



# Student Design Competition

## OFFICIAL RULES FOR ENTRY

SPONSORED BY ALPACA OWNERS ASSOCIATION, INC. (AOA)

### Official Rules for Entry

#### CALENDAR

- **April 12, 2020** — Deadline for postmark of entries and fees
- **May 2020** — Judging of entries, notification of finalists
- **June 2020** — Placements of all entries sent to instructors
- **July 10–12, 2020** — AOA Student Design Retreat presentation of awards and scholarships to finalists/exhibit of entries
- **September 2020** — After the retreat all entries with SASE will be returned with scorecards and placements to entrants

#### EXHIBIT/AWARDS

- Fashion Design & Textile Design will be judged as separate categories. Each category will have cash scholarship awards: 1st Place \$1,000; 2nd Place \$750; 3rd Place \$500; 4th place \$250. Other recognition such as Designer's Choice and Consumers Choice awards may be given based on criteria other than the highest scores.
- Scholarships will be issued via check in the student's name. Scholarship may be used for current or future educational expenses at the student's discretion.
- The top four winning students in each category and their instructors will be invited to attend the AOA Student Design Retreat, enjoy networking, and be spotlighted in a future edition of our award-winning national publication *Alpacas Magazine*.
- The first place entries in each category may be invited to construct a prototype garment to be showcased by AOA.

#### STUDENT ENTRY SPONSORS

Each student entry requires an entry fee of \$100. The entry fee may be paid by any sponsor. We can match students to alpaca farm sponsors in your region. Requests for sponsoring alpaca farms should be made by the instructor no later than March 8, 2020. Sponsoring alpaca farms will be assigned upon receipt of the student entry.

#### RESOURCES

**Find out about alpacas:** You can research alpacas online at Alpaca Owners Association's (AOA) website [www.AlpacaInfo.com](http://www.AlpacaInfo.com). Through this site, you can also contact individual alpaca breeders in your area for information and interviews. Information about alpacas and alpaca fiber is also provided on a presentation CD with the sample kits.

**Get alpaca yarn and fabric swatches:** Kits containing yarn, fabric samples, roving, plus a power point presentation about alpacas and alpaca fiber will be supplied to instructors upon request. Please request these materials from the AOA Student Design Competition Coordinator. Sample kits may only be sent to the attention of instructors of participating students.

#### CONTACT INFORMATION

All questions and requests should be directed to:

Ruth Fuqua

AOA Student Design Competition Coordinator

[hickorybluffalpacas@comcast.net](mailto:hickorybluffalpacas@comcast.net)

### Fashion Design Category

#### ELIGIBILITY/FORMAT

Participation is open to all students of college-level art and design in North America. No garment construction is necessary; the entry only requires a presentation board with swatches and a one (1) page essay stating an understanding of alpaca fiber as used for the design.

## THEME/TREND

The intent of the competition is to promote the incorporation of alpaca fiber into creative but marketable fashion designs. Designs may be any for garment and/or accessory used by women, men, or children; should illustrate the competition theme “Alpaca, the Earth Friendly Fiber” as interpreted by the student designer; and should reflect influence from the following design trends:

- Innovative use of natural and sustainable fibers and natural or earth-friendly colors.
- Examples of natural and sustainable materials: alpaca, wool, silk, cotton, bamboo, soy silk, corn fiber, tencel, plant or clay based dyes, earth-friendly dyes as demonstrated by MSDS information.

## ENTRY REQUIREMENTS — FASHION DESIGN CATEGORY

1. Only one entry per student may be submitted accompanied by the appropriate AOA Student Design Entry Form. The entry form must be submitted with the entry board and be signed by the student and include the instructor information.
2. Entry must be designed as a finished collection/group or a single garment constructed of alpaca fabric knit, crocheted, felt, and/or woven. Natural and sustainable fiber blends may be used, but the entire design **must** be at least 50% alpaca excluding trims. Use of products produced in North America is strongly encouraged.
3. Entry must be a presentation board 20” by 15”, mounted on foam board or a board with the equivalent thickness. It must contain the following elements:
  - Full-color figure sketch, using any media, showing head-to-toe looks. Flats must be included. Additional back or side views, detail close-ups, technical drawings, etc., are encouraged to illustrate the designer’s concept as clearly as possible.
  - Color and fabrication of the design must be shown in yarn samples and/or fabric swatches with captions stating their role in the concept (examples: “for jacket,” “for lining,” “for color,” etc.). Original swatches may be constructed by the designer and will add to the overall appeal of the entry. **The fiber content of all swatch construction must be labeled.**
  - Swatches of construction techniques, finishing details, mood photos, dimensional layers, etc. are encouraged and will add to the overall appeal of the entry. These elements must fit within the composition of the board and may not be entered separately. Entry must be labeled with name and telephone number of designer on **reverse side** only. **Do not use any student names, school names, or brand names on the front of the entry board.**
  - Entry must include a one (1) page essay. The essay will comprise 10% of the total score, and will be judged on the following criteria:
    - a. the student designer’s understanding of the benefits and properties of alpaca fiber relative to design and theme;
    - b. the target market/consumer for the design, (information such as age, income, lifestyle, where they would buy the design);
    - c. the applicability of alpaca fiber to the design and the target market/consumer communicated concisely;
    - d. essay must not include any reference to alpaca farms, sponsors, locations, or instructor names.
    - e. Please label essay with name and telephone number of designer on a **cover sheet** only. Place the essay in a clear plastic sheet protector mounted to the back side of the presentation board.
4. A **reproducible** photo (printed on photo paper or on CD) no larger than 6” x 4” of student with design board. Do **not** affix the photo to the design board.
5. Please enclose sufficient SASE (appropriate self-addressed packaging and return postage) for safe return of your entry. **Entries without sufficient SASE will not be returned.**

## JUDGING CRITERIA — FASHION DESIGN

- **Essay — understanding of alpaca fiber — 10%**  
How well the benefits and properties were researched, understood, and applied to the entry as communicated in the essay; demographics of the design; and relationship to theme and design concept.
- **Level of creativity — 20%**  
Design shows originality and a personal point of view that reflects the appropriate use of alpaca fiber.
- **Commercial viability — 15%**  
Ease with which the design could be produced and appeal to a consumer market.
- **Illustration and rendering ability — 10%**  
Ability to communicate the design concept (including mood, proportions, scale) and fabric appearance (i.e., texture, drape, pattern) through an individual sketching style.

- **Craftsmanship and professionalism of the presentation — 10%**  
Designer's ability to work competently with materials and project a professional approach to their work.
- **Awareness of contemporary design trends — 5%**  
Design reflects current consumer taste levels for color, silhouette, and detailing.
- **Technical consideration — 5%**  
How well the seaming, construction, fit, drape, and detailing have been thought out and communicated through the sketch.
- **Appropriate fabric selection — 10%**  
Suitability of the yarn and/or fabric swatches to achieve the fit, drape, weight, construction, and mood of the sketched concept.
- **Consideration of necessary details and trims — 5%**  
Ability to communicate how detailing and trims are integrated into the design as a whole.
- **Visual appeal — 10%**  
Overall appeal of the design board reflecting the use of alpaca fiber and the theme of "Earth Friendly."

## Textile Design Category

### ELIGIBILITY/FORMAT

Participation is open to all students of college-level art and design in North America. No garment construction is necessary, the entry only requires a presentation board with swatch and a one-page essay alpaca fiber qualities making it a suitable fiber for design.

### THEME/TREND

The intent of the competition is to promote the incorporation of alpaca fiber into creative but marketable textile designs. Designs may be intended for fabric used in wearable garments, accessories, or home furnishings. The entry should illustrate the competition theme "Alpaca, the Earth Friendly Fiber" as interpreted by the student designer, and should reflect influence from the following design trends:

- Innovative use of natural and sustainable fibers and natural or earth-friendly colors.
- Examples of natural and sustainable materials: alpaca, wool, silk, cotton, bamboo, soy silk, corn fiber, tencel, plant or clay based dyes, earth-friendly dyes as demonstrated by MSDS information.

### ENTRY REQUIREMENTS — TEXTILE DESIGN CATEGORY

1. Only one entry per student may be submitted accompanied by the appropriate AOA Student Design Entry Form. The entry form must be submitted with the entry board and be signed by the student and include the instructor information.
2. Entry may be designed as a fabric used in wearable garments and accessories, or home furnishings. Entry may be knitted, woven, and/or felted. Natural or sustainable fiber blends may be used but the entire textile design must be at least 50% alpaca. Use of products produced in North America is strongly encouraged.
3. Entry must be a presentation board 20" by 15", mounted on foam board (or equivalent) of any thickness containing the following elements:
  - **Original** fabric swatch, knitted, woven, or felted mounted so front and back of swatch are easy to feel and evaluate. 4" x 4" minimum size.
  - Photo or illustration of intended end use, using any media. Additional back or side views, detail close-ups, etc., are encouraged to illustrate the designer's concept as clearly as possible.
  - Technical chart/graph and/or description showing the fabric structure.
  - Inclusion of the **actual** fiber content(s) used in construction by use of fiber samples and content percentages.
  - Additional examples of construction techniques, finishing details, mood photos, dimensional layers, etc., are encouraged and will add to the overall appeal of the entry. These elements must fit within the composition of the board and may not be entered separately.
  - Entry must be labeled with name and telephone number of designer on **reverse side** only. Do not use any student names, school names, or brand names on the front of the entry.
  - Entry must include a one (1) page essay. The essay will comprise 10% of the total score, and will be judged on the following criteria:
    - a. the student designer's understanding of the benefits and properties of alpaca fiber relative to design and theme;

- b. the target market/consumer/manufacturer for their design;
  - c. a description of the design, materials used, and construction techniques and applicability to design elements;
  - d. essay must not include any reference to alpaca farms, sponsors, locations, or instructor names.
  - e. Please label essay with name and telephone number of designer on a **cover sheet** only. Place the essay in a clear plastic sheet protector mounted to the back side of the presentation board.
4. A **reproducible** photo printed on photo paper or a CD no larger than 6" x 4" of student must be included with design board. Do not affix the photo to the design board.
  5. Please enclose sufficient SASE (appropriate self-addressed packaging and return postage) for safe return of your entry.  
**Entries without sufficient SASE will not be returned.**

## JUDGING CRITERIA — TEXTILE DESIGN

Entry scoring and placement will be based on the following criteria:

- **Essay — understanding of alpaca fiber — 10%**  
How well the benefits and properties were researched, understood, and applied to the entry as communicated in the essay; demographics of the design; relationship to theme; and design board.
- **Level of creativity — 15%**  
Design shows originality and creativity reflecting the use of alpaca fiber.
- **Commercial viability — 20%**  
Ease with which the design could be produced and appeal to a consumer market.
- **Technical consideration — 20%**  
The quality of construction of the textile swatch. Appropriateness of the materials, structure, and design to achieve the intended end use as shown in the illustrations.
- **Craftsmanship and professionalism of the presentation — 10%**  
Designer's ability to work competently with materials and project a professional approach to their work.
- **Illustration and rendering ability — 10%**  
Ability to communicate the design concept (including mood, proportions, scale) and fabric appearance (i.e., texture and utilization) through illustration.
- **Awareness of contemporary design trends — 5%**  
Design reflects current consumer taste levels for color, texture, and detailing.
- **Visual appeal — 10%**  
Overall appeal of the design board reflecting the use of alpaca fiber and the theme of "Earth Friendly."