

NMSI STUDENT FIRST ROUND BRIEF: CHANGING THE GAME

'Design is one of the basic characteristics of what it is to be human and an essential determinant of the quality of human life. It affects everyone in every detail of every aspect of what they do throughout each day.'

John Heskett

To engage in original design thinking means imagining a world that we want to live in and creating ways to get us there. We exist in times of unprecedented change and in every discipline we need to find a balance between intuitive/instinctive and rational/logical skills and aptitudes to find ways for us all to thrive. We need the tools to allow our creativity and passion to flourish within considered parameters.

The Mobilize Makers project, a collaboration between London College of Fashion and Nike, offers an unparalleled opportunity to participate in the creation of just such a tool, as part of a global movement for change. Nike have spent eight years developing their Materials Sustainability Index (NMSI) and now they want you to bring it to life, using your creativity and innovative thinking empowered by credible knowledge. NMSI is democratic; it's demonstrable and can create change where it counts. It provides a unique tool to enable distinctive and relevant choices that can change the fashion game.

We seek exceptional creativity in design, management and communication skills to participate in experimentation and launch of this global initiative. Selected students will be offered mentoring through the NMSI Incubator where you will work with an interdisciplinary team to bring the NMSI to life through your work. Engagement in the project offers an extraordinary opportunity to:

- Showcasing of your work at super high profile national and international level
- Have your prototypes produced into final showpieces by expert makers
- Explore and develop your work with an expert team of mentors from Nike, UK fashion industry and The Centre for Sustainable Fashion
- Access opportunities to interact with Nike professionals and their affiliated marketing and communications companies

To be considered for this opportunity, you will need to submit work as follows:

DESIGN STUDENTS:

From your final collection or your strongest collection or project to date, undertake a critical reflection of the design process and materials used. Create a visually communicative response to describe:

- What 'material credibility' means to you (Words and Visuals)
- What you consider as 'vital considerations in design' (Words & Visual)

This should be collated and presented as hard copy or digital portfolio, as a short introduction to your work and your creative process with a maximum of 12 images and up to 5 minute presentation; you may also show 3D work if you find it helpful. You may want to consider some of the following when answering these questions.



- Your research methods
- What inspires your ideas and concepts
- How you visualise your ideas
- How colour & texture influence your work and the materials you select
- How cut and construction effect your material selection process
- How silhouette and proportion affect your material selection
- Who you are designing for and what they want

TIP: Critical Reflection as Visual Communication

Critical reflection means you have considered every element of a design / designs via an in-depth research and sample process. This is essential to visually convey.

Be certain to depict any actual products you have made (photographing all angles) plus back and front (where applicable) technical drawings, fabric swatches, technique and sample indications, colour percentages and technicalities plus other supporting information. Show how you engage in collaborative working practices.

MANAGEMENT STUDENTS:

Present a proposal to demonstrate the business case for the NMSI to a fashion company of your choice. The proposal should contain an understanding of the potential opportunities and challenges across the fashion system, taking a holistic view and specifying areas of particular relevance to the NMSI. The presentation should include images and text and be presented by the applicant in a maximum of five minutes. Your ideas should show how engage in collaborative working processes.

MEDIA/ COMMUNICATION STUDENTS:

Present a pitch to demonstrate your concept for NMSI as a game changer in fashion. Your pitch should contain compelling ways to engage audiences and communicate the NMSI app as a must have for all designers, a social object for all innovators and creatives. Your ideas should show how you would interact with design and management student teams.

CRITERIA FOR SELECTION: STUDENTS WHO CAN DEMONSTRATE

- Engagement in critical thinking and iterative creation processes
- Ability to conceive original ideas, communicating them through engaging formats
- Awareness of the dimensions of fashion as powerful communicator and identifier
- A holistic viewpoint on the fashion business, its critical dimensions in ecological, economic, cultural and social terms
- Interaction with technological innovation using considered and appropriate tools
- Creative ways to illuminate and communicate a journey/story through a variety of appropriate visual and verbal mediums, both digital and physical
- Collaborative working practices that can be applied to working with others in your own and other disciplines



PROJECT TIMELINE

28 MAY First project briefing

15 JUNE Design student presentations

25 JUNE Management student presentations

26 JUNE Communication student presentations

5 JULY Second briefing for selected students

TBC Skype tutorials

TBC Webinars

3-14 SEPTEMBER Incubator/Design Period

17-21 SEPTEMBER Manufacturing prototypes

TBC NOVEMBER Event

