PLC × 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

V A S AS

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.

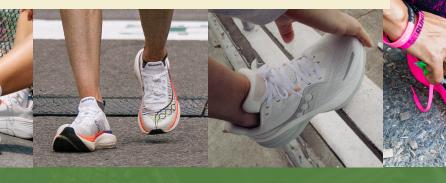
DO SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.

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!





Format Requirements:

SUBMISSION PART I: 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.

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 NOT POST YOUR WORK ON SOCIAL MEDIA OR TAG @MLAB_CMF WITHOUT PERMISSION.

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

DO CREATE YOUR COMPOSITION AT 300 DPI.

DO SAVE YOUR FILE AS LASTNAME_FIRSTNAME.

DO NOT USE FOOTWEAR DESIGNS IN YOUR WORK.

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.

