

You may choose to submit to both tracks offered, but you will only be admitted into one.

Note - There are 2 parts to each submission.

Footwear

Submission Part I

Submit ONE HAND RENDER of YOUR original FOOTWEAR design inspired by Chevrolet Cars. Your footwear design can be a performance, lifestyle, or both. NO DIGITAL SKETCHING. Multiple views are optional.

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

Submission Part I

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

- Create a sustainable themed Color + Material Moodboard and Palette
- Be inspired by Biomimicry/demonstrate one or more examples in your work
- Colors & Color names can be inspired by nature
- Your creativity should reflect inspiration from Chevrolet Cars' interior and exterior colors, materials, and finishes. However, *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

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.

Submission Part II

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