

PLC × HOKA

SUBMISSION BRIEF — 2024



HOKA × **PLC**

YOU MAY CHOOSE TO SUBMIT FOR ANY OR ALL OF THE 3 TRACKS OFFERED, BUT YOU WILL ONLY BE ADMITTED INTO ONE TRACK.

SUBMISSION PART I: DESIGN

COLOR & MATERIAL DESIGN

CONTENT REQUIREMENTS:

PAGE 1: Consumer and theme

- **FOR MUSE:** Populate images of your consumer and a look into their life.
- **FOR THEME:** 1 sentence that explains the subject or overall intention of the visual concept

PAGE 2: Material and color palette

HOW TO BUILD A POV

Build a POV (point of view) integrated into the following:

- Create a **performance- sustainable** themed color + material mood board and palette
- Be inspired by “**biomimicry**” in nature; please have more than one example of this in your work ***(nature solves problems in design)**
- Colors & color names can be inspired by sustainability
- Your creativity should reflect inspiration from a specific type of lifestyle consumer, sustainability-inspired materials, and finishes. However, ***do not use apparel, accessories, or footwear designs in your work**

IDENTIFY YOUR CONSUMER + THEIR SPECIFIC CONNECTION TO YOUR STORY

CONTENT OBJECTIVE: Create CMF (color/material/finishes) in a storytelling format that showcases knowledge of tactility in design

COMPOSITION: demonstrate your ability to clearly & effectively communicate through visual presentation

- Build a creative point of view with a color + mood board layout that communicates the content requested above

FORMAT REQUIREMENTS:

DO submit a link of your presentation. Accepted links: PDF, Canva, Google Slides, PowerPoint, Keynote, etc.

DO put your first name, last name, country, academic status, educational institution, or current employment in the bottom left-hand corner of page 1.

DO create your composition at 300 DPI

DO save your file as LASTNAME_FIRSTNAME_DESIGNDISCIPLINE

DO NOT use apparel or footwear designs in your work

DO NOT post your work on social media or tag @mlab_cmf without permission.

SUBMISSION PART I: DESIGN

FOOTWEAR DESIGN

CONTENT REQUIREMENTS:

Submit a PDF presentation of your original **HOKA Footwear Design**. This is your chance to show us your thoughts, creative ideas, and drawing abilities

PAGE 1: COVER SLIDE - Your image should show what your subject will be

PAGE 2: Consumer and theme

- **FOR MUSE:** Populate images of your consumer and look into their life
- **FOR THEME:** 1-2 sentences that explain the subject or overall intention of your design

PAGE 3: Populate inspiration images that support your design

PAGE 4: POPULATE IDEATION PROCESS - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color 'IF' ; it helps show a detail or a function in the design. Remember to call out any key details that make the shoe perform better.

PAGE 5: FINAL DESIGN RENDER - This should be done digitally and in color.

FORMAT REQUIREMENTS:

DO submit a link of your presentation. Accepted links: PDF Canva, Google Slides, PowerPoint, Keynote, etc.

DO put your first name, last name, location, and academic status in the bottom left corner of page 1

DO save your file as LASTNAME_FIRSTNAME_DESIGNDISCIPLINE

DO NOT submit pages and images upside down, sideways, or facing the wrong way



SUBMISSION PART II: VIDEO

CONTENT REQUIREMENTS:

Once you submit your design(s), please submit a 1-minute video answering the following:

1. Please introduce yourself to the admissions committee.
2. What path are you pursuing, and why did you apply to PLC?

TIPS FOR RECORDING AND SUBMITTING

HIGHER-QUALITY VIDEOS:

SETTING your phone to record in the highest quality (1080p or 4K)

FILMING horizontally, aka landscape. Ensure you are facing the camera directly. This will enhance the quality of the image or video. This will enhance the quality of the image or video. Do not use motion graphics, videos, animations, or filters.

AUDIO: Speak clearly. Use a good quality microphone. If you're using a smartphone, you can also try adding an external microphone. Record in a quiet place with minimal distractions and avoid echo. Position yourself close enough to the microphone to get a clear signal, but not too close.

MINIMIZE background noise and distractions, such as fans, air conditioners, or anything that will distract and take away from your video.

LIGHT your face by facing a window or adding a light off to an angle.

SAVE and backup footage using Google Photos, Dropbox, or iCloud. It's best to have multiple backups saved.

LOOK UP past Pensole submissions and see what a good video looks like.

