

2024 Student Design Scholarship

ANNOUNCEMENT

Administered by Alpaca Owners Association, Inc.



Celebrating 20 Years of the North American Student Design Scholarship!

Official Rules for Entry

CALENDAR

- **May 15, 2024** — Deadline for postmark of entries and fees
- **May 2024**— Judging of entries, notification of finalists
- **July 2024**— Placements of all entries sent to instructors
- **July 2024**— AOA Student Design presentation of awards and scholarships to finalists/exhibit of entries
- **September 2024** — All entries **with self-addressed packaging and postage** will be returned with scorecards and placements

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. Other recognition such as Designer's Choice and Consumers Choice awards may be given based on criteria other than the highest scores. Awards will only be given to entries with scores of 80 and above.
- Scholarships will be issued via check in the student's name. The scholarship may be used for current or future educational expenses at the student's discretion.
- The top three winning students in each category and their instructors will be invited to virtually attend the AOA National Education and Fleece Conference 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 FEES

There are no entry fees. Entries are funded by AOA members and the public through the National Alpaca Foundation. Entry spaces are limited, so entry slots should be made by the instructor no later than April 10, 2024.

RESOURCES

Find out about alpacas: You can research alpacas online at Alpaca Owners Association's (AOA) website www.AlpacaInfo.com. Through this site, you can also contact individual alpaca breeders in your area for information and interviews.

Get alpaca yarn and fabric swatches: Kits containing yarn, fabric samples, roving, plus a PowerPoint presentation about alpacas and alpaca fiber are available on nationalalpacafoundation.org/Student-Design-Scholarship. Please request these materials from the AOA Student Design Scholarship Coordinator. Sample kits may only be sent to the attention of instructors of participating students.

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, one (1) page essay stating an understanding of alpaca fiber as used for the design, and a 60-second compilation video compilation.

THEME/TREND

The competition intends to promote the incorporation of alpaca fiber into creative but marketable fashion designs. Designs may be any garment and/or accessory used by women, men, or children; should illustrate the competition theme “Alpaca: The Fiber of YOUR Future” 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, and 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's 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 a 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, detailed 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). Original swatches may be constructed by the designer and will add to the overall appeal of the entry. **The fiber content of all swatches’ 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 the name and telephone number of the designer on the **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 in a sheet protector attached to the back of the board. 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, and 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 the essay with the name and telephone number of the 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) no larger than 6” x 4” of the student with design board. Do **not** affix the photo to the design board.

5. 60-Second compilation video emailed to claryssa@alpacainfo.com. The subject line should be "Student Design Scholarship *Designers Name* Compilation Video.
6. Please enclose sufficient self-addressed packaging and return postage for the safe return of your entry. **Entries without sufficient packaging and postage 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%**
The 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%**
The 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. Materials used are appropriately labeled.
- **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%**
The overall appeal of the design board reflects the use of alpaca fiber and the theme of "Alpaca: The Fiber of YOUR Future."

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 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 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 Fiber of YOUR Future” as interpreted by the student designer, and should reflect the influence of 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, and 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's 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 the front and back of the 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, detailed 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.
 - Labeling 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 the name and telephone number of the designer on the **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 in a sheet protector attached to the back of the board. 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 the essay with the name and telephone number of the 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 no larger than 6” x 4” of the student must be included with the design board. Do not affix the photo to the design board.

5. 60-Second compilation video emailed to claryssa@alpacainfo.com. The subject line should be “Student Design Scholarship *Designers Name* Compilation Video.
6. Please enclose sufficient self-addressed packaging and return postage for the safe return of your entry. **Entries without sufficient packaging and postage 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 the 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. Materials used are appropriately labeled.
- **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 details.
- **Visual appeal — 10%**
Overall appeal of the design board reflects the use of alpaca fiber and the theme of “Alpaca: The Fiber of YOUR Future.”