

# W.IN @ PLC Detroit

Submission Brief  
PLC x New Balance 2024



# Submission Part I: Design

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W.IN @ PLC Detroit 2024

## Apparel Design

### Content Requirements:

**Submit a PDF presentation** of your original **New Balance Women's Basketball apparel design**. Your apparel design can be **athletic-inspired** or **fashion-inspired**. Multiple views and brief descriptions of design details are encouraged. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

**PAGE 1: COVER SLIDE** - Your image should show what your subject will be.

**PAGE 2: MUSE AND THEME** - Women's up and coming basketball player/consumer.

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your player/consumer and tell a story. I.e. hobbies/interest, community, influences, stylet. Etc.
- **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL INTENTION OF YOUR DESIGN.

**PAGE 3: POPULATE INSPIRATION IMAGES THAT SUPPORT YOUR DESIGN**

**PAGE 4: POPULATE IDEATION PROCESS** - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color 'IF' ; it helps show a detail or a function in the design. Remember to call out any key details that make the apparel perform better.

**PAGE 5: FINAL DESIGN RENDER** - This should be done by hand and fully colored.

### Format Requirements:

**DO** SUBMIT A PDF PRESENTATION.

**DO** PUT YOUR FIRST NAME, LAST NAME, LOCATION, AND ACADEMIC STATUS IN THE BOTTOM RIGHT CORNER OF PAGE 1.

**DO** SAVE YOUR FILE AS LASTNAME\_FIRSTNAME\_DESIGNDISCIPLINE

**DO NOT** SUBMIT PDF PAGES AND IMAGES UPSIDE DOWN, SIDEWAYS, OR FACING THE WRONG WAY.



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## Color & Material Design

### Content Requirements:

#### PAGE 1: Muse and theme

- **FOR MUSE:** populate images of your muse and a look into their life as an emerging female basketball athlete.
- **FOR THEME:** 1 sentence that explains the subject or overall intention of the visual concept.

#### PAGE 2: material and color palette

### Format Requirements:

**DO** SUBMIT A PDF PRESENTATION.

**DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, ACADEMIC STATUS, EDUCATIONAL INSTITUTION, OR CURRENT EMPLOYMENT IN THE BOTTOM RIGHT-HAND CORNER OF PAGE 1.

**DO** CREATE YOUR COMPOSITION AT 300 DPI

**DO** SAVE YOUR FILE AS LASTNAME\_FIRSTNAME\_DESIGNDISCIPLINE

**DO NOT** USE APPAREL OR FOOTWEAR DESIGNS IN YOUR WORK

**DO NOT** POST YOUR WORK ON SOCIAL MEDIA OR TAG @MLAB\_CMF WITHOUT PERMISSION.

### How to Build a POV:

#### **BUILD A POV (Point of View) INTEGRATED INTO THE FOLLOWING:**

- Create a **performance- sustainable** themed color + material mood board and palette
- Be inspired by “**biomimicry**” in nature; please have more than one example of this in your work **\*(nature solves problems in design)**
- 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 APPAREL, 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



# Submission Part I: Design

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## Footwear Design

### Content Requirements:

**Submit a PDF presentation** of your original **New Balance Women's Basketball Footwear Design**. This is your chance to show us your thoughts, creative ideas, and drawing abilities.

**PAGE 1: COVER SLIDE** - Your image should show what your subject will be.

**PAGE 2: MUSE AND THEME** - Women's up and coming basketball player/consumer.

- **FOR MUSE:** POPULATE IMAGES OF YOUR MUSE AND LOOK INTO THEIR LIFE. Your images should connect to your player/consumer and tell a story. I.e. hobbies/interest, community, influences, stylet. Etc.
- **FOR THEME:** 1-2 SENTENCES THAT EXPLAIN THE SUBJECT OR OVERALL INTENTION OF YOUR DESIGN.

**PAGE 3: POPULATE INSPIRATION IMAGES THAT SUPPORT YOUR DESIGN**

**PAGE 4: POPULATE IDEATION PROCESS** - You should draw 4-6 rough concepts. These drawings can be black and white sketches. You may use color 'IF' ; it helps show a detail or a function in the design. Remember to call out any key details that make the shoe perform better.

**PAGE 5: FINAL DESIGN RENDER** - This should be done by hand and fully colored.

### Format Requirements:

**DO** SUBMIT A PDF PRESENTATION.

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# Submission Part II: Video

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## 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. Ensure you are facing the camera directly. This will enhance the quality of the image or video. This will enhance the quality of the image or video. Do not use motion graphics, videos, animations, or filters.

**AUDIO:** Speak clearly. Use a good quality microphone. If you're using a smartphone, you can also try adding an external microphone. Record in a quiet place with minimal distractions and avoid echo. Position yourself close enough to the microphone to get a clear signal, but not too close.

**MINIMIZE** background noise and distractions, such as fans, air conditioners, or anything that will distract and take away from your video.



**LIGHT** your face by facing a window or adding a light off to an angle.

**SAVE** and backup 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.

