

You may choose to submit for any or all of the 2 tracks offered, but you will only be admitted into one track.

Note - There are 2 parts to each submission.

Apparel

Apparel Submission Part I

Select from ONE of the FIVE VF brands, Dickies, The North Face, Timberland, Smartwool, or Vans. Submit ONE HAND RENDER of YOUR original design for the brand you selected. NO DIGITAL SKETCHING. Multiple views are optional.

- **DO** SUBMIT A PDF OR JPEG WITH YOUR SKETCHES.
- **DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM LEFT-HAND CORNER OF YOUR SUBMISSION.
- **DO** SAVE YOUR FILE AS LASTNAME_FIRSTNAME
- **DO NOT** SUBMIT SKETCHES UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY.

Apparel Submission Part II

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

Once you submit your design(s), create a 1-minute video introducing yourself and your submission(s). Share your final design along with sketches, colors, and supporting materials. Upload your video on YOUTUBE and provide the link in your application.

- **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
-

Color and Material Design

Color & Materials Submission Part I

Select from ONE of the FIVE VF brands, Dickies, The North Face, Timberland, Smartwool, or Vans.

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

- Create a sustainable themed Color + Material Palette
- Be inspired by Biomimicry/demonstrate one or more examples in your work
- Colors & Color names can be inspired by nature
- Your creativity should relate to one of the five VF brands however, *Do Not use apparel 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
- **DO** SUBMIT A 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 AND/OR TAG @MLAB_CMF WITHOUT PERMISSION.

Color & Materials Submission Part II

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

Once you submit your design(s), create a 1-minute video introducing yourself and your submission(s). Share your final mood board. Upload your video on YOUTUBE and provide the link in your application.

- **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