

Submission Part I

You may submit for all three tracks offered but will only be admitted into one.

Apparel & Accessories Design

Submit ONE HAND DRAWN and DIGITAL SKETCH of YOUR original Carhartt Apparel & Accessory for a Consumer that works in the Sport Workforce. Use the Carhartt brand as an inspiration. Your design should reflect Carhartt workwear.

DO SUBMIT A PDF WITH YOUR FINAL DESIGN AND IDEATION.

DO SAVE THE FILE AS LASTNAME_FIRSTNAME

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

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

Color and Material Design

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

- Create a sustainable themed Color + Material Moodboard and Palette
- Be inspired by workwear; please have more than one example of this in your work
- Colors & Color names can be inspired by workwear
- Your creativity should reflect inspiration from specific types of workwear roles, workwear-inspired 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 2-PAGES, 8.5" X 11" PDF OR JPEG. TILED PAGE LAYOUTS ARE OK IN THE ORDER OF CONTENT REQUESTED BELOW.

1. Page 1: Consumer and Theme.
 - a. For Consumers, Populate Images of your workwear-inspired consumer and look into their life.
 - b. For Theme, 1-2 sentence that explains the subject or overall intention of the visual concept
2. Page 2: Material and Color Palette

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 TAG @MLAB_CMF WITHOUT PERMISSION.

Footwear Design

Submit ONE HAND and DIGITAL SKETCH of YOUR original Carhartt shoe for a Consumer that works in the Sport Workforce. Use the Carhartt brand as an inspiration. Your design should reflect Carhartt workwear.

DO SUBMIT A PDF WITH YOUR FINAL DESIGN AND IDEATION.

DO SAVE THE FILE AS LASTNAME_FIRSTNAME

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

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

Submission Part II

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

Once you submit your design(s), please submit a 2-minute video answering the following:

1. Please introduce yourself to the admissions committee.
2. What path are you interested in pursuing, how will you get there, and why is this program right for you?
3. Explain your design submissions and process. Show supporting documents such as Carhartt brand research, Consumer, ideation, and final design.

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