

You may choose to submit for any or all of the 3 tracks offered, but you will only be admitted into one track.

Note - There are 2 parts to each submission.

SUBMISSION PART I: DESIGN

Accessories Design

CONTENT REQUIREMENTS:

Think of a luxury brand that inspires you. What accessories would you design If you could create a luxury brand? Submit ONE HAND RENDER of YOUR original LUXURY accessory. Multiple views are optional.

PAGE 1: COVER SLIDE

PAGE 2: 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

PAGE 2: POPULATE INSPIRATION IMAGES THAT SUPPORT YOUR DESIGN

PAGE 3: POPULATE IDEATION PROCESS.

PAGE 4: FINAL DESIGN RENDER.

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.

Footwear Design

CONTENT REQUIREMENTS:

Think of a luxury brand that inspires you. What type of footwear would you design if you could create a luxury brand? Submit ONE HAND SKETCH (BLACK & WHITE) AND ONE DIGITAL OR HAND RENDER (COLOR) of YOUR original LUXURY footwear design. Multiple views are optional.

PAGE 1: COVER SLIDE

PAGE 2: CONSUMER AND THEME.

- c. **FOR CONSUMER:** POPULATE IMAGES OF YOUR CONSUMER AND LOOK INTO THEIR LIFE.
- d. **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL INTENTION OF THE VISUAL CONCEPT

PAGE 2: POPULATE INSPIRATION IMAGES THAT SUPPORT YOUR DESIGN

PAGE 3: POPULATE IDEATION PROCESS.

PAGE 4: FINAL DESIGN RENDER.

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.

Color and Material Design

CONTENT REQUIREMENTS:

Think of a luxury brand that inspires you. What would your brand Color + Material Palette be if you could create a luxury brand?

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

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: VIDEO

CONTENT REQUIREMENTS:

Once you submit your design(s), please submit a 1-minute video answering the following:

1. Please introduce yourself to the admissions committee.

2. What path are you pursuing, and why did you apply to PLC?

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.