

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.

Submission Part I

Apparel Design

CONTENT REQUIREMENTS:

Select 1 of the following brand pairing options from VF's Family of Brands (Timberland, The North Face, Vans, & Smartwool). Create a collaboration look based on the brand DNA of the 2 selected brands.

Option 1: The North Face & Smartwool

Option 2: Timberland & Vans

Submit ONE HAND OR DIGITAL RENDERING of an **apparel design** in color. The apparel design can be **athletic-inspired** or **fashion-inspired**. Your submission should be a complete outfit, i.e., jacket and bottom, top and bottom, etc. Multiple views and brief descriptions of design details are encouraged. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

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 OF YOUR SUBMISSION.

DO SAVE YOUR SUBMISSION AS YOURLASTNAME_YOURFIRSTNAME

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

Color & Material Design

CONTENT REQUIREMENTS:

Select 1 of the following brand pairing options from VF's Family of Brands (Timberland, The North Face, Vans, & Smartwool). Identify a Consumer and Create a collaboration Material and Color Palette based on the brand DNA of the 2 selected brands.

Option 1: The North Face & Smartwool
Option 2: Timberland & Vans

1. **PAGE 1:** CONSUMER AND THEME.
 - a. **FOR CONSUMER:** POPULATE IMAGES OF YOUR CONSUMER AND LOOK INTO THEIR LIFE.
 - b. **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL INTENTION OF THE VISUAL CONCEPT
2. **PAGE 2:** MATERIAL AND COLOR PALETTE

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 FROM A SPECIFIC TYPE OF LIFESTYLE CONSUMER, SUSTAINABILITY-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

FORMAT REQUIREMENTS:

DO SUBMIT A 2-PAGES, 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 OR TAG @MLAB_CMF WITHOUT PERMISSION.

Submission Part II

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

CONTENT REQUIREMENTS:

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, and why is this program the right fit?
3. Explain your design submissions and process. Show supporting documents such as brand research, consumer, ideation, and final design.

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.