic year and submitted at the same time as the PDF
- 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.
- **PDF entries are limited to 10 pages**

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

- Maximum 50 pts – Technical design acumen (accurate translation of 2D concepts)
- Maximum 20 pts - Technical execution (use of 3D software)
- Maximum 10 pts - Visual appeal and cohesion
- Maximum 10 pts - Creativity and originality
- Maximum 10 pts - Compliance with submission requirement and general competition guidelines

**REQUIREMENTS:**

**General:**

- ***Entrants must submit an entry form along with a \$20 entry fee for each digital entry.***
- Please be prepared to self-record a 60-second video if chosen as a finalist. Finalists will be contacted immediately after judging with further instructions for submission. Finalists will be asked to answer a prompt and describe their inspiration/vision. This video will be shown during the live presentation and may be used for future marketing purposes. If you choose not to submit the supporting video, the next highest-scoring garment may be offered the scholarship.
- 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 design instructors for quality of submission. It is highly recommended to review your entry with your instructor prior to submitting your online entry form.
- 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 may be disqualified during check-in and pre-judging process.

**Submission Instructions:**

- Submission deadline is **March 31, 2023**. Late entries will not be accepted.
- Complete the online entry form linked below. You can also find the link directly on the Requirements + Entry Form page at <https://fgischolarship.org/registration/forms/>. Entry form must include the PDF and .mp4 uploaded directly to form (Google users) or emailed to [fgidallas.careerday@gmail.com](mailto:fgidallas.careerday@gmail.com) (non-Google users).  
*NOTE: All entries must be submitted electronically.*
- 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.careerday@gmail.com](mailto:Fgidallas.careerday@gmail.com) via <https://wettransfer.com>, [www.dropbox.com](http://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.careerday@gmail.com](mailto:Fgidallas.careerday@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 March 31, 2023 by 5 p.m. CST Entries may be submitted beginning March 27, 2023.**

**Other 2023 Key Dates:**

- February 15 - Online Registration Opens
- March 27 - Online Entry Forms Due
- March 28 - Instructors are sent requests to approve or reject online entries
- March 31 - Complete submissions with the following criteria due:
  - Online Entry Form
  - Eventbrite Registration
  - Eventbrite Registration Payment
  - PDF of project
  - .mp4 of project (for 3D Collection only)
- April 1 - Preliminary Judging; Selection of Finalists
- April 1-2 - Finalists Notified
- April 3 - Finalist Responses Due
- April 7 - Finalist Videos Due

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