

COLOR & MATERIAL SUBMISSION BRIEF

PART I

BUILD A POV (POINT OF VIEW) THAT FOCUSES ON:

- Create a sustainable themed Color + Material Palette
- Be inspired by Biomimicry/demonstrate one or more examples in your work
- Your creativity should relate to an emerging industry however, *Do not use footwear designs in your work

IDENTIFY YOUR CONSUMER + THEIR SPECIFIC CONNECTION TO YOUR STORY

EXAMPLE: Haydee Franco is inspired by art museums in her Chicago backyard. She created a color + material palette filled with the textures and saturated colors that surround her. She strives for sustainable performance fibers and natural dyes in her choices without sacrificing fashion.

CONTENT OBJECTIVE

CREATE CMF (COLOR/MATERIAL/FINISHES) IN STORYTELLING FORMAT THAT SHOWCASES KNOWLEDGE OF TACTILITY IN DESIGN

COMPOSITION

DEMONSTRATES ABILITY TO CLEARLY & EFFECTIVELY COMMUNICATE THROUGH VISUAL PRESENTATION

- DO** SUBMIT A 8.5" X 11" PDF OR JPEG
- DO** PUT YOUR FIRST NAME, LAST NAME, COUNTRY, AND ACADEMIC STATUS, EDUCATION INSTITUTION, OR CURRENT EMPLOYMENT IN BOTTOM LEFT HAND CORNER OF YOUR SUBMISSION
- DO** CREATE YOUR COMPOSITION AT 300 DPI
- DO** BUILD A CREATIVE POINT OF VIEW WITH COLOR + MOOD BOARD LAYOUT THAT COMMUNICATES THE CONTENT REQUESTED ABOVE
- DO NOT** USE FOOTWEAR DESIGNS IN YOUR WORK
- DO NOT** POST YOUR WORK ON SOCIAL MEDIA AND/OR TAG @MLAB_CMF WITHOUT PERMISSION

PART II

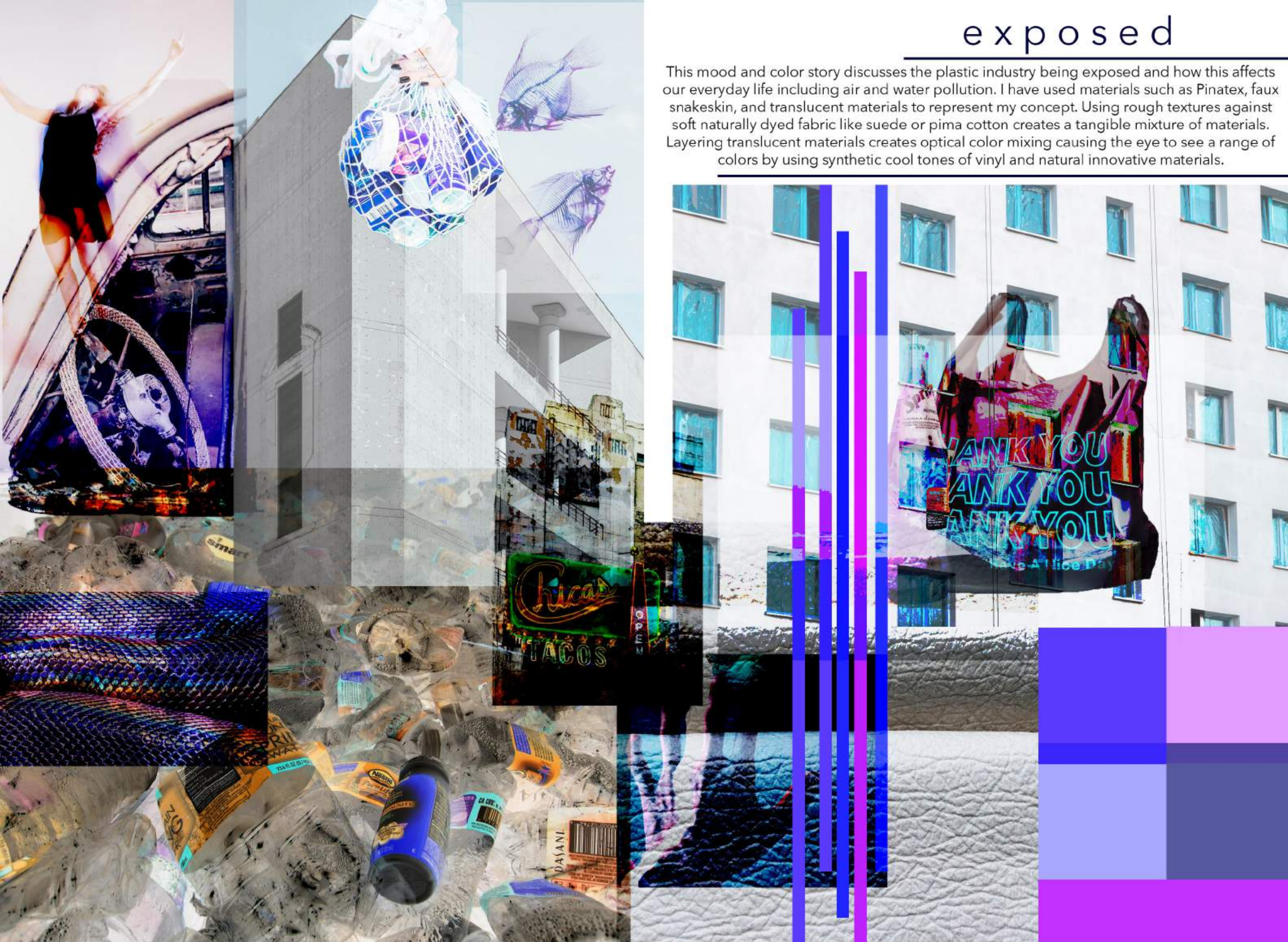
Once you submit your design(s), create a 2-3 minute video introducing yourself and your submission(s). Share your final design along with sketches, colors and supporting materials. How does your talent allow you to stand out. Why should you be part of the next Pensole class. Upload your video on YOUTUBE and provide the link in the application at www.pensole.com.

- 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

**SEE FOLLOWING PAGES
FOR SUBMISSION EXAMPLES >**

exposed

This mood and color story discusses the plastic industry being exposed and how this affects our everyday life including air and water pollution. I have used materials such as Pinatex, faux snakeskin, and translucent materials to represent my concept. Using rough textures against soft naturally dyed fabric like suede or pima cotton creates a tangible mixture of materials. Layering translucent materials creates optical color mixing causing the eye to see a range of colors by using synthetic cool tones of vinyl and natural innovative materials.



Pantone P 45-15 U

Pantone P 8-9 U

Pantone P 13-2 U

Pantone P 114-11 U

Pantone P 111-9 U

Pantone P 178-3 U

Pantone P 179-2 U

Playful

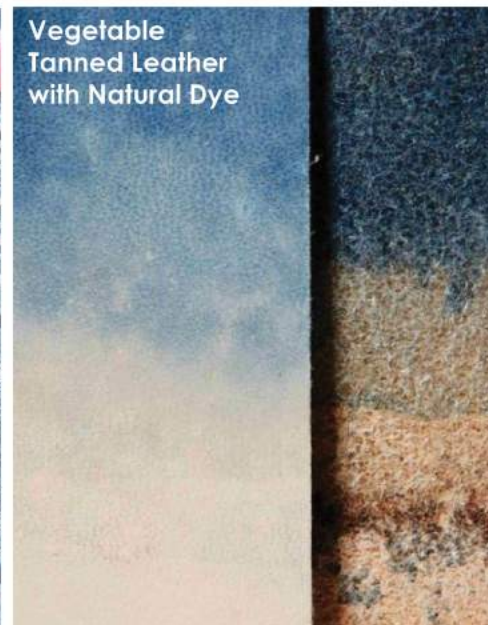
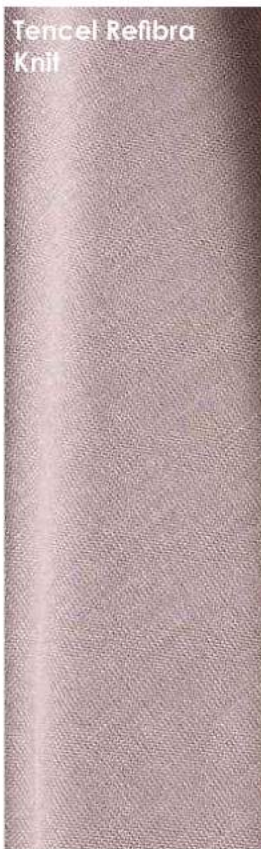
Nostalgic

Tender

Sentimental

Weathered

Resilient



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