




PLC DETROIT
EST. 1928



FUTURE SOLE PLC POWERED BY 2.0

→ *Submission Brief*

 and PLC join forces to unearth, nurture, and empower the future leaders and creators of the product industry.

Application Deadline *Class Dates*

Thursday, May 1, 2025 11:59 PM EST June 23, 2025 - July 25, 2025

Tuition

Tuition and housing are funded by our brand partners.

* Students will be responsible for their own dining and transportation.

Career Tracks

Apparel Design
Color & Material Design
2D/3D Footwear Design
Graphic Design
Product Marketing



Program Overview

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

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

Important Information !!!

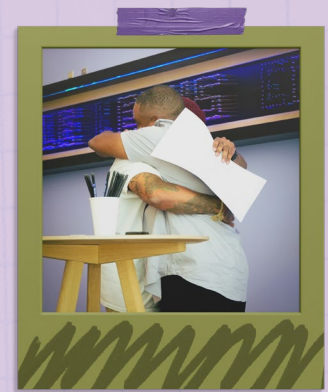
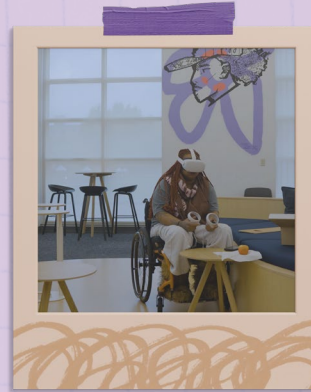
The total number of students accepted to join the Program may change without any notification to the public.
*Applying does not guarantee eligibility or acceptance into the Program.

Eligibility

- Must** Be at least 18 years of age
- Must** Be able to speak and write English fluently
- Open** Only for currently enrolled or no more than 3 years from graduation date HBCU STUDENTS.
- Must Not** Work at a footwear/apparel brand

You may choose to submit for any or all of the 6 tracks offered, but you will only be admitted into one track.

SUBMISSION PART I: DESIGN



Content Requirements:

Submit a Top and Bottom Hand Sketch Drawing

of an original **NIKE** apparel design inspired by your HBCU. The apparel design can be **ATHLETIC** or **LIFESTYLE** inspired.

- Use your school as a point of inspiration to create a unique design.
(Example: environment, location, building aesthetics, school culture, etc)
- Additional views are optional.
(Example: back view, side view)
- Color rendering design is optional.

Format Requirements:

- DO** Submit a PDF of your presentation.
- DO** Put your first name, last name, country, and academic status in the bottom left-hand corner on all submission pages.
- DO** Save your submission as:
YOURLASTNAME_YOURFIRSTNAME
- DO NOT** Submit sketches upside down, sideways, or facing the wrong way!



Color & Material Design

How to Build a POV Required for Submission:

Build a POV (Point of View) integrated into the following:

- Create a sustainable themed color + material moodboard and palette.
- Be inspired by lifestyle; please have more than one example of this in your work.
- Colors & color names can be inspired by sustainability.
- Your creativity should reflect inspiration by your HBCU and Nike consumer, sustainability-inspired materials, and finishes. ***Do not use 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.

Content Requirements:

Page 1: Consumer and Theme

- For Consumer:** Populate images of your Nike consumer and look into their life as an HBCU student or graduate.
- For Theme:** 1-2 sentences that explain the subject or overall intention of the visual concept.

Page 2: Material and color palette

Format Requirements:

- DO** Submit a 2-pages, 8.5" x 11" PDF or JPEG. Tiled page layouts are okay 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 on all pages 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 and/or tag @mlab_cmf without permission.

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2D Footwear Design

Content Requirements:

Submit a Lateral View Hand Sketch Drawing of an original **NIKE PERFORMANCE** or **LIFESTYLE** footwear design inspired by your HBCU.

- Use your school as a point of inspiration to create a unique design.
(Example: environment, location, building aesthetics, school culture, etc)
- Additional views are optional.
(Example: top, bottom, back view)
- Color rendering design is optional.

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 on all submission pages.
- DO** Save your submission as:
YOURLASTNAME_YOURFIRSTNAME.
- DO NOT** Submit sketches upside down, sideways, or facing the wrong way!



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Content Requirements:

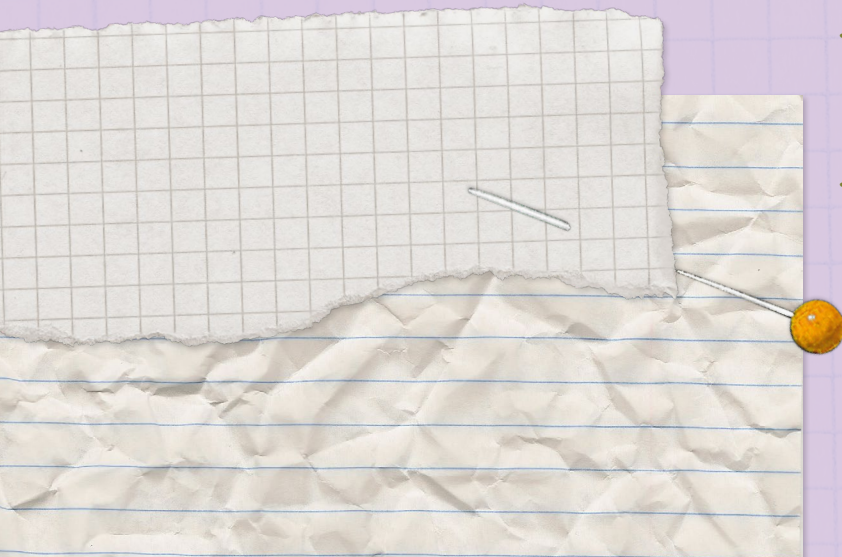
Submit a 3D Design of an original NIKE PERFORMANCE or LIFESTYLE footwear design inspired by your HBCU. You may use a 3D software of your choice.

- Use your school as a point of inspiration to create a unique design.
(Example: environment, location, building aesthetics, school culture, etc)
- Additional views are optional.
(Example: top, bottom, back view)
- Color rendering design is optional.

3D Footwear Design

Format Requirements:

- DO** Submit a PDF of your presentation.
- DO** Put your first name, last name, country, and academic status, in the bottom left-hand corner on all submission pages.
- DO** Save your submission as:
YOURLASTNAME_YOURFIRSTNAME.



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Graphic Design

Content Requirements:

Submit a Hand Sketch Drawing of an original **GRAPHIC** design representing your **HBCU x NIKE** collaboration.

- Use your school as a point of inspiration to create a unique design.
(Example: environment, location, building aesthetics, school culture, etc)
- Additional drawing applications are optional.
(Example: on product - tees, sweatshirt, box, bag, etc)
- Color rendering design is optional.

Format Requirements:

- DO** Submit a PDF of your presentation.
- DO** Put your first name, last name, country, and academic status, in the bottom left-hand corner on all submission pages.
- DO** Submit sketches upside down, sideways, or facing the wrong way!

Product Marketing

Content Requirements:

Submit a ONE PAGE Creative Product Launch Plan of an original **HBCU x NIKE** Partnership.

- Research and describe your target consumer
- Describe your ideas on branding, marketing plan, advertising campaign, and sales strategy.
- Using images is optional.

Format Requirements:

- DO** Submit a PDF or JPEG.
- DO** Put your first name, last name, country, and academic status, in the bottom left-hand corner on all submission pages.
- DO** Save your submission as:
YOURLASTNAME_YOURFIRSTNAME.

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SUBMISSION PART II: VIDEO

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

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?

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

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 Pensole submissions and see what a good video looks like.

Now, go on ...

Design the
Future Your Way

