# Repurpose and Redesign – Virginia 2021 *(all changes for state competition in red)*

**Repurpose and Redesign** is an *individual or team event* that recognizes participants who apply recycling and redesign skills learned in Family and Consumer Sciences courses and create a *display* using a sample of their skills. Participants select a **used** fashion, home, or other postconsumer item to repurpose into a new product. Participants will create a brand-new product, but may not simply embellish an old one. However, participants may use additional materials if needed to redesign and creatively embellish the new product. At the event site, participants set up their **displays** and present the results of their projects to evaluators.

## EVENT LEVELS

**Level 1:** through grade 8
**Level 2:** grades 9-10
**Level 3:** grades 11–12
**Level 4:** Postsecondary

See chart on page 2 in the introduction section of the state manual for more information on competition levels. Virginia chapters may have **up to 3 entries in each level**, as eligible.

*The Repurpose and Redesign event is sponsored by* [POET](#) *and* [Growth Energy](#)*.*

## ELIGIBILITY & GENERAL INFORMATION

1. Review all "General Policies" in the introduction section of the state manual beginning on page 8 prior to event planning and preparation.
2. ~~Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual presentation at in-person competitions~~.
3. Items within the *display* may be used as in-hand *visuals* during the oral presentation, but must be returned within *display dimensions* when finished.
4. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference, and must be the work of the participant(s) only.
5. ~~National Leadership Conference (in-person competition) participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions held prior to National Leadership Conference. If~~ events are held virtually, these points will be automatically awarded to all participants.

## GENERAL INFORMATION

| Number of Participants per Entry | Prepare Ahead of Time | ~~Equipment Provided for In-Person Competition~~ | Competition Dress Code | ~~In-Person Competition Participant Set Up / Prep Time~~ | ~~In-Person Competition Room Consultant & Evaluator Review Time~~ | Maximum Oral Presentation Time | ~~In-Person Competition Evaluation Interview Time~~ | ~~In-Person Competition Total Event Time~~ |
|---|---|---|---|---|---|---|---|---|
| 1-3 | Display, Oral Presentation, Skills Selection Chart | ~~Table or Freestanding Space – no Electrical Access - no Wall Space – no Supplies - no~~ | Official dress -or- Professional dress appropriate to event | ~~5 minutes~~ | ~~10 minutes prior to presentation~~ | ~~In-person: 1 min. warning at 4 min.; stopped at 5 min.~~ **Virtual:** 6 min. to include additional questions | ~~5 minutes~~ | ~~30 minutes~~ |

## PRESENTATION ELEMENTS ALLOWED

| Audio | Costumes | Easel(s) | File Folder | Flip Chart(s) | Portfolio | Props/ Pointers | Skits | Presentation Equipment | Visuals |
|---|---|---|---|---|---|---|---|---|---|
| ✓ | | | | | | ✓ | | ✓ | ✓ |

# REPURPOSE AND REDESIGN

## Procedures and Time Requirements for Virtual Competition

| | |
|---|---|
| Each entry will post the required documents (as specified below) following instructions from the state or national organization prior to the competition. | |
| Display File | Upload one (1) PDF file, designed so that viewers are able to scroll through the digital document. This must be an online file and not require the viewer to download it. Include 2 photos of the entire display (one front, one back); up to 15 photos of the contents of the display to show detail for evaluation; one (1) completed Skill Selection Chart; and eight (8) photos of the skills marked on the Skill Selection Chart, one photo representing each skill. |
| Oral Presentation Video (to include Question Responses) | The oral presentation may be up to 6 minutes in length, <u>including</u> the responses to the two questions listed in the specifications. If audio and/or visual recordings are used, they are limited to a 3-minute playing time during the presentation. Each participant must introduce themselves by name, chapter, and level. Video recordings are to be made of participants as they present their STAR Event project, as if they were presenting at an in-person competition. A voiceover of the video recording or presentation is not allowed. The video file ~~can~~ MUST be an embedded video, video link to YouTube, Vimeo, or Google Drive, but must not require the viewer to download it. The display will be used in the oral presentation recording. |
| Automatic Scoring | Participants will automatically receive full points on the Point Summary Form and the Rubric for the following items: Registration Packet, Event Online Orientation Documentation, Display Set Up, Display Dimensions, and Punctuality. |

## Specifications

**Display**

A *display* should be used to document and illustrate the work of one project, using clearly defined presentation surfaces.

The *display* may be either freestanding or tabletop. Freestanding *displays* should not exceed a space 48" deep by 60" wide by 72" high, including *audiovisual equipment*. Tabletop *displays* should not exceed a space 30" deep by 48" wide by 48" high, including any *audiovisual equipment*. Participants using a tabletop *display* are allowed a standing *mannequin* in addition to their table space, however, all other information or *props* outside the *display* will be considered part of the *display* and subject to penalty (tablecloths, storage items, boxes below the table, etc.). Scrapbooks, *flip charts*, *portfolios,* and *photo albums* are not allowed. Each *display* must include a *project identification page* and a *Planning Process* summary page.

| Project Identification Page | One 8 ½ x 11" page on *plain paper*, with no *graphics* or decorations; must include participant's name, chapter name, school, city, state, event name, and project title. |
|---|---|
| FCCLA *Planning Process* Summary Page | One 8 ½" x 11" summary page of how each step of the *Planning Process* was used to plan and implement the project; use of the *Planning Process* may also be described in the oral presentation. |

| Evidence of Online Project Summary Submission | Complete the online project summary form located on the "Surveys" tab on the FCCLA Student Portal, and include signed proof of submission on the display. |
|---|---|
| Contents of *Display* | The *display* **must contain** the project product, material profile, cost itemization, time log, and photo storyboard. |
| | **Project Product:** The project product must be included in the tabletop or freestanding display. Participants should be aware that for National Leadership Conference, significant shipping changes may apply for large or heavy items, and should plan accordingly. |
| | **Material Profile:** A material profile should be prepared front side only on paper not larger than 11" x 17" and displayed. The material profile will contain a sample of each material used to make the project and all available information about material *content* and type—construction, finishes, properties, performance, and care. Identify repurposed materials and new materials. For items not able to provide a sample, a short explanation of why (size, unable to deconstruct, etc.) must be provided, along with a clear, close up photo. |
| | **Cost itemization:** A detailed cost itemization should be prepared front side only on 8½" x 11" paper and displayed. The cost itemization will show a list of all supplies used to make the product with quantities, unit costs, and total costs. |
| | **Time Log:** A log of time invested in designing and making the product(s) should be prepared front side only on one 8½" x 11" paper and displayed. Total hours should be shown. |
| | **Photo Storyboard:** A storyboard of photos telling the story of the project should be prepared front side only on paper not larger than 11" x 17" and displayed. |
| | **Other:** The display may not contain a live model. The participant may not model the product (garment, accessory, etc., if applicable) during the presentation. If needed, a mannequin may be used, but is neither required nor provided. |
| | **Marketing Plan (Optional):** The participant may choose to demonstrate the marketability of their product by developing a brief marketing plan. The plan should include, but is not limited to basic marketing elements such as target market information, a product description, pricing options, promotional ideas, and possible places of sale. Information should be presented in the way the participant best sees fit. |
| | *Please note: Lingerie and swimsuits are not allowed. Clothing that does not meet acceptable standards of modesty/appropriateness for a school function or setting is prohibited* |

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**Oral Presentation**

The oral presentation may be up to ~~5 minutes in length~~ (6 minutes for virtual competition) and is delivered to evaluators. The presentation is to describe efforts in detail. If audio or audiovisual recordings are used, they are limited to 1-minute playing time during the presentation.

| Organization/Delivery | Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project. |
|---|---|
| Knowledge of Recycling and Environmental Sustainability | Demonstrate knowledge of concepts related to the selected skill areas. |
| Use of *Display* | Use the *display* to support, illustrate, and complement the project description during the presentation. |
| 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 notes or notecards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation. |
| Grammar/Word Usage/ Pronunciation | Use proper grammar, word usage, and pronunciation. |

# Repurpose and Redesign Specifications (continued)

| Responses to Evaluators' Questions | Provide clear and concise answers to evaluators' questions regarding project.<br><br>For virtual competitions, include responses to the following questions at the end of the oral presentation:<br>1. What is one skill that you learned or improved upon during your project that you will use in school next year or in your future career?<br>2. What obstacles caused challenges in your work, and how did you address them? |
|---|---|

## Repurpose and Redesign Skills
Participants are to select a project that showcases their repurposing and redesign skills.

| Design | The design should exhibit effective form and function, and provide opportunities for practical use and reuse, as applicable. |
|---|---|
| Workmanship | The product should exhibit high quality workmanship and should be marketable. |
| Creativity | The design and product should reflect creativity, imagination, and innovation. |
| Repurpose and Redesign Skills | Products will be evaluated on the 8 repurposing and redesign skills selected by the participant. See Repurpose and Redesign Skills Selection Chart. |

# REPURPOSE AND REDESIGN
## Point Summary Form

Name of Participant _____

Chapter_____  State_____  Team #_____  Station #_____  Level_____

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station numbers.

2. Before student presentation, the room consultants must check participants' *display* using the criteria and standards listed below and fill in the boxes.

3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the presentation together.

4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead Consultant.

5. Check with the Lead Consultant if there are any questions regarding the evaluation process.

| ROOM CONSULTANT CHECK | | | Points |
|---|---|---|---|
| **Registration Packet** 0 *or* 3 points | Picked up by adviser or designated adult during scheduled time No    **0** | Yes    **3** | **3** |
| **Event Online Orientation Documentation** 0 *or* 2 points | **0** Official documentation not provided at presentation time or signed by adviser | **2** Official documentation provided at presentation time and signed by adviser | **2** |
| **Display Set-Up** 0-1 point | **0** Participant did not set up display within allotted time period or did not submit 3 copies of Skill Area Chart | **1** Participant set up display during allotted time period and submitted 3 copies of Skill Area Chart | **1** |
| **Display Dimensions** 0–1 point | **0** Does not fit with the appropriate dimensions/objects not returned within display after presentation | **1** The display fits/objects returned within display after presentation | **1** |
| **Project Identification Page** 0–1 point | **0** Project ID page is missing or incomplete | **1** Project ID page is present and completed correctly | |
| **Project Summary Submission Proof** 0–1 point | **0** Project Summary Submission missing | **1** Project Summary Submission present | |
| **Punctuality** 0–1 point | **0** Participant was late for presentation | **1** Participant was on time for presentation | **1** |

**EVALUATORS' SCORES**

Evaluator 1_____   Initials_____

Evaluator 2_____   Initials_____

Evaluator 3_____   Initials_____

Total Score_____   divided by number of evaluators

_____   **= AVERAGE EVALUATOR SCORE**
*Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)*

**ROOM CONSULTANT TOTAL**
(10 points possible)

**AVERAGE EVALUATOR SCORE**
(90 points possible)     _ _ · _ _

**FINAL SCORE**
(Average Evaluator Score plus Room Consultant Total)     _ _ · _ _

**RATING ACHIEVED** (circle one)    **Gold:** 90-100    **Silver:** 70-89.99    **Bronze:** 1-69.99

**VERIFICATION OF FINAL SCORE AND RATING** (please initial)

Evaluator 1_____ Evaluator 2_____ Evaluator 3_____ Adult Room Consultant_____ Event Lead Consultant_____

# REPURPOSE AND REDESIGN
## Rubric

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

| DISPLAY | | | | | | | Points |
|---|---|---|---|---|---|---|---|
| **FCCLA Planning Process Summary Page** 0–5 points | **0** Planning Process summary not provided | **1** Inadequate steps in the Planning Process are presented | **2** All Planning Process steps are presented but not summarized | **3** All Planning Process steps are summarized | **4** Evidence that the Planning Process was utilized to plan project | **5** The Planning Process is used to plan the project. Each step is fully explained; no more than 1 page | |
| **Material Profile** 0-6 points | **0** No information provided | | **1  2** Information adequate | | **3  4** Most information provided | **5  6** Very thorough information | |
| **Cost Itemization** 0-3 points | **0** No cost itemization | | **1** Many omissions in itemization and errors in calculation | | **2** Most items shown and only one or two errors in calculation | **3** Completely accurate and thorough | |
| **Time Log** 0-1 point | **0** No time log provided, or does not meet specifications | | | | **1** Time log provided, front side only on one 8 ½" x 11" paper, showing total hours | | |
| **Photo Storyboard** 0-3 points | **0** No storyboard in project | | **1** Limited photographs and confusing arrangement | | **2** Adequate photographs arranged in a clear and logical format | **3** Appropriate number of photographs, arranged well to tell a story | |
| **Display** 0-5 points | **0** Display not used during presentation | **1** Display has many errors, does not show evidence of originality and is not aesthetically pleasing | **2** Display has minimal visual appeal and lacks originality | **3** Display needs some improvement in content and design | **4** Display has good word, color, and design choice | **5** Display is creative, appropriate, and of high quality | |

| ORAL PRESENTATION | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Organization/ Delivery** 0 – 10 points | **0** Presentation is not done or presented briefly and does not cover components of the project | **1  2** Presentation covers some topic elements | **3  4** Presentation covers all topic elements but with minimal information | **5  6** Presentation gives complete information but does not explain the project well | **7  8** Presentation covers information completely but does not flow well | **9  10** Presentation covers all relevant information with a seamless and logical delivery | |
| **Knowledge of Repurposing and Environmental Sustainability** 0-5 points | **0** Little or no evidence of knowledge | **1** Minimal evidence of knowledge | **2** Some evidence of knowledge | **3** Knowledge of repurposing is evident but not effectively used in presentation | **4** Knowledge of repurposing is evident and shared at times in the presentation | **5** Knowledge of repurposing is evident and incorporated throughout the presentation | |
| **Use of Display during Presentation** 0-5 points | **0** Display not used during presentation | **1** Display used to limit amount of speaking time | **2** Display used minimally during presentation | **3** Display incorporated throughout presentation | **4** Display used effectively throughout presentation | **5** Presentation moves seamlessly between oral presentation and display | |
| **Voice – pitch, tempo, volume** 0-3 points | **0** Voice qualities not used effectively | | **1** Voice quality is adequate | | **2** Voice quality is good, but could improve | **3** Voice quality is outstanding and pleasing | |
| **Body Language/ Clothing Choice** 0-3 points | **0** Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing | | **1** Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate | | **2** Gestures, posture, mannerisms, eye contact, and clothing are appropriate | **3** Gestures, posture, mannerisms, eye contact, and clothing enhance presentation | |
| **Grammar/Word Usage/ Pronunciation** 0-3 points | **0** Extensive (more than 5) grammatical and pronunciation errors | | **1** Some (3-5) grammatical and pronunciation errors | | **2** Few (1-2) grammatical and pronunciation errors | **3** Presentation has no grammatical or pronunciation errors | |
| **Responses to Evaluators' Questions** 0-5 points | **0** Did not answer evaluators' questions | **1** Unable to answer some questions | **2** Responded to all questions but without ease or accuracy | **3** Responded adequately to all questions | **4** Gave appropriate responses to evaluators' questions | **5** Responses to questions were appropriate and given without hesitation | |

# Repurpose and Redesign Rubric (continued)

| RECYCLING AND DESIGN SKILLS | | | | | Points |
|---|---|---|---|---|---|
| **Effectiveness of Product Design** 0-3 points | **0** Form, function, and practicality of use needs improvement | **1** Satisfactory form, function, but not practical use or reuse | **2** Good form, function, and practicality of use or reuse | **3** Outstanding form, function, and practicality of use or reuse | |
| **Overall Quality of Workmanship** 0-3 points | **0** Low quality, not marketable | **1** Marginal quality of workmanship | **2** Fair quality, somewhat marketable | **3** Very good quality, marketable | |
| **Creativity, Imagination, and Innovation** 0-3 points | **0** No evidence | **1** Little evidence | **2** Some evidence | **3** Highly creative, innovative | |
| **Selected Skill Areas** 0-24 points | See separate *Repurpose and Redesign Skill Area Rubric* for additional criteria ratings. Transfer total points earned for 8 selected skill areas to the "Points" column at right. | | | | |

**Evaluator's Comments – include two things done well and two opportunities for improvement:**

**TOTAL**
(90 points possible)

Evaluator # _____

Evaluator Initial _____

Room Consultant Initial _____

# REPURPOSE AND REDESIGN
## Skill Area Rubric

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

**INSTRUCTIONS:** Circle the appropriate rating for each of the eight selected skills and enter each rating in the "Points" column on the right. Provide comments on the page to help participants understand their ratings in terms of strengths and areas for improvement. Verify points total, and enter in the Selected Skill Area "Points" column on the *Repurpose and Redesign Rubric.*

| EVALUATION CRITERIA | | | | | Points |
|---|---|---|---|---|---|
| Possible Points: 0–24 | | | | | |
| ☐ Good choice of item for repurposing | **0** = Not done | **1** = Choose Better | **2** = Good Choice | **3** = Excellent Choice | |
| ☐ More than one repurposed item in one product | **0** = Not done | **1** = Only One Item | **2** = Two Items | **3** = Two+ Items | |
| ☐ Innovative use of repurposed item | **0** = Not done | **1** = Could Use Better | **2** = Good Use | **3** = Excellent Use | |
| ☐ Conservation theme or slogan | **0** = Not done | **1** = Improve Theme | **2** = Good Theme | **3** = Excellent Theme | |
| ☐ Design of an energy-saving product | **0** = Not done | **1** = Improve Design | **2** = Good Design | **3** = Excellent Design | |
| ☐ Design of a product that promotes environmentalism | **0** = Not done | **1** = Improve Design | **2** = Good Design | **3** = Excellent Design | |
| ☐ Sketch of accessory design | **0** = Not done | **1** = Inaccurate Sketch | **2** = Good Sketch | **3** = Excellent Sketch | |
| ☐ Shaped seams, edges, and/or corners | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Pocket(s) | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Gathers and/or ruffles | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Strap, tie, or band | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Lining, facing, and/or interfacing | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Application of trims | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Use of embellishments | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Embroidery, hand or machine | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Napped fabric or one-way print | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Basic Marketing Plan | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Sanding, Painting, or Staining | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Gluing, stapling, sawing | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Application or use of decorative hardware | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Application or use of construction hardware | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |
| ☐ Wiring or fastening with various mediums | **0** = Not done | **1** = Improve Quality | **2** = Good Quality | **3** = Excellent Quality | |

## Evaluator's Comments:

**TOTAL SCORE FOR SKILL AREA**

(24 points possible)

# REPURPOSE AND REDESIGN
## Skills Selection Chart

Name of Participant_____

State_____Level _____

**INSTRUCTIONS:** Each participant's project must represent at least 8 of the skills listed below. At designated participation time, each participant will turn in 3 copies of this page with the 8 skills represented in the project checked. In the event that more than 8 skills are represented in a project, participants should check the eight that best reflect the quality and difficulty of work accomplished. If participants check more than eight skills, the first eight on the list only will be evaluated. **If this form is not completed and turned in at the designated participation time, evaluators will be unable to complete the Skill Area Rubric, resulting in "0" points awarded.**

| Include in your design a minimum of eight repurposing and promotional skills from those listed below: | |
| --- | --- |
| ☐ Good choice of item for repurposing | ☐ Lining, facing, and/or interfacing |
| ☐ More than one repurposed item in one product | ☐ Application of trims |
| ☐ Innovative use of repurposed item | ☐ Use of embellishments |
| ☐ Conservation theme or slogan | ☐ Embroidery, hand or machine (created by participant, not purchased) |
| ☐ Design of an energy-saving product | ☐ Napped fabric or one-way print |
| ☐ Design of a product that promotes environmentalism | ☐ Basic marketing plan |
| ☐ Strap, tie, or band | ☐ Sanding, painting, or staining |
| ☐ Sketch of accessory design | ☐ Gluing, stapling, sawing |
| ☐ Shaped seams, edges, and/or corners | ☐ Application or use of decorative hardware |
| ☐ Pocket(s) | ☐ Application or use of construction hardware |
| ☐ Gathers and/or ruffles | ☐ Wiring or fastening with various mediums |