

## Project-Based Activity Description: The Intersection of STEM & Fashion & Business

Where **STEM x Fashion x Entrepreneurship** collide and **#WhereTheMoneyReside** ✨

Following the success of the hit TV show "**Project Runway**," participants in the Self-eSTEM program will become aspiring fashion designers and entrepreneurs. They will collaborate to develop a unique, Self-eSTEM-inspired "**mini collection**," incorporating key STEM concepts in product design, engineering, and mathematical principles.

Our **Innovators**, working in small groups, will build and brand their fashion company, designing an inclusive collection for youth and people in their community. Aligned with the core values of Self-eSTEM below, (which primarily focus on building self-esteem and confidence in young girls and women), their designs will inspire youth to become future STEM leaders, entrepreneurs, innovators, and changemakers.

By the end of the camp, our **Innovators** will:

1. Leverage **digital media (Canva)** to create a custom logo and brand name.
2. Use **math & engineering design principles** to build patterns to create clothing.
3. Design a custom print using **tessellation (geometric)** principles.
4. Use **product design principles** to build clothing for identified target customers.
5. Create a **custom (digital) website or slide presentation (Google Workspace)** aligned with their company brand and designs.
6. Combine **fashion with STEM** to create wearable clothing and accessories and compete in the "**Rip the Runway**" fashion show.
7. Practice **21st-century skills** by presenting their completed designs to peers and family.
8. Connect with and be **inspired by BIPOC women entrepreneurs and STEM professionals**.

Brand Vision VALUES				
1.	2.	3.	4.	5.
<b>Community &amp; Self-Love</b>	<b>Innovation</b>	<b>Creativity</b>	<b>Purpose</b>	<b>Equity</b>
We bolster self-esteem and confidence.	We imagine and create the world we yearn for.	We encourage curiosity and creative genius.	We lead with authenticity and intentionality.	We improve life outcomes through STEM.

Self-eSTEM is a federal tax exempt 501(c)(3) organization. Federal Tax ID# 47-2316798

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## Agenda Overview

Monday, July 10	Tuesday, July 11	Wednesday, July 12	Thursday, July 13	Friday, July 14	Saturday, July 15
9:00am-3:30pm	9:00am-3:30pm	9:00am-3:30pm	9:00am-4:30pm	9:00am-3:30pm	11:00am-1:00pm
Project Requirements, Team Selection, STEM & Fashion, Product Design, and Sketching.	Tessellation (Geometric) Prints, Company Branding (Logo & Pitch Decks), and Creating (Cutting, measuring & assembling).	Continuation of Monday & Tuesday activities.	Product/Client Check-In (Continuation of Monday, through Wednesday activities) and STEM Partner field-trip to San Francisco.	Continuation of Monday, through Thursday activities.  <b>Rip the Runway!</b> STEM Fashion Show & Pitch Presentations.	<b>Close Out Celebration</b> (Food, Certificates, Photos & Guest Speaker).
-	-	-	Field-trip from <b>12pm-4:30pm</b> . Charter bus pick-up & drop-off at Hayward High School.	<b>Rip the Runway</b> will start at <b>2:00pm</b> .	<b>Volunteers:</b> Please sign-up to attend the celebration.

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