



Designer Challenge 2010

Sponsored by the Stephens College School of Design and Fashion

Here is your chance to showcase your fashion design skills!

The Stephens College School of Design and Fashion is hosting a design contest for high school women. Entrants will draw designs for four (4) prom dresses for Spring 2010 that are inspired by African themes. **Our international fashion advisory board will judge these designs, and the winners will be awarded on stage at the 66th Annual Student Designer Fashion Show on April 17, 2010, at Stephens.** The top 15% of entries will be **displayed in the auditorium foyer** at the fashion show and appear on **Stephens' fashion web site.**

Winners will also get a **\$500 scholarship; VIP fashion show passes** for themselves, a guest, their sponsoring high school instructor, and their guidance counselor (a \$200 value); plus a **special gift** from Stephens' fashion faculty.

The Idea:

In this age of global branding, it can be refreshing to turn to non-Western cultures in search of inspiration. Today, the culture and art/design of Africa are finding a larger place on Western runways. This new look at African cultures gives us vibrant colors, intricate shapes, new design elements, wonderful jewelry and color combinations, and a new worldview. Most of all, such an exotic culture gives the designer (you) a chance to be as flamboyant as you like.

The Project:

You will research African cultures from as many sources as possible. You can do this by visiting museums, libraries, shops, markets, fabric stores and the Internet. We are supplying you with an excellent article from *The New York Times* that all entrants should read to begin the brainstorming process:

<http://www.nytimes.com/2009/12/31/fashion/31AFRICA.html?emc=eta1>.

After you do your research, you will create or develop a mood or theme for your fashion designs. Keep in mind you are designing for Prom. Do an Internet search for ideas and ways to put together a mood/trend board. What is put on the mood/trend board will be reflected in your prom dress designs. This is a key element in judging.

The following are some web sites helpful in creating mood/trend boards:

<http://forums.thefashionspot.com/f90/mood-boards-scrapbooks-2939.html>

http://www.design-skills.org/mood_boards.html

<http://www.fashioncapital.co.uk/content/view/8541/264/WomenswearMoodBoardsAutumnWinter0809/>

<http://www.ilikecake.net/hci/envisionment/moodboards.htm>

From all your research, you will create drawings of four (4) prom dresses with an African theme. These need to be on a female body with front and back views. Put one design to each board you submit, for a total of four (4) boards. For examples of how to place the front and back drawings on your design boards, do an Internet search for croquis templates for women. You will want these to be in color. You are not required to submit fabric swatches for the dresses, but you may include them if you like. You do not need to submit any technical or flat sketches for each design.

From all the above, write a 1-2 page Artist Statement that includes your design inspiration, your design process and where you see yourself in five to ten years.

The Specifics:

The Mood/trend board:

You will use 11 x 13 inch foam core or illustration board to mount all your items. You will likely need to trim the board to fit these size requirements that are needed for shipping. You will have a theme as part of the board (example: your board could be called "Out of Africa" or "African Zeitgeist"). Type your chosen phrasing out on a computer and adhere to the board or write it neatly by hand. This theme will be a result of your research and personal inspiration.

Remember:

- Keep all glue, tape and adhesive off the front of the board.
- Make use of 3D items and varying surfaces (slick, rough, soft...).
- Have a consistent theme for your mood/trend board and prom dresses.
- The title of your mood/trend board will be evident even if the words are not part of the board.

- Your name, contact information and school should be listed only on the back of the board. Putting any personal information in a location where judges can see it will disqualify a student.

The Design Drawings:

Each design will be in color with a front and back view of the female body. You do not have to draw in a facial features or hair unless you feel this adds to the overall look. You can use any drawing paper of your choice that is 8.5 x 11 inches or 10 x 12 inches. The paper will be mounted to illustration board that is no larger than 11 x 13 inches. If you want to include fabric swatches, these need to be attached to each drawing using 1.5 x 1.5 inch fabrics that are cut with pinking shears and glued or taped at the top of each swatch.

Remember:

- No tape or glue should show on the right side of the drawings.
- No eraser marks or white out.
- All edges of paper and board are cut smoothly and evenly.
- Your name, contact information and school will be listed only on the back of the board. Putting any personal information in a location where judges can see it will disqualify a student.

Entering and Shipping:

Material Checklist:

- Four Design Boards
- One Mood/trend board
- 1-2 page Artist Statement
- Entry Form

Please fill out the attached entry form and ship all materials to:

Monica McMurry, Dean
School of Design and Fashion
1200 E. Broadway, Campus Box 2042

Stephens College
Columbia, MO 65215
Phone: (573) 876-7233

All materials will fit into a medium-sized Priority Mail Box (11 7/8 x 3 3/8 x 13 5/8 inches). Schools may send as many entries as possible per box. Please make sure a ribbon or other tie is around each student's work to separate each entry.

All entries must be postmarked by March 16, 2010. We will accept hand-delivered entries (remember Fashion Weekend is March 12-13, 2010: www.stephens.edu/admission/visit).

For more information, please contact:

Monica McMurry (School of Design and Fashion) at mmcmurry@stephens.edu or (573) 876-7233.

Gabrielle Harrison (Office of Admissions) at gharrison2577@stephens.edu or (800) 876-7207.