



PARKHURST STATE SCHOOL

Challenge Day



The Challenge

To use a garbage bag, odds, ends, bits and pieces and recycled materials to design, create and showcase **two** complete outfits around a selected theme.

The outfits need to be photographed in at least five poses or settings and modelled in a special Fashion Parade before judges at **2:00 p.m.** in the Assembly Area.

The Challenge in Detail

As a group, you will need to ...

- Select and decide a chosen **theme** to coordinate your outfits around. You also need to decide **who** your **target audience** will be.
- Create your designs **electronically**. Interactive whiteboards or an Active Slate would be ideal resources to use. Alternatively, photographs or scans of your designs may be used.
- A **model** will also need to be selected to base your designs around. The model will also showcase your outfits at the Fashion Parade this afternoon.
- Collect as many **odds and ends** and **recyclables** as you can to compliment the theme of your design.
- Divide your group into 'mini teams', each responsible for a key component of the design and creation process.
- Develop a **marketing plan** to persuade your audience that the outfit is just for them. This may include a television or magazine advertisement, billboard or poster. A **template** is attached to assist.
- Ensure you have **five photographs** that showcase your outfits and have printed and laminated them. Imaging software may help to best showcase your photos. Teacher Aides may assist with this task.
- A **script** of at least three sentences will need to be composed that clearly explains your outfits to be read by the host of the Fashion Parade.
- Select or compose **music** that reflects your outfit's theme. This is to be downloaded on a CD or USB to play at the Fashion Parade this afternoon. You may also wish to compose a jingle to sell your product.

Each outfit will require ...

- A headpiece/hat
- Shoes
- A Dress or Skirt, Trousers or Shorts
- A Blouse or Shirt
- Accessories

Themes may include ...

- A Day at The Races
- 'Avant Garde'
- On Safari
- Rich and Famous
- Teenage Dream
- Red Carpet Arrivals
- Paparazzi on Alert
- Beach Retreat
- Awards Gala
- Egyptian Nights
- Island Fantasy
- Royal Wedding
- Pretty Woman



Photographs

- Use software to create an amazing display to feature your outfits in a one page spread for an upcoming edition of a major Australian Fashion Magazine. Please provide this to the Judge's on a USB.

Judging Criteria

- Points will be awarded according to the criteria sheet provided for the outfit's designs, completed outfits, the showcasing of each outfit, selected music, the marketing plan, photograph layout, script describing each outfit.
- Additional points will be provided for any other media, including a **jingle** and **television advertisement**.
- Self evaluation and assessments are encouraged throughout the challenge to ensure products are of the best quality.





PARKHURST STATE SCHOOL

Term Two Fashion Challenge



Criteria	A <i>Vogue Standard</i>	B <i>Fashion Week Style</i>	C <i>Kmart Rack Style</i>	D <i>Kath and Kim Style</i>	E <i>Fashion Disaster</i>
The Design	Designs were very detailed and matched the final outfits extremely well	Designs were quite detailed and matched and were evident in the final outfits	Designs showed some detail and elements were evident in the competed outfits	Designs showed a very small number of details in the completed outfits	Designs showed very limited details and did not match the final pieces
Materials	An excellent variety of recycled materials and odds and ends were utilised to create outfits	A very good selection of recycled materials and odds and ends were utilised	A good range of recycled materials and odds and ends were utilised to create outfits	A satisfactory selection of recycled materials and odds and ends were utilised	A limited range of recycled materials and odds and ends were utilised
Theme	A creative theme was adopted and reflected the completed outfits very well	The selected theme was creative and complimented the final outfits well	A good theme was selected and matched some aspects of the outfits designed	The theme selected was reflected in a small number of aspects of the outfits	The selected theme was not reflected in the completed outfits designed and created
Photographs	Photographs were very creative using a wide variety of angles, settings and poses	A variety of photos captured the outfits well using many settings, poses and angles	Photographs were adequate and used a number of poses, camera angles and settings	A small number of photos featured some settings, camera angles and poses	A limited number of simple photographs used basic camera angles and some generic poses
Marketing	A very detailed Marketing Plan was developed and was very well aimed to a target audience	The Marketing Plan was well tailored to an intended audience and was well detail	The Marketing Plan catered for the target audience and had some detail and ideas	Some thought was evident in the Marketing Plan presented aimed at a target audience	Very little thought was evident in the Marketing Plan produced with no target audience
Music	Music was creative and original, complimenting the theme and outfits very well	The music selected was original and complimented the outfits and theme well	Selected music was a satisfactory choice and complimented outfits well	Selected music matched some aspects of the theme chosen and completed outfits	Music selected did not match the theme of the completed outfits presented
Modelling	Models used a good variety of creative and clever poses to showcase the outfits very well	Some creative poses were used to showcase the outfits to the audience well	The models used some good poses and showcased the outfits well	Outfits were showcased by the models using some basic poses to the audience	Some limited poses were used to showcase the completed outfits to the audience
Participation	All group members participated enthusiastically and worked very well as a team	Most group members actively participated and worked well collaboratively as a team	A majority of group members participated well to achieve the final products	Some collaboration was evident with some tasks dominated by individuals	Work appeared to be dominated by individuals with very little team work
Reflection	Reflection was very evident and informed the design of the final outfits very well	Much reflection as evident and informed the designs of the completed outfits well	Some reflection was evident in the design and creation of the final outfits presented	Very little reflection was evident in the design and creation of the final outfits	Reflection was very limited and did not inform the design and creation of the outfits presented

Things We Did Well

Things We Would do Differently Next Time

Product Marketing Plan

Company Name <ul style="list-style-type: none">- Is it well known ?- Is it catchy and reflects your products and vision ?	
Trademark/Logo/Branding	
Your Product <ul style="list-style-type: none">- How is it unique to others ?- What is the theme of your collection ?	
Your Market and Target Audience <ul style="list-style-type: none">- Is your product a sought after commodity ?- Does your product already exist ?- Who is your market ?- What age group and gender are you targeting ?	
Your Competition <ul style="list-style-type: none">- Who are your competitors ?- How is their product similar to yours ?	
What is your goal ? <ul style="list-style-type: none">- What do you hope to achieve and by when ?- What are your anticipated sale figures ?- What are your immediate, short and long term goals ?	
Your Research <ul style="list-style-type: none">- Is there really a market for your product ?- Do you have any graphs and data to show this ?	
Pricing <ul style="list-style-type: none">- How much does your product retail at ?- Is it realistic for your target audience ?- How does it compare with your competitors ?	
Advertising/Promotion Campaign <ul style="list-style-type: none">- How will you attract the attention of your target audience ?- What media will you use ? (eg; radio, television, newspapers, magazines, websites, viral marketing, point of sale, billboards, etc)- Do you have samples for your campaign, including a jingle ?- Where, how and when you will launch your product ? (eg; at a Shopping Centre, Fashion Show or Press Conference ?)- Do you have an active online presence ?- How will you promote positive public relations ?	
Product Packaging and Distribution <ul style="list-style-type: none">- How do you plan to distribute your product ?- Will it be available in stores, online or via party plan ?- How is your product packaged ?- How is the packaging innovative and unique ?	
Printed Materials <ul style="list-style-type: none">- Do you have a brochure, catalogue, billboard or poster ?- Does your product have a tag ?	
Loyalty Schemes <ul style="list-style-type: none">- What strategies, rewards or incentives do you have in place to encourage customers to return to you ?	
Financial Overheads <ul style="list-style-type: none">- What are your overall financial overheads ?- What items do you need to cost out ?- What profit margins have you planned for ?	
Measuring Success <ul style="list-style-type: none">- How will you know that your product is successful ?- How will you know that your campaign is successful ?- What sales figures/public interest is your target ?	