



SUBMISSION BRIEF

When you're a leader of the culture, you don't have to catch up to it - You Drive It. PLC & New Balance continue to disrupt education & redefine consumerism by importing the future leaders, designers, tastemakers, and changemakers directly into the industry.

OUR MASTERCLASS IS JUST AS COVETED AS THE SNEAKERS

CATEGORIES

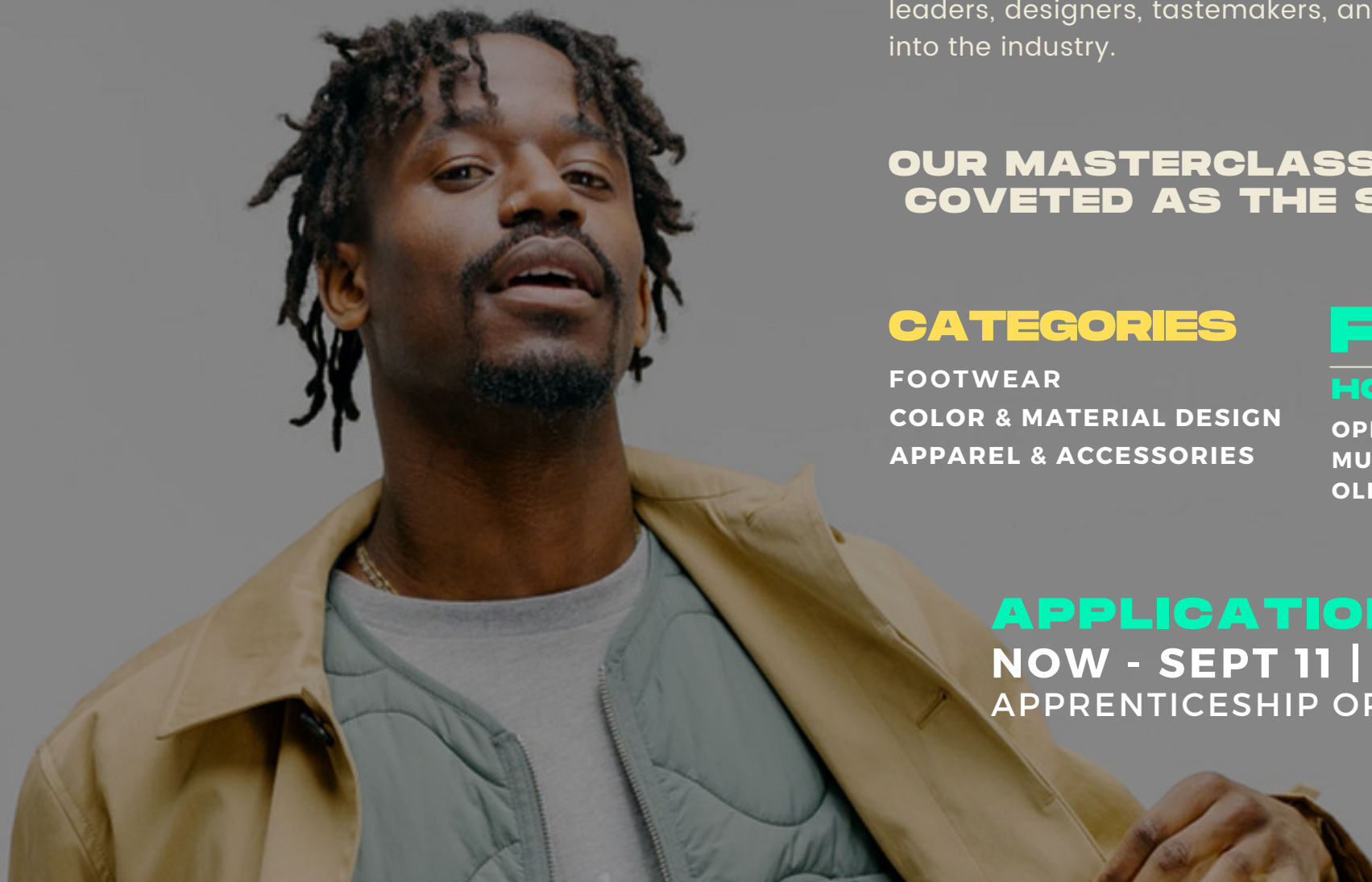
FOOTWEAR
COLOR & MATERIAL DESIGN
APPAREL & ACCESSORIES

FREE

HOUSING & TUITION

OPEN TO THE U.S & CANADA
MUST BE 18 YEARS OF AGE OR
OLDER

APPLICATION OPEN
NOW - SEPT 11 | 11:59PM EST
APPRENTICESHIP OPPORTUNITY



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

FOOTWEAR DESIGN

Submit ONE HAND RENDERING, lateral or ¾ view of your original New balance PERFORMANCE footwear design in color, NO DIGITAL SKETCHING. Multiple views are welcomed. This is your chance to show us how you think, your creative ideas, and your drawing abilities.

- 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 THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!
- DO NOT** SUBMIT DIGITAL WORK, BLACK AND WHITE SKETCHES, OR CUSTOMIZED SHOES. ALL DESIGNS MUST BE IN COLOR.

APPAREL & ACCESSORIES DESIGN

Submit ONE HAND OR DIGITAL RENDERING of your original New balance apparel design in color. The apparel design can be athletic-inspired or fashion-inspired. Multiple views and brief descriptions of design details are encouraged. This is your chance to show us how you think, your creative ideas, and your drawing abilities.

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- 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 THAT ARE UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY!
- DO NOT** SUBMIT PICTURES OF CUSTOMIZED WORK
- DO NOT** SUBMIT BLACK AND WHITE SKETCHES. ALL DESIGNS MUST BE IN COLOR

COLOR & MATERIAL DESIGN

BUILD A POV (Point of View) THAT FOCUS ON:

- Create a Sport style themed Color + Material Palette with an overarching story
- Be inspired by lifestyle trends that the modern day athlete is looking for in their everyday life. Visually demonstrate one or more examples in your work
- Tie colors & color names to your overall story
- Your creativity should relate to an emerging industry however, *Do Not use footwear designs in your work

IDENTIFY YOUR CONSUMER + THEIR SPECIFIC CONNECTION TO YOUR STORY

CONTENT OBJECTIVE

- CREATE CMF (COLOR/MATERIAL/FINISHES) IN STORYTELLING FORMAT THAT SHOWCASES KNOWLEDGE OF TACTILITY IN DESIGN

DEMONSTRATES ABILITY TO CLEARLY & EFFECTIVELY COMMUNICATE THROUGH VISUAL PRESENTATION

- Contact info at the bottom left of the board: (First + Last Name, Email, Academic Status, Educational institution, or Current Employment)
- Board size: 8.5" x11" (tiled page layouts are ok in order of content requested below) Format: PDF or 300 DPI JPEG*
- Build a creative point of view with a color + mood board layout that communicates the content requested ABOVE

- DO** SUBMIT A 8.5" X 11" PDF OR JPEG
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS, EDUCATIONAL INSTITUTION OR CURRENT EMPLOYMENT IN THE BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION.
- DO** CREATE YOUR COMPOSITION AT 300 DPI. SAVE YOUR SUBMISSION 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

SUBMISSIONS PART II

TALK TO US. TELL US ABOUT YOURSELF & YOUR SUBMISSION.

Once you submit your design(s), create a 2-3 minute video introducing yourself and your submission(s). Share your final design along with sketches, colors, and supporting materials. How does your talent allow you to stand out? Why should you be part of the next Pensole class? Tell us about your background.

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.

DO UPLOAD YOUR VIDEO TO YOUTUBE.

DO SUBMIT A YOUTUBE LINK

DO MAKE SURE YOUR VIDEO IS PUBLIC & NOT SET TO PRIVATE. YOU MUST MAKE SURE YOUR VIDEO DOES NOT HAVE AN AGE-RESTRICTION SET. WE WON'T BE ABLE TO VIEW THE VIDEO WITH THE RESTRICTION ON.

DO NOT SUBMIT VIDEOS SHOWING VISIBLE COMPETITOR PRODUCTS OR LOGOS

SAVE AN MP4 VERSION OF YOUR VIDEO FILE. WE MAY REACH OUT FOR THE FOOTAGE IN ORDER TO CREATE CONTENT THAT DOCUMENTS YOUR JOURNEY.

IMPORTANT NOTES

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

PROGRAM OVERVIEW

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

Design Process
Design Sketching
Design Brief
Problem Solving
Terminologies
Visual Communication

Verbal Communication
Color Strategy
Material fundamentals
Market Research
Business Conduct
Portfolio Development
Resume Development
Networking

APPLICATION DATES

AUGUST 22 - SEPT 11 closes at 11:59 PM EST

CLASS DATES

OCTOBER 17 - NOVEMBER 18

Tuition and housing are funded by our brand partners.

*Students will be responsible for their own flight, transportation, & dining.

ELIGIBILITY

MUST BE AT LEAST 18 YEARS OF AGE

MUST BE ABLE TO SPEAK AND WRITE ENGLISH FLUENTLY.

OPEN TO THE U.S & CANADA ONLY

MUST NOT WORK AT A FOOTWEAR / APPAREL BRAND.