

Windows of Fashion, a State Event that is conducted at the NJ FCCLA State Leadership Conference, is an *individual* or *team event*, in which participants will research concepts related to fashion merchandising. Participants must prepare a *display* and an *oral presentation*.

**NEW JERSEY LEARNING STANDARDS**

- SLSA.R1 Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
- SLSA.R4 Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.
- RST.11-12.7 Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.
- NJSLSA.L3 Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening.
- NJSLSA.L6 Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when encountering an unknown term important to comprehension or expression.
- SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with peers, building on others' ideas and expressing their own clearly and persuasively.
- SL.11-12.4 Present information, findings and supporting evidence clearly, concisely, and logically. The content, organization, development, and style are appropriate to task, purpose, and audience.
- SL.11-12.6 Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate.
- RST.11-12.1 Accurately cite strong and thorough evidence from the text to support analysis of science and technical texts, attending to precise details for explanations or descriptions.
- RST.11-12.8 Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
- WHST.11-12.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- WHST.11-12.6 Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.
- WHST.11-12.7 Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
- WHST.11-12.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the specific task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.
- 4.MD.A.1 Know relative sizes of measurement units within one system of units including km, m, cm, mm; kg, g; lb, oz.; l, ml; hr, min, sec.
- 7.G.A.2 Draw (with technology, with ruler and protractor as well as freehand) geometric shapes with given conditions.
- 9.2.8.CAP.3 Explain how career choices, educational choices, skills, economic conditions, and personal behavior affect income.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills
- 9.2.8.CAP.9: Analyze how a variety of activities related to career impacts postsecondary options
- 9.2.8.CAP.12: Assess personal strengths, talents, values, and interests to appropriate jobs and careers to maximize career potential.
- 9.2.8.CAP.16: Research different ways workers/ employees improve their earning power through education and the acquisition of new knowledge and skills.

- 9.4.12.CI.3 Investigate new challenges / opportunities for personal growth, advancement, and transition.
- 9.4.8.CI.4: Explore the role of creativity and innovation in career pathways and industries
- 9.4.12.IML.8 Evaluate media sources for point of view, bias, and motivations.
- 9.4.8.IML.3 Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping.
- 9.4.8.IML.7 Use information from a variety of sources, contexts, disciplines, and cultures for a specific purpose.
- 1.2.12acc.Cr1b Organize and design artistic ideas for media arts productions.
- 1.2.12prof.Cn10a Access, evaluate and integrate personal and external resources to inform the creation of original media artworks, such as experiences, interests and cultural experiences.

**CAREER READY PRACTICES**

- ✓ Apply appropriate academic and technical skills
- ✓ Communicate clearly and effectively with reason
- ✓ Consider the environmental, social and economic impacts of a decision.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in teams while using cultural global competencies.

**NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES**

- 16.2.4 Analyze characteristics of textile components in the design, construction, care, use, maintenance, and disposal or recycling of products.
- 16.3.2 Apply basic and complex color schemes and color theory to develop and enhance visual effects.
- 16.3.3 Utilize elements and principles of design in designing, constructing, and/or altering textiles, fashion, and apparel.
- 16.4.4 Analyze current technology, trends, and innovations that facilitate design and production of textile, apparel, fashion and apparel.
- 16.5.5 Analyze the external factors that influence merchandising.
- 16.5.6 Apply research methods, including forecasting techniques, for marketing textiles, fashion and apparel.
- 16.7.6 Demonstrate knowledge of the impact of the external factors upon the textile, apparel, and fashion industries.

**EVENT CATEGORIES**

**Junior:** Participants in grades 6 – 8

**Senior:** Participants in a comprehensive program in grades 9 – 12

**Occupational:** Participants in an occupational program in grades 9 – 12

**ELIGIBILITY**

1. Each chapter may submit two (2) entries for every twelve (12) affiliated members with a maximum of six (6) entries in each event category.
2. An entry is defined as one (1) participant or one (1) team comprised of a maximum of three (3) members.
3. An event category is determined by a member’s grade in school and affiliation status.
4. Participation is open to any affiliated FCCLA member.

**PROCEDURES & REGULATIONS**

1. The Windows of Fashion event addresses fashion merchandizing as it relates to buying, forecasting, pricing, marketing, styling, displaying, and selling certain types of garments and accessories.
2. For the 2021 State Leadership Conference, participant(s) will examine the impact color has on fashion.
3. Each entry will have an assigned folder to submit all of their project materials via Google Drive. A link to submit materials will be provided to the adviser upon competitive event registration. All entries must be submitted by **March 19, 2021** and privacy settings must be viewable to anyone with the link.

4. The following materials must be included in the electronic folder:
- **Project Identification Page**
  - **A Summary Statement** (Explain why/ how this information can be important for people in the fashion industry to know.)
  - **A Project Research Page**
  - **Slide Presentation**
  - **Oral Presentation Recording**
5. The participant must submit a **Project Identification page** in the electronic folder with the following Information:
- Participant(s)' Name(s)
  - Chapter Name
  - School
  - Event Name (*Windows of Fashion*)
  - Event Category (Junior, Senior, Occupational)
  - Project Title
  - A brief description of the project (up to 50 words)
6. Each participant/team must explain the project in a four (4) to eight (8) minute oral presentation video related to the topic of fashion, fashion merchandizing, and color. For the presentation video, the options include:
- Embedded video
  - Video link provided to direct source such as YouTube, Vimeo, or Google Drive
  - Video files which require the reviewer to download are NOT allowed due to their potential size
7. Each team must use 12 to 15 slides to present the information about all the aspects of color and fashion required in the project. The slides should include visuals such as photographs, models, charts, etc.
8. The slide presentation should be a clear and concise representation of all the aspects of color and fashion that are listed below.
9. Participant(s) should research the impact color has on fashion.
- A. Illustrate each of the six color schemes that makes these color schemes fashion forward for 2021.
  - B. Show and explain 2 examples of ways that color creates an optical illusion to compliment the appearance of 2 different body types.
  - C. Identify one designer that is known for a creative use of color in his/her collection. Explain how this designer had used color in a significant way for Fall 2021.
  - D. Compare how color is used to visually merchandize garments in displays and communicate different trends in 2 different seasons. Identify the specific target markets
  - E. Identify 2 ways color is used in prints and explain how color and prints have a place in current trends.
  - F. Identify the 2021 Pantone color(s) of the year. Explain the significance of the chosen Pantone color(s) in relation to the challenges society is facing in our current situation(s).
  - F. Identify the 2021 Fall trends and explain the place color has in the forecasted trends. Trends may include, but are not limited to:
    1. Textile designs
    2. Trims, details
    3. Accessories
10. Participant(s) will sketch how they will use the power of color in visual merchandising to attract, engage, and market the 2021 Fall Trends.

11. Participant(s) should gather research using reliable information from respected fashion forecasting companies. Participant(s) should look to Color Association of the US and Pantone Inc. for color forecasting information and Women’s Wear Daily, The Daily News Record, Doneger Group, etc. for reliable information about fashion trends.
12. The slides must include visuals such as photographs, models, sketches, charts, etc.
13. Works Cited/Bibliography must be one (1) 8½ x 11” page, on plain paper, with no graphics or decorations.
14. This project must be the work of the participants(s) only.
15. See GENERAL INFORMATION AND RULES for the Competitive Event guidelines.

**WINDOWS OF FASHION EVENT SPECIFICATIONS**

**Digital File**

Participant(s) will have an assigned folder to submit all of their project materials via Google Drive. To be included in this folder is: The Project Identification Page, Summary Statement, Project Research Page, the Slide Presentation, and the Oral Presentation. A link to submit materials will be provided to the adviser upon competitive event registration. All entries must be submitted by **March 19, 2021** and privacy settings must be viewable to anyone with the link.

Project Identification Page	One 8½” x 11” page on plain document, participants must include participant(s) name(s), school name, chapter name, event name, event category, Project Title, and A brief description of the project
Summary Statement	The project activity is creative, specific, and relevant to the specific focus area of color. Explain why/ how this information can be important for people in the fashion industry to know. What are the objectives? Summarize the accomplishments, and what was learned. The Summary statement must be clear, concise, and well-written.
Project Research Page	List of references and how the research was conducted.

**Visuals**

Participants must include 12-15 slides that may be illustrated with photographs, models, charts, etc.

Research	Research COLOR as an element of design. Illustrate the 6 different color schemes? What are some of the ways color influences fashion? One of the powers that color brings to fashion is that its use can create optical illusions. Show and explain 2 examples color can create optical illusions and compliment the appearance of 2 different body types.
Designer	Use of the work of one designer to illustrate the power of color in his/her Fall 2021 collection.
2021 Fall Trends	Identify the 2021 Fall trends and explain how the color is reflected in the forecasted trends. How is color used to visually market garments/displays? Show the use of color in prints. Identify some specific target markets.
Impact of Color	Illustrate the variety of ways color has influence in the forecasted trends
Sketch	Combine all the information about color and its impact on fashion in a sketch that shows the power of color in visually merchandizing the Fall 2021 trends.
Color(s) of the Year	Identify and explain the Pantone color(s) for 2021 and their significance to society.
Effectively Illustrate Content	The visuals appropriately and effectively support, illustrate and/or compliment content of presentation.
Appearance	Presentation slides must be clear, neat, legible, professional, creative, and use correct grammar and spelling.
Use of Slides During Presentation	Use slides to explain and illustrate all phases of the project.

**Oral Presentation**

The oral presentation may be four (4) to eight (8) minutes long and is delivered to evaluators. The presentation should summarize the project and slides.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner. Summarize project activities and accomplishments.
Delivery of Research	Show evidence of knowledge by using data to support and describe the project. Research should use reliable information from respected fashion forecasting companies. Oral presentation should concisely and thoroughly summarize research.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language / Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of <i>display</i> and notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar / Word Usage / Pronunciation	Use proper grammar, word usage, and pronunciation.

**Windows of Fashion Rating Sheet**

Name(s) of Participant(s) \_\_\_\_\_ School \_\_\_\_\_

Category: \_\_\_\_\_ Junior \_\_\_\_\_ Senior \_\_\_\_\_ Occupational

**INSTRUCTIONS:**

Write the appropriate rating in the “Score” column. Points given may range between 0 and the maximum number indicated. Total the points and enter under “TOTAL SCORE”. Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary.

Evaluation Criteria	Very					Score	Comments	
	Poor	Fair	Good	Good	Excellent			
<b>FILE FOLDER</b>								
Project Research: Research is thorough with a list of references. Research is evident throughout the project.	0-2	3-4	5-6	7-8	9-10			
Summary Statement: creative, specific & relevant. Objectives, summary of accomplishments and what was learned is clear and well written.	0-1	2	3	4	5			
<b>SLIDE PRESENTATION</b>								
Identifying Color Schemes	0-2	3-4	5-6	7-8	9-10			
Designer Collection and color	0-2	3-4	5-6	7-8	9-10			
2021 Fall Trends	0-2	3-4	5-6	7-8	9-10			
Impact of Color	0-2	3-4	5-6	7-8	9-10			
Sketch	0-2	3-4	5-6	7-8	9-10			
Color of the Year	0-1	2	3	4	5			
Effectively Illustrate Content	0-2	3-4	5-6	7-8	9-10			
Quality of Slides	0-1	2	3	4	5			
<b>ORAL PRESENTATION</b>								
Organization/Delivery	0-2	3-4	5-6	7-8	9-10			
Voice, Body Language, Clothing Choice, Grammar and Pronunciation	0-1	2	3	4	5			

**Total Score** \_\_\_\_\_

**Verification of Total Score** (please initial)

Evaluator \_\_\_\_\_

Room Consultant \_\_\_\_\_

Lead Consultant \_\_\_\_\_

**Circle Rating Achieved:**

Gold: 90-100

Silver: 79-89

Bronze: 70-78