

Apparel, Textile and Design (ATD) Juried Showcase Guidelines

Overview of ATD Juried Showcase

Design scholars in AAFCS are invited to submit abstracts for the ATD juried showcase at the AAFCS annual conference. The AAFCS ATD design showcase provides a platform for emerging designers to present their creativity, technical expertise, and innovative approaches to design apparel and textiles. The competition encourages participants to explore new materials and techniques, pushing the boundaries in the creative design process. Submit a publishable abstract and photos to present your creative design works.

A. Design Category

Design entries will be accepted in any of the three design categories:

1. Apparel: this category will include garments or clothing items designed to be worn on the human body in a three-dimensional space. In other words, clothing is shaped and structured to wrap around the body's contours, allowing for flexibility, movement, and functionality. Each entry should be a complete/total look covering the upper and lower part of the body.
2. Textile-Based Designs or Accessories refers to materials or textiles-based designs that are produced in two-dimensional forms. This category typically includes scarves (printed, embroidered, intricate woven patterns), hats, gloves, belts, jewelry, etc.
3. Interior: any material used to enhance the interior space of a building. This category will include materials like fiber art, macramé, wall art pieces, lamp shades, home furnishing items etc.

B. Design Submission Category

The juried showcase is open to AAFCS members as well as non-members. You may submit your designs in any one of the categories:

1. Student Entry includes all undergraduate or graduate students.
2. Professional Entry includes all other entries like faculties, designers, artists etc.

C. General Guidelines

Design entries should meet the following requirements to qualify for design review:

1. Design work must have been created within the last 3 years.
2. Design work must not have been previously presented at the AAFCS.
3. Design work must be designed and constructed by the designer(s) and must be completed at the time of submission.
4. The designer should always be listed as the first author.
5. A maximum of up to 5 entries per student designer; and 3 entries for professional designers are permitted. Faculty designers may mentor or co-mentor up to 5 undergraduate students.
6. One designer or co-designer or mentor whose work is accepted for presentation must register, attend and present their design work at the annual conference.
7. The designer(s) must pay the applicable entry fee. The submission will not be considered complete until the fee is paid. See below for entry fees:
 - a. Professional Entry:
 - i. AAFCS Member \$25
 - ii. Non-Member \$35
 - b. Graduate and Undergraduate Student Entry: \$15

D. Abstract Guidelines

Jurors will evaluate the design submissions by reviewing the written design statement and examining the digital images of the designer's creative works presented in the design abstract. Designers should address the following criteria in their abstract, as these will be used by the jurors to evaluate their design works.

1. Introduction to the Design Concept: Provide a comprehensive overview of the design concept, including a purpose statement that outlines the objectives and goals of the design. Discuss relevant literature related to the design concept to establish its context and significance.
2. Method/Design Development Process: Offer a detailed account of the design development process, including an explanation of the materials used, the steps taken, and the techniques employed. This section should provide insight into how the design was conceptualized, developed, and refined, showcasing the technical and creative aspects of the process.

3. **Conclusion:** Provides a discussion on the design's cohesiveness, explaining how content, concept, visuals, process, and technique integrate to achieve the design's purpose. This section should also highlight the design's innovation, focusing on how it contributes new ideas to the field, influences current practices, and suggests potential future applications.
4. **References and Formatting Requirements:** Prepare the abstract using 1- inch margins on all sides, single spacing, Times New Roman, font size 12, for all text, including titles. The title should be centered on the top of the page, using Title Case, bold font, 30 word maximum. References should be in APA style (7th Edition) and will not be used in word count. The paper must be a finished copy and show no editing marks. Include thorough scholarly literature and media resources.
5. Do not include your identifiers (name or affiliation) in the file name or abstract.

E. Design Abstract Submission Requirements

1. **Abstract:** The design statement should be concise and focused, with a maximum word limit of 500 words. Use the abstract guidelines (refer to information listed in Section-D) in developing your abstract.
2. **Digital File Labeling:** All files must be labeled with designer abstract brief title, followed by entry category (student/professional), lastly the design category (apparel/textile or accessories/interior). e.g. "Student_Zero Waste Pant Pattern_Apparel."

Note: Do not include your identifiers (name or affiliation) in the file name or abstract. (See D.5 above)

3. **Photo Submission Requirements:** Submit a total of four separate digital photos (jpg): front view, back view, side view and designer's choice. The size of each photo in the abstract should be 3" wide and 4.5" tall. Place your items on a plain/solid white or black background only. The photos must be at least 300 DPI, in color, and not overlapping. If the design is selected for the showcase original JPEGs must be provided.
4. All designers must sign a release of copyright similar to the one below.

I, hereby assign to the American Association of Family and Consumer Sciences (AAFCS) full copyright and/or the right to copyright any photographs and/or videos of

me, my designs, and models. I grant AAFCS, its licensees, or assignees the unrestricted right to reproduce, use, and distribute these materials, either in whole or in part, for any advertising or other purposes, at their discretion. This includes the right to retouch, tint, or alter the materials as necessary for reproduction purposes. By signing below, I acknowledge and agree to the terms outlined above.

F. ATD Juried Showcase Review Process

1. Evaluation by Jury: Jurors, who are experts in the field of apparel and design and may include both AAFCS members and non-members, will review and evaluate the abstract submissions. This will be a double-blind review process. Jurors will use a grading rubric to assess the design abstracts. Based on the scores assigned by the jurors, each abstract will be either accepted or rejected.
2. Abstract Acceptance/Rejection: Once the application is submitted, the applicant will receive a confirmation email that includes a link to pay the entry fee via credit card. Submissions will be considered incomplete for conference presentation until the entry fee is paid. Entries that do not follow the guidelines above will not be considered for the juried showcase. Refer to the entry fee details in 'General Guidelines,' Section C. The designer (first author/designer) will be notified of the showcase acceptance or rejection based on scores from the jurors.
3. On-Site Evaluation: Design abstracts accepted by the jury and physically presented at the AAFCS annual conference will undergo an on-site review by selected judges during the conference. Judges will determine ATD Juried Showcase award recipients based on physical inspection of the entries and review of the Juror Review Abstracts.

G. Policies on Showcase set up at the Conference Site

1. Designers or co-designers with accepted design abstracts are required to attend the AAFCS annual conference and present their work. At least one of the designers or co-designers must be registered and available to showcase the design work.
2. Accepted entries can be disqualified at any point during the review process, such as:
 - Designer or co-designer or mentor is not registered for conference
 - Designer or co-designer or mentor is not present at the conference
 - Quality of construction is poor during on-site review
 - Design is not physically exhibited at the conference
 - Design exhibit is different from online submission

3. Items to bring for the showcase: Designed piece(s) or items you may need to effectively display your items such as jewelry etc. Only submitted designs should be exhibited, excluding any additional elements or accessories, which are not originally submitted.
4. Responsibility of the Designer: Conference registration, design entry fees, and design exhibit set up and remove design exhibit after the showcase. Design entries should be taken down immediately following the showcase.
5. Responsibility of AAFCS: Display form, stand, table and/or display board for ATD entries to support presentation of design pieces.
6. Showcase designer spotlight: Designers will be asked to be present in the display area during designated times to answer questions about the entry and design process. It will be a gallery setting with attendees coming and leaving throughout the event. The exact date and time of Q&A with the designers will be communicated closer to the conference.
7. Awards for Best of Show will be announced during the conference. The exact date and time of awards presentation will be communicated closer to the conference.

Disclaimer: AAFCS does not assume responsibility for loss, liability, or damages incurred during or after the AAFCS ATD Showcase.