

**You may choose to submit for any or all the classes offered, but you will only be admitted into one class.**

## **SUBMISSION PART I: DESIGN**

### **Footwear Design**

Submit ONE HAND SKETCH lateral view of your original performance or lifestyle work boot or sneaker, for a consumer **that works in a skilled trade in Detroit.**

#### **Requirements:**

- Submit design in black and white.
- Color is optional.
- NO digital sketching.
- Multiple views and brief descriptions of design details are encouraged.

#### **FORMAT REQUIREMENTS:**

**DO** SUBMIT A JPEG OF YOUR ONE HAND SKETCH. THIS SHOULD BE YOUR FINAL DESIGN - IN CLEAN FORM.

**DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM RIGHT-HAND CORNER OF YOUR SUBMISSION.

**DO** SAVE FILE AS LASTNAME\_FIRSTNAME\_DESIGNCLASS

**DO NOT** SUBMIT YOUR FINAL DESIGN ARE UPSIDE DOWN, OR FACING THE WRONG WAY.

**DO NOT** SUBMIT A DIGITAL FINAL SKETCH DESIGN. HAND DRAWN ONLY.

## Apparel Design

Submit ONE HAND SKETCH of your original performance or lifestyle apparel design for a consumer **that works in a skilled trade in Detroit.**

### Requirements:

- Submit design in black and white.
- Color is optional.
- NO digital sketching.
- Multiple views and brief descriptions of design details are encouraged.

### FORMAT REQUIREMENTS:

**DO** SUBMIT A JPEG OF YOUR ONE HAND or DIGITAL SKETCH. THIS SHOULD BE YOUR FINAL DESIGN - IN CLEAN FORM

**DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM RIGHT-HAND CORNER OF YOUR SUBMISSION.

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**DO NOT** SUBMIT YOUR FINAL DESIGN ARE UPSIDE DOWN, OR FACING THE WRONG WAY.

### **Accessories Design**

Submit ONE HAND SKETCH of your original accessory design for a consumer **that works in a skilled trade in Detroit.**

#### **Requirements:**

- Submit design in black and white.
- Color is optional.
- NO digital sketching.
- Multiple views and brief descriptions of design details are encouraged.

**DO** SUBMIT A JPEG OF YOUR ONE HAND or DIGITAL SKETCH. THIS SHOULD BE YOUR FINAL DESIGN - IN CLEAN FORM

**DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM RIGHT-HAND CORNER OF YOUR SUBMISSION.

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## Graphic Design

Create and submit an original graphic design that **represents Detroit's culture and environment**. Submit your design in color.

### Opportunity To Showcase:

- Conducting Research
- Design Thinking
- Ideating Sketches
- Final Concept in 2D.
- Final Digital is optional

**DO** SUBMIT A JPEG OF YOUR HAND SKETCHES and FINAL DESIGN IN A CLEAN FORM.

**DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM LEFT-HAND CORNER OF YOUR SUBMISSION.

**DO** SAVE FILE AS LASTNAME\_FIRSTNAME\_DESIGNCLASS

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

## Product Marketing

Create a ONE PAGE Creative Product Launch Plan for **Skilled Trade Workers in Detroit.**

### Product Launch Plan Objective

Psychographics - Describe your:

- Target Consumer
- Ideas on Branding
- Marketing Plan
- Advertising Campaign
- Sales Strategy

**DO** SUBMIT AS A PDF.

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**DO** SAVE FILE AS LASTNAME\_FIRSTNAME\_DESIGNCLASS

**DO NOT** SUBMIT IMAGES THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY.

## Social Media Marketing

Create a Social Media Marketing Plan for PLC Social Platforms outlining the following:

### Campaign Objective

### Target Audience

- **Primary Audience:**
- **Secondary Audience:**
- **Psychographics:**

### Key Campaign Message

### Channels and Platforms

- Facebook (primary platform for parents)
- Instagram (visual storytelling for parents and students)
- YouTube (highlighting student stories and campus tours)
- Twitter (optional for news updates and quick engagement)

### Content Requirements

- Video Content:
- Graphics/Posts:
- Stories:
- Copy:

### Key Performance Indicators (KPIs)

- Engagement rate:
- Reach:
- Enrollment form submissions:
- Website clicks:

### Budget

- Total: \$XX,XXX
- Allocation:

**CAN** SUBMIT DOCUMENT AS AN OUTLINE STRATEGY, MOCKUP or A DEMO LINK.

**ACCEPTED FORMATS:** (.PDF,.PSD, .AI, .HTML)

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## Web Design

Create a NEW PLC Website Strategy outlining the following:

### Overview

Provide a clear and concise summary of the project. Include:

- Purpose of the website (e.g., portfolio, e-commerce, informational).
- Target audience (e.g., professionals, students, general public).
- Key goals (e.g., increase sales, improve user engagement).

### Scope of Work

Clearly define the scope of the submission:

- Expected number of pages/screens (e.g., Homepage, About Us, Contact).
- Specific functionalities (e.g., forms, payment gateways, user logins).
- Integration requirements (e.g., social media, analytics, APIs).

### Design Guidelines

Outline the visual and functional design expectations, including:

- Branding requirements (e.g., logo placement, brand colors, fonts).
- Layout preferences (e.g., minimalistic, grid-based).
- Tone/style (e.g., professional, playful, modern).

**CAN** SUBMIT DOCUMENT AS AN OUTLINE STRATEGY, MOCKUP or A DEMO LINK.

**ACCEPTED FORMATS:** (.PDF,.PSD, .AI, .HTML)

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**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 Light School?

**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. 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.