

# PLC x WWW

## Submission Brief – 2024





# SUBMISSION PART I: DESIGN

You may choose to submit for any or both of the tracks offered, but you will only be admitted into one track.

## Footwear Design

### Content Requirements:

Submit a PDF presentation or presentation link of your original Footwear Design for **ONE** of the **THREE** Wolverine global brands (Merrell, Saucony, and Wolverine). 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 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 SKETCHES UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!



# SUBMISSION PART I: DESIGN



## Color & Material Design

### Content Requirements:

#### PAGE 1: CONSUMER AND THEME

- **FOR CONSUMER:** Populate images of your consumer and look into their life.
- **FOR THEME:** 1-2 sentences that explain 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 **LIFESTYLE SUSTAINABLE** themed color + material mood board & palette. Inspired by **ONE** of the **THREE** wolverine worldwide family of brands (**Merrell, Saucony, and Wolverine**).
- Be inspired by **“BIO-MIMICRY”** 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 and 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 2-PAGES, 8.5” X 11” PDF OR JPEG. TILED PAGE LAYOUTS ARE OK IN THE ORDER OF CONTENT REQUESTED BELOW.

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

**DO** CREATE YOUR COMPOSITION AT 300 DPI.

**DO** SAVE YOUR FILE AS LASTNAME\_FIRSTNAME.

**DO NOT** USE FOOTWEAR DESIGNS IN YOUR WORK.

**DO NOT** POST YOUR WORK ON SOCIAL MEDIA OR TAG @MLAB\_CMF WITHOUT PERMISSION.



# SUBMISSION PART II: VIDEO

Talk to us. Tell us why you want to join this class.

## TIPS FOR RECORDING AND SUBMITTING HIGHER-QUALITY VIDEOS:

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

**FILMING** horizontally, aka landscape.

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

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

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

**LOOK UP** past PLC Detroit submissions and see what a good video looks like.

## Content Requirements:

Once you submit your design(s), please submit a 2-minute video answering the following:

1. Please introduce yourself to the admissions committee.
2. What path are you interested in pursuing, and why is this program the right fit?
3. Explain your design submissions and process.

