FUTURE SOLE

PLC POWERED BY ▩

→ *Submission Brief*

▩ *and PLC join forces to unearth, nurture, and empower the future leaders and creators of the product industry.*

Application Deadline

Sunday, June 2nd 11:59 PM EST

Class Dates

July 15, 2024 - August 16, 2024

Tuition

Tuition and housing are funded by our brand partners.

* Students will be responsible for their own dining and transportation.

Career Tracks

Apparel Design
Color & Material Design
Footwear Design
Graphic Design
Product Marketing
3D Design

Program Overview

Students will be exposed to a variety of Personal and Professional Development skills:

Design Process	Color Strategy
Design Sketching	Material fundamentals
Design Brief	Market Research
Problem Solving	Business Conduct
Terminologies	Portfolio Development
Visual Communication	Resume Development
Verbal Communication	Networking

Eligibility

Must   Be at least 18 years of age

Must   Be able to speak and write English fluently

Open   To the U.S. and Canada only

Must Not   Work at a footwear/apparel brand

You may choose to submit for any or all of the 6 tracks offered, but you will only be admitted into one track.

Important Information !!!

The total number of students accepted to join the Masterclass may change without any notification to the public. Applying to the Masterclass does not guarantee eligibility or acceptance into the Masterclass.

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SUBMISSION PART I: DESIGN

Apparel Design

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 3:   Populate inspiration images that support your design.

Page 4:   Populate your ideation process. Your ideation should be executed by hand using pencil & paper. Multiple views and brief description of design details are encouraged.

Page 5:   Final design render. Your final render should be in color.

Content Requirements:

Submit a PDF presentation of your original **NIKE** apparel design **inspired by your HBCU**. The apparel design can be **athletic-inspired** or **lifestyle-inspired**.

Multiple views and brief descriptions of design details are encouraged. This is your chance to showcase conducting research, design thinking, problem-solving, sketching and digital skill sets.

Format Requirements:

DO   Submit a PDF of your presentation.

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:

Page 1: Consumer and Theme

    a. **For Consumer:** Populate images of your Nike consumer and look into their life as an HBCU student or graduate.

    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 and color names can be inspired by sustainability.
- Your creativity should reflect inspiration by your HBCU and Nike 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 okay 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.

Footwear Design

Content Requirements:

Submit a PDF presentation of **your original NIKE PERFORMANCE or LIFESTYLE** footwear design **inspired by your HBCU**.

Multiple views and brief descriptions of design details are encouraged. This is your chance to showcase conducting research, design thinking, problem-solving, sketching and digital skill sets.

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 3:   Populate inspiration images that support your design.

Page 4:   Populate your ideation process. Your ideation should be executed by hand using pencil & paper. Multiple views and brief description of design details are encouraged.

Page 5:   Final design render. Your final render should be in color.

Format Requirements:

DO   Submit a PDF 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!

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Graphic Design

Content Requirements:

Submit a PDF presentation of your original GRAPHIC design representing your HBCU x NIKE collaboration. Submit your design in color.

Adding brief descriptions of design details is encouraged. This is your chance to showcase conducting research, design thinking, and ideating skill sets in 2D.

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 3: Populate inspiration images that support your design.

Page 4: Populate ideation process. Your ideation can be done digitally or by hand.

Page 5: Final design render. Your final render should be in color.

Format Requirements:

DO Submit a PDF of your presentation.

DO Put your first name, last name, country, and academic status, in the bottom left-hand corner of your submission.

DO NOT Submit sketches upside down, sideways, or facing the wrong way!

Product Marketing

Content Requirements:

Submit a **PDF Presentation** Creative Product Launch Plan for **your HBCU x NIKE Partnership**.

Describe your target consumer and your ideas on branding, marketing plan, advertising campaign, and sales strategy. Using images is optional. **Presentation should be no more than 4 pages including title page.**

Format Requirements:

DO Submit a PDF.

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.

3D Design

Content Requirements:

Submit a PDF presentation of **your original NIKE PERFORMANCE** or **LIFESTYLE** apparel or footwear design **inspired by your HBCU**. You may use a 3D software of your choice.

This is your chance to showcase conducting research, design thinking, problem-solving, 3D skill set.

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 3: Populate inspiration images that support your design.

Page 4: Populate ideation process.

Page 5: Final 3D rendered model.

Format Requirements:

DO Submit a PDF of your presentation.

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.

SUBMISSION PART II: VIDEO

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

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?

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

Now, go on ...

Design the Future Your Way

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.