



PENSOLE LEWIS COLLEGE
OF BUSINESS & DESIGN *Detroit, MI*

Outside

THE LIMIT

UNLOCK THE GREAT IN THE OUTDOORS

WOLVERINE **W**
worldwide



MERRELL

SAUCONY



SPERRY

WOLVERINE 

SUBMISSION BRIEF

No trail? No problem. The outdoors isn't limited to dirt roads and tree filled skies, or runners & mountaineers...

You were born to explore, to be active, and to live outside your comfort zone. From concrete to coasts, define your own urban adventure and unlock the great in the outdoors.

Select from one of the five Wolverine Worldwide Brands. Each statement speaks to the purpose or core beliefs of the brand.

KEDS

Help Women move through life their own way.

MERRELL

Outside Together

SAUCONY

Transformation through running

SPERRY

On, Off, and By the Water

WOLVERINE

Skilled & Hands-on no matter the setting.

YOU MAY CHOOSE TO SUBMIT FOR ANY OR ALL OF THE TRACKS OFFERED, BUT YOU WILL ONLY BE ADMITTED INTO ONE TRACK.

- Based on the brand you selected and their core ethos, identify an outdoor setting and a person that would navigate within this place. Ask yourself the following: Where are they? What are they doing? What do they need their product to do in order to be successful during their adventure?
- Considering the brand and the outdoor setting or adventure you have identified, select an available track (footwear, apparel, color & materials, & product marketing) and submit the following:

FOOTWEAR DESIGN - ALL BRANDS

Submit ONE HAND SKETCH lateral view of your original footwear design that REFLECTS one of the five WWW brands you selected and is INSPIRED by your URBAN OUTDOOR setting. Submit your design in color—NO digital sketching, and multiple views are optional.

- DO** SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- DO** SAVE YOUR SUBMISSION AS LASTNAME_FIRSTNAME

DO NOT SUBMIT SKETCHES THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!

DO NOT SUBMIT DIGITAL WORK

APPAREL DESIGN - SAUCONY/WOLVERINE

Submit ONE HAND SKETCH or DIGITAL SKETCH of your original apparel design that REFLECTS one of the five WWW brands you selected and is INSPIRED by your URBAN OUTDOOR setting. Submit your design in color. Multiple views and brief descriptions of design details are encouraged.

- DO** SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- DO** SAVE YOUR SUBMISSION AS LASTNAME_FIRSTNAME

DO NOT SUBMIT SKETCHES THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!

COLOR & MATERIAL DESIGN - ALL BRANDS

BUILD A POV (Point of View) THAT FOCUS ON:

- Create a sustainable themed Color + Material Palette
- Be inspired by Biomimicry/demonstrate one or more examples in your work
- Colors & Color names can be inspired by nature
- Your creativity should reflect one of the five WWW brands you selected and your URBAN OUTDOOR setting *Do Not use footwear designs in your work.

IDENTIFY YOUR CONSUMER + THEIR SPECIFIC CONNECTION TO YOUR STORY

CONTENT OBJECTIVE

- CREATE CMF (COLOR/MATERIAL/FINISHES) IN STORYTELLING FORMAT THAT SHOWCASES KNOWLEDGE OF TACTILITY IN DESIGN
- COMPOSITION

DEMONSTRATES ABILITY TO CLEARLY & EFFECTIVELY COMMUNICATE THROUGH VISUAL PRESENTATION

- Contact info at the bottom left of the board: (First + Last Name, Email, Academic Status, Educational institution or Current Employment)
- Board size: 8.5" x 11" (tiled page layouts are ok in order of content requested below) Format: PDF or 300 DPI JPEG*
- Build a creative point of view with a color + mood board layout that communicates the content requested ABOVE

DO SUBMIT A 8.5" X 11" PDF OR JPEG

DO PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS, EDUCATIONAL INSTITUTION OR CURRENT EMPLOYMENT IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.

DO CREATE YOUR COMPOSITION AT 300 DPI. SAVE YOUR SUBMISSION AS LASTNAME_FIRSTNAME

DO NOT USE FOOTWEAR DESIGNS IN YOUR WORK

DO NOT POST YOUR WORK ON SOCIAL MEDIA AND/OR TAG @MLAB_CMF WITHOUT PERMISSION

PRODUCT MARKETING - KEDS/ MERRELL/SPERRY

Submit a ONE PAGE Creative Product Launch Plan. Describe your target consumer and your ideas on branding, marketing plan, advertising campaign, and sales strategy. Using images is optional.

- DO** SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- DO** SAVE YOUR SUBMISSION AS YOURLASTNAME_YOURFIRSTNAME
- DO NOT** SUBMIT A LAUNCH PLAN FOR COMPETITOR BRANDS
- DO NOT** SUBMIT MORE THAN ONE PAGE

SUBMISSIONS PART II

TALK TO US. TELL US ABOUT YOURSELF & YOUR SUBMISSION.

Once you submit your design(s), create a 1 minute video introducing yourself and your submission(s). Share your final design along with sketches, colors, and supporting materials. Upload your video on YOUTUBE and provide the link in the application at www.pensole.com.

- DO** UPLOAD YOUR VIDEO TO YOUTUBE.
- DO** SUBMIT A YOUTUBE LINK
- DO** MAKE SURE YOUR VIDEO IS PUBLIC & NOT SET TO PRIVATE
- DO NOT** SUBMIT MP4 FILES
- DO NOT** SUBMIT VIDEOS SHOWING VISIBLE COMPETITOR PRODUCTS OR LOGOS

PROGRAM OVERVIEW

Students will be exposed to a variety of Personal and Professional Development skills:

- | | |
|----------------------|-----------------------|
| Design Process | Verbal Communication |
| Design Sketching | Color Strategy |
| Design Brief | Material fundamentals |
| Problem Solving | Market Research |
| Terminologies | Business Conduct |
| Visual Communication | Portfolio Development |
| | Resume Development |
| | Networking |

APPLICATION DATES

March 14 - April 17 closes at 11:59 PM EST

CLASS DATES

June 13 - July 15

Tuition and housing are funded by our brand partners.

*Students will be responsible for their own flight, transportation, & dining.

ELIGIBILITY

- MUST** BE AT LEAST 18 YEARS OF AGE
- MUST** BE ABLE TO SPEAK AND WRITE ENGLISH FLUENTLY.
- OPEN** GLOBALLY
- MUST NOT** WORK AT A FOOTWEAR / APPAREL BRAND.

IMPORTANT NOTES

The total number of students accepted to join the Masterclass may change without any notification to the public.

*Applying to the Masterclass does not guarantee eligibility or acceptance into the Masterclass.

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