

BRIEF: INSPIRED BY SUBCULTURES

COLOR & SENSORIAL
EXPRESSIONS
FOR 2020'S

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In the Color and Sensorial Design Course, you have identified a current subculture and conducted deep research into who they are and how they express their values and ideas. As discussed in the class, many transformative ideas start in subcultures and in the edges of society they inhabit. Nike and Converse brands are interested in subcultures, as they can often lead culture & sport to reinvent the world around us. We invite you to create COLOR AND SENSORIAL DESIGN CONCEPTS & EXPRESSIONS for the early 2020s that are based on the subcultural insights and inspirations that you have discovered.

We expect to see truly unique points of view. Be bold. Contemplate complexity: research deeply, get to know the people, their habits, their interests and what they find important. Cut through all the noise and get specific. Capture the attitude and mood of the subculture in your project. Create consumer sketches to allow you to build a holistic picture, then **focus on what aspects seem the most directional, interesting, and those that you think will have RELEVANCE for the future.** Consider the key signals of color, material and finish and develop palettes. Invent special effects and new ways of using color.

Bring your SUBCULTURE AND COLOR & SENSORIAL DESIGN ideas and solutions alive in a product collection (footwear, apparel, accessories) or brand experience (digital or physical space, event). Prepare physical color, material and sensorial design samples, prototypes, sketches, etc. Structure your thinking and visceral findings into a COMPELLING AND INNOVATIVE VISUAL, VERBAL AND SENSORIAL NARRATIVE.

Final work should include the following:

- Concise visual, sensorial and verbal narrative/story.
- One physical product prototype, and a collection of 5-6 products in sketches/images, showcasing your color and sensorial design ideas.
- Color and sensorial design assets and palettes.