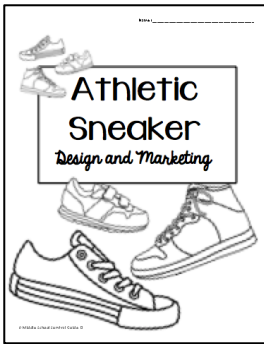


Sneaker Design Teacher Guide



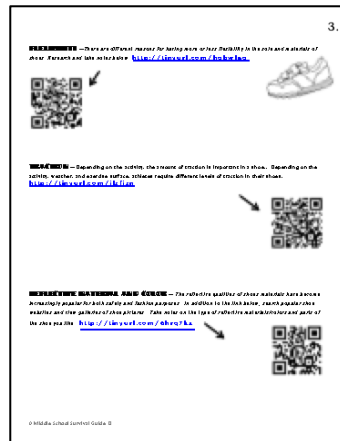
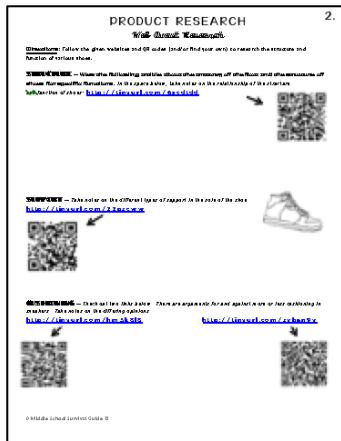
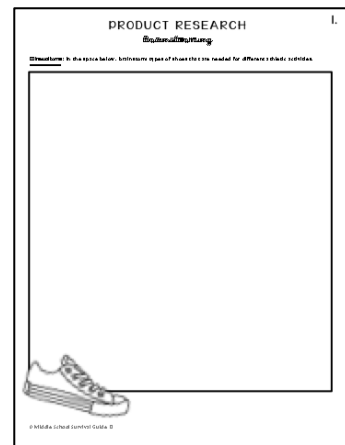
SNEAKER DESIGN
Project: Design

Directions: Read the words in each category and think of a new sneaker design. Be as creative as possible. You do not have to choose all features of different shoes. It will be important to understand the structure of each list carefully to avoid the number features a shoe provides for different categories.

Category	Number
1. Sneaker Name	
2. Sneaker Color	
3. Sneaker Material	
4. Sneaker Sole	
5. Sneaker Laces	
6. Sneaker Straps	
7. Sneaker Heel	
8. Sneaker Toe	
9. Sneaker Tongue	
10. Sneaker Ankle	
11. Sneaker Midsole	
12. Sneaker Outsole	
13. Sneaker Upper	
14. Sneaker Lower	
15. Sneaker Midfoot	
16. Sneaker Forefoot	
17. Sneaker Rearfoot	
18. Sneaker Insole	
19. Sneaker Outsole	

This product includes a cover page and a table of contents for easy use and reference over a length of time. I photocopy this 19 page packet back-to-back for each student and work from it for the duration of the unit. It makes for easy access for all students to their research and design as they prepare their final presentations.

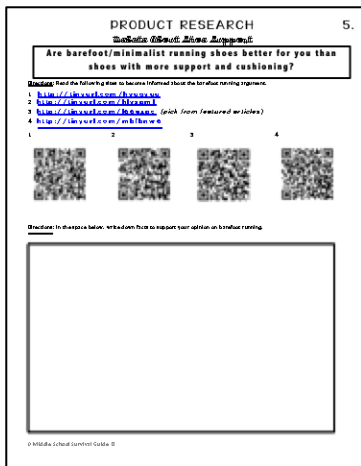
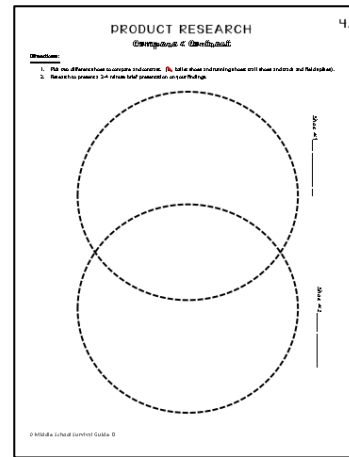
Page 1: (Research- Brainstorming) I present this information as a whole group mini-lesson. We work in small groups and then together to brainstorm types and qualities of different athletic shoes. The students will use the first page of their packet to maintain their own brainstorm notes and update it with the class notes. I provided an open space rather than a defined style of graphic organizer because in my experience, different styles of graphic organizers have resulted from working with different students.



Page 2-3: (Research – Webquest) Students will work independently or with a partner to research. The QR codes allow students to quickly access the websites with class iPads or students' personal devices. I rotate the room monitoring, initiating discussion about the concepts. Students visit all the sites and write their notes, thoughts, and ideas in the spaces below each subtopic or research. In addition, I encourage the students to find their own websites and resources. and prompting students to write thoughts and ideas on the pages.

Page 4: (Research- Comparing Shoes)

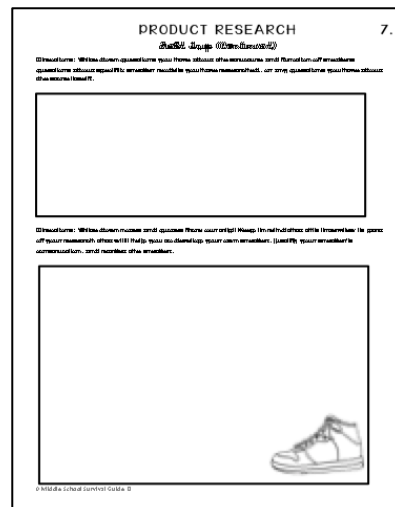
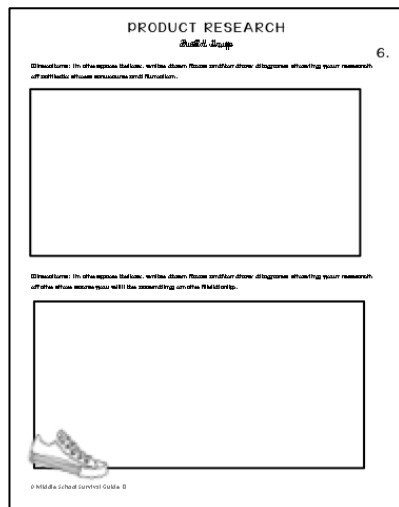
Students will then work in small groups (teacher assigned or student chosen) to compare and contrast two types of shoes of their choice. For example (soccer cleats & running shoes; track Racing flats & long distance trail shoes, hiking boots & wrestling shoes). I then had my student give a brief presentation on their research. I use the opportunity to have the students take notes On their peers' presentations noting: 1 interesting fact, 1 strength, and 1 area for improvement in presenting.



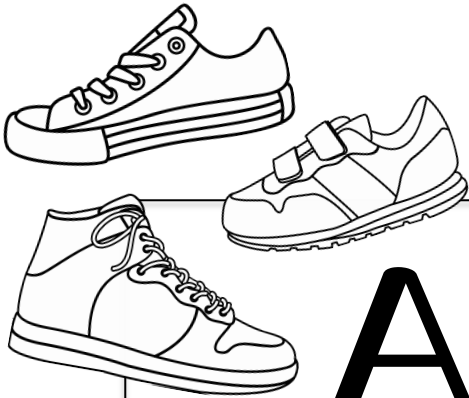
Page 5 – (Research- Barefoot Running Debate)

Students will research (following the QR links or on their own) the argument of barefoot running vs. running with shoes. You may facilitate the debate using any format. I recommend using my freebie “Fishbowl Forum Freebie” to complete this activity.

Pages 6-7: (Research- Field Trip) As the teacher, you will need to research shoe stores in your area. Small town shoe stores or big box stores will work equally as well. We arrange our field trips with a local shoe store. The students complete page 1 of the field trip guide before attending and page 2 of the field trip guide while we are at the location. (There is a second version of this packet that does not include the field trip forms, in case you cannot arrange a trip. The second version is identical, but is 17 pages vs. 19. However, I would encourage you to even consider a digital or skype visit to be able to adapt to include this experience!)

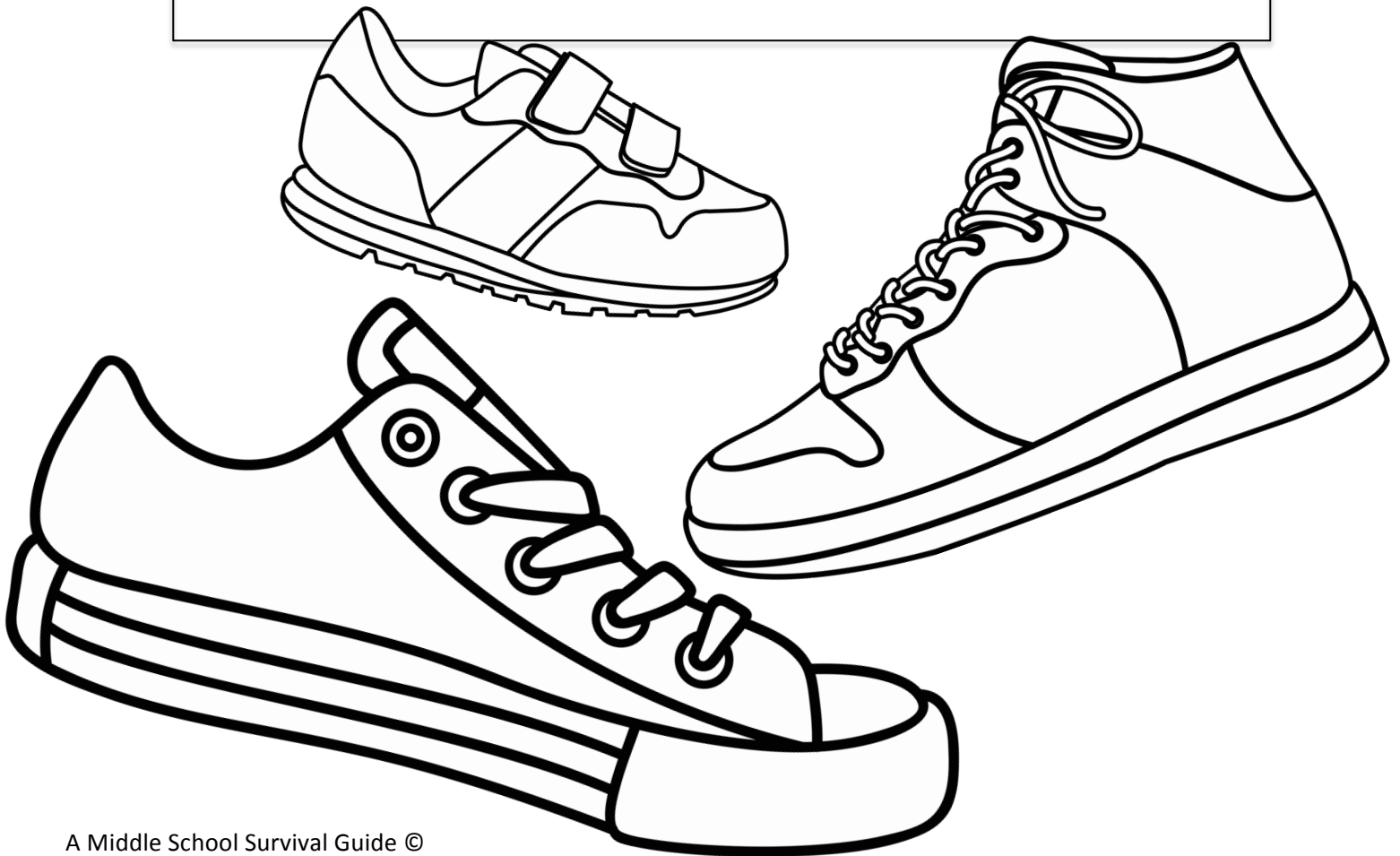


Name: _____



Athletic Sneaker

Design and Marketing



SNEAKER DESIGN

Project Purpose

Purpose & Task: You will be working as engineers to design, market, and pitch a new sneaker design. To design the best sneaker possible, you will need to research the structure and function of different shoes. It will be important to understand the structure of your feet as well as to research the various functions a shoe provides for different activities.

Below are the steps you will take towards designing your shoe.

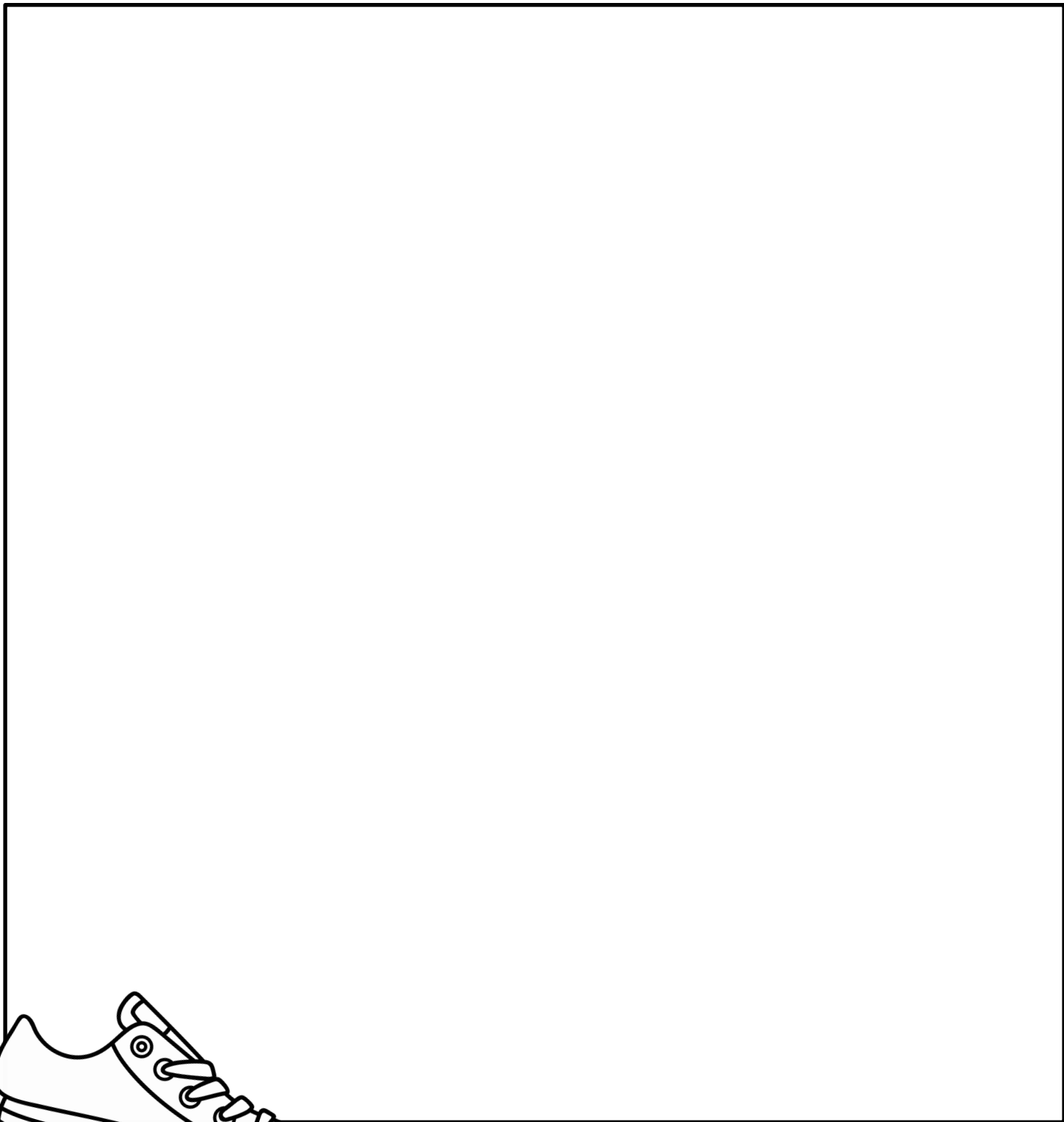
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6 7	Sneaker Research - Field Trip Research	
8 9	Sneaker Design- Trends & Technology	
10	Sneaker Design- Targeted Sport & Consumer	
11	Sneaker Design- Color & Design Prototype	
12	Sneaker Design- Logo Design	
13 14	Sneaker Design- Cost Analysis	
15	Sneaker Design- Manufacturing & Retail Decision Making	
16	Sneaker Design- Final Shoe Design	
17	Sneaker Design- Investment & Sharks Presentation	

PRODUCT RESEARCH

I.

Brainstorming

Directions: In the space below, brainstorm types of shoes that are needed for different athletic activities.



PRODUCT RESEARCH

Web Quest Research

Directions: Follow the given websites and QR codes (and/or find your own) to research the structure and function of various shoes.

STRUCTURE – View the following article about the anatomy of the foot and the structure of shoes for specific functions. *In the space below, take notes on the relationship of the structure and function of shoes:* <http://tinyurl.com/6scdtdd>



SUPPORT – Take notes on the different types of support in the sole of the shoe. <http://tinyurl.com/22pzcww>



CUSHIONING – Check out two links below. There are arguments for and against more or less cushioning in sneakers. Take notes on the differing opinions.

<http://tinyurl.com/hm5k818>

<http://tinyurl.com/zvban9v>



FLEXIBILITY – *There are different reasons for having more or less flexibility in the sole and materials of shoes. Research and take notes below.* <http://tinyurl.com/hqbwlag>



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<http://tinyurl.com/jlzfjzn>



REFLECTIVE MATERIAL AND COLOR – *The reflective qualities of shoes materials have become increasingly popular for both safety and fashion purposes. In addition to the link below, search popular shoe websites and view galleries of shoe pictures. Take notes on the type of reflective materials/colors and parts of the shoe you like.* <http://tinyurl.com/6hrq7kx>

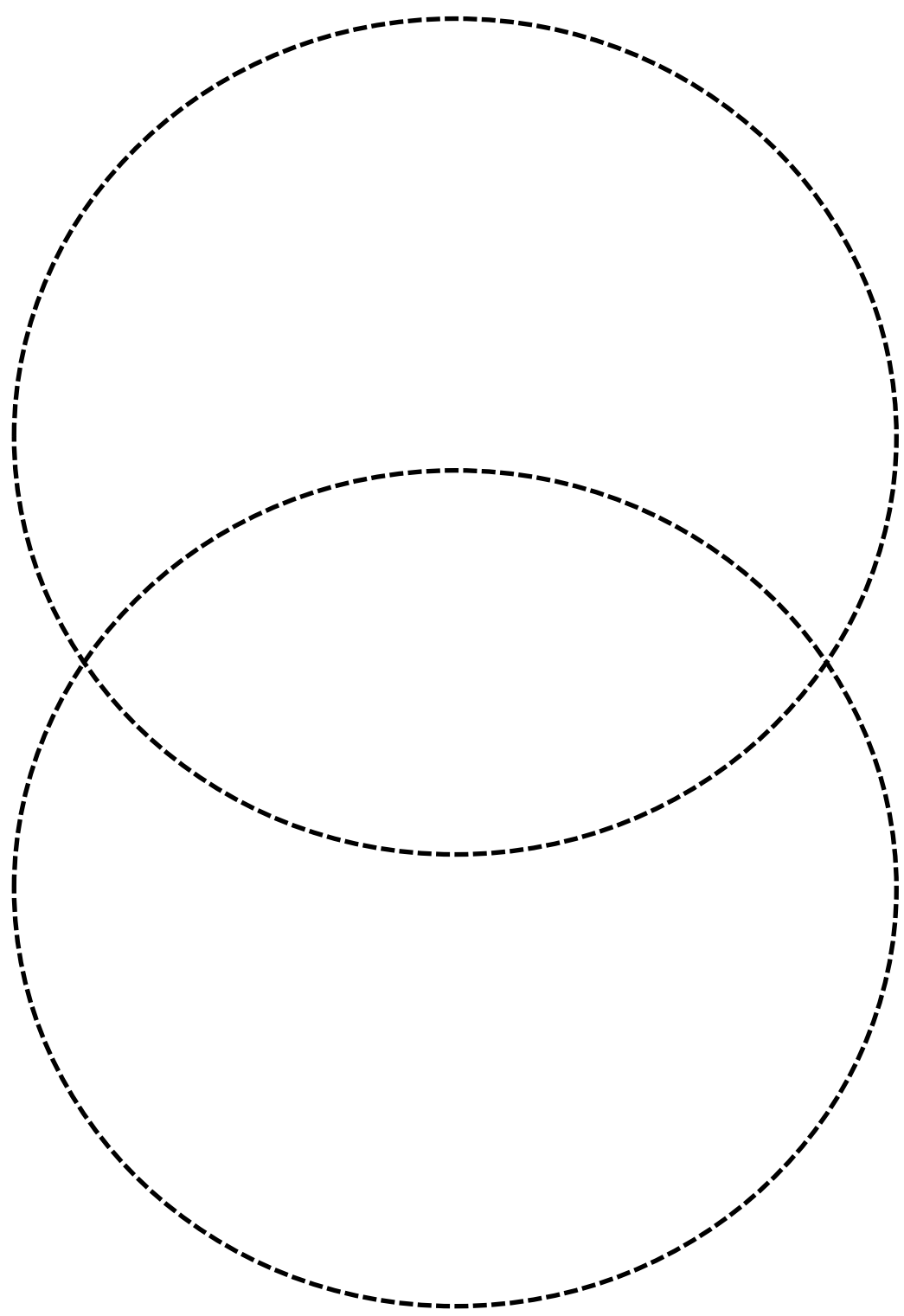


PRODUCT RESEARCH

Compare & Contrast

Directions:

1. Pick two different shoes to compare and contrast. (ie. ballet shoes and running shoes; trail shoes and track and field spikes).
2. Research to present a 2-4 minute brief presentation on your findings.



Shoe #1 _____

Shoe #2 _____

PRODUCT RESEARCH

Field Trip

6.

Directions: In the space below, write down facts and/or draw diagrams showing your research of athletic shoes structure and function.

Directions: In the space below, write down facts and/or draw diagrams showing your research of the shoe store you will be attending on the field trip.




PRODUCT RESEARCH

7.

Field Trip (Continued)

Directions: Write down questions you have about the structure and function of sneakers questions about specific sneaker models you have researched, or any questions you have about the store itself.

Directions: Write down notes and quotes from our trip! Keep in mind that this interview is part of your research that will help you to develop your own sneaker, justify your sneaker's construction, and market the sneaker.



PRODUCT DESIGN

Looking at Design Trends

8.

Directions: A “trend” is a latest fashion. Research current trends in sneakers by visiting popular sneaker and shopping websites. (SneakerNews.com ; Nike.com ; Adidas.com ; Sketchers.com ; Converse.com ; Puma.com ; Asicsamerica.com) Pay specific attention to trends in: material, structure, laces, soles, and colors. List current shoe trends in the space below.

Which colors, styles, and shapes inspire you? Describe and explain.

PRODUCT DESIGN

Looking at New Technologies

q.

Technology is the application of scientific knowledge for practical purposes. New advances in technology are consistently being developed to make sneakers more lightweight, cushioned, durable, reflective, etc.

Using your research of new trends and any additional research of upcoming trends, list new materials and technologies in shoe design. To research, try www.Google.com searches such as: “New shoe technology 2016”.

Examples of possible new technologies include: self-tightening laces, DRI-fit (Nike) to pull sweat out of the sneaker, BOOST (Adidas) to absorb energy, reflective materials and bright colors for safety, etc.

Find 2-3+ new technologies your team is interested in possibly including in your shoe and record in the chart below:

Technology:	How it would be helpful for the sneaker design:


PRODUCT DESIGN

Target Audience/ Functionality

Targeted Sport Activity & Consumer: To help design your sneaker, you must first decide your target audience. Once you know your target audience, you will be able to design a shoe and market it to the specific group's needs and wants.

- Do you want to design a men's, women's, boys, or girls shoe?
- Are you designing for a specific age group?
- What is your intended sport or activity for this sneaker?

Use the box below to draw and/or describe your vision of the consumer this shoe will be designed for:



PRODUCT DESIGN

II.

Color(s)

Targeted Color Scheme- Before you can begin designing your shoe, think about your targeted consumer and activity from the previous page. In the space below, plan your ideas of the colors you will use in your design. Remember that more colors will cost more money to develop.

PRODUCT DESIGN

Design Possible Prototypes

Design- In the space below, design a few options for a prototype of your shoe. Label materials and colors. This is NOT your final design... when you are finished, share these designs with your peers and ask for their feedback in which shoe they would want to purchase.

PRODUCT DESIGN

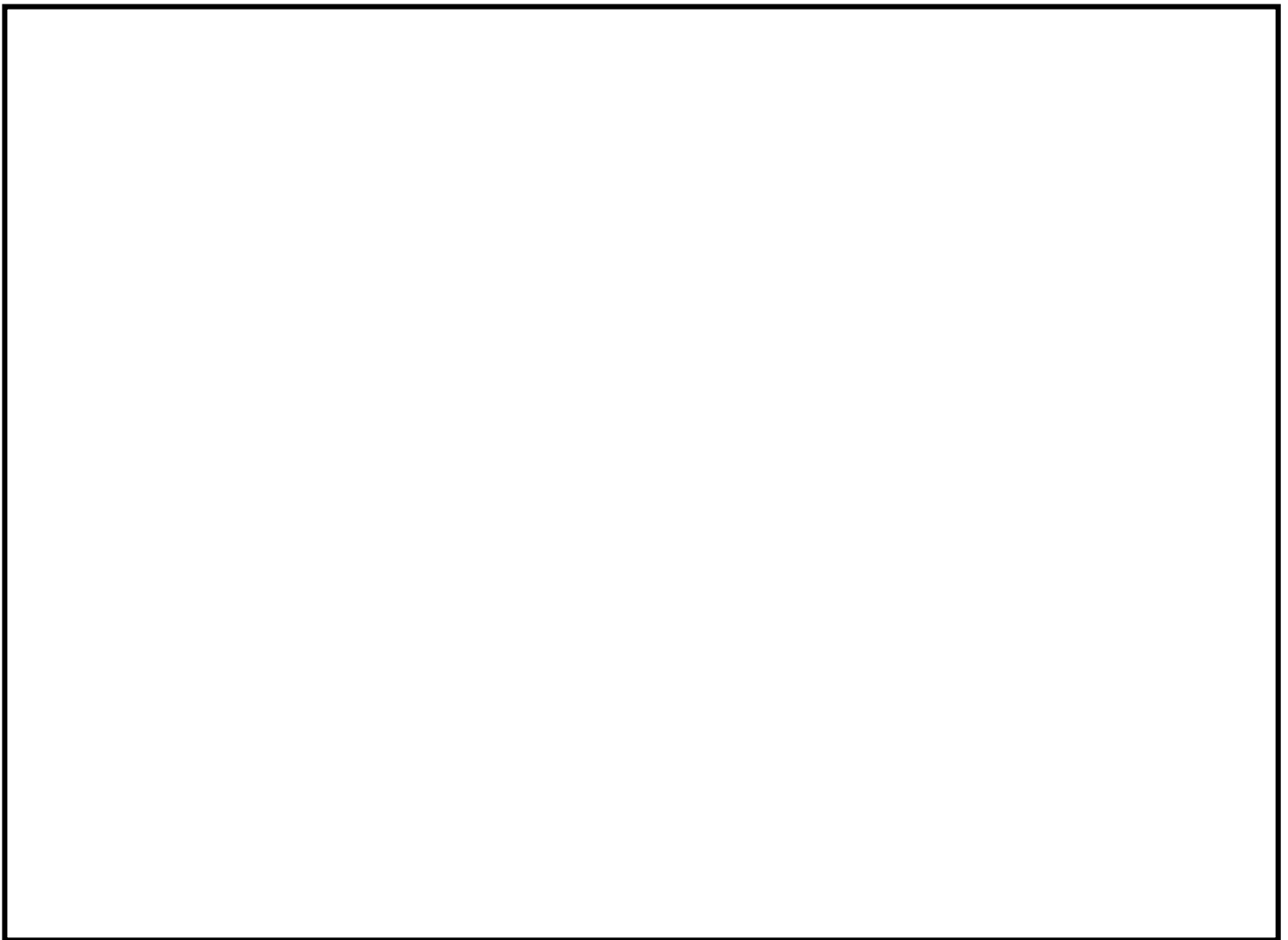
Company Logo Design

12.

ADVERTISING- Design a unique logo and slogan for your sneaker company. Keep it simple! Some of the most successful logos are: simple, memorable, timeless, versatile, and appropriate.

A Simple Logo allows for people to easily recognize the logo and helps to make it Memorable. The logo should also be Timeless and something that will work for the class all year and maybe even years to come. Along with being timeless, a logo should also be Versatile, meaning that it will look good in different sizes, on different mediums, and in both color and black and white. Finally, a logo must be Appropriate for its intended purpose. For example, childish or fun font may not be appropriate for a law firm's logo... and plain colored/simple font may not be the appropriate choice for a children's toy company font.

Draw your logo in the box below:



(Note: If your logo or slogan is simple enough, you may want to include it in the design of your shoe!)

PRODUCT DESIGN

Cost Analysis

13.

COST ANALYSIS- You **MUST** pay a \$15 manufacturing fee for the sneaker to be manufactured.

In your planning, you decided on technologies you were interested in incorporating into your shoe. For example, if colored shoelaces cost \$5, a self-lacing shoe technology may cost \$15. You should estimate the technology cost in the extra spaces below and then conference with your teacher to determine the cost of each technology. To stay within your budget, you may not be able to include them all.

You must stay under a total production cost of \$75 for one pair of sneakers.

		Shoe Feature:	Cost:
		Manufacturing Cost (required)	\$15
<i>Sneaker color</i> (required)	{	3 Colors on Sneaker	\$10
		4 Colors on Sneaker	\$12
		5+ Colors on Sneaker	\$15
<i>Shoelaces</i> (required)	{	White Shoelaces	\$2
		Color Shoelaces	\$5
<i>Support Level</i> (required)	{	Minimal Cushioning/Support <i>Name Technology:</i> _____	\$15
		Medium Cushioning/Support <i>Name Technology:</i> _____	\$20
		Maximum Cushioning/Support <i>Name Technology:</i> _____	\$25
<i>Other Technology</i>	{	Reflective Technology	\$15
			\$ ____
			\$ ____
			\$ ____

Show your work in the space below:

Total cost to make sneaker: _____

PRODUCT DESIGN

Cost Analysis

OPPORTUNITY COST- Opportunity cost is the process of choosing one good or service over another.

The item that you DON'T pick is the "opportunity cost". So for example, if you were deciding between a "Medium Cushioning/Support" and a "Maximum Cushioning/Support" and chose to go with "Maximum, your opportunity cost would be "Medium Cushioning/Support" because you did not choose it.

What were some of your hardest decisions when choosing the production cost? These will be your opportunity costs. List your opportunity costs (if any) from the previous chart below next to each bullet:

*

*

*

One the lines below, briefly explain why you chose one technology or feature over the other:

From the example above, if your opportunity cost was "Medium Cushioning/Support", you would explain why you chose "Maximum Cushioning/Support" over "Medium". You may say that you decided that since your target audience was adult males, that your research showed that a larger person was in need of a more cushioned sole to support shock absorption and avoid injuries. You may explain that medium support was not sufficient for the type of athletic activity or number of miles that you intend your shoe to be used for.

PRODUCT DESIGN

Manufacturing & Retail

15.

SUPPLY & DEMAND: Now that you have a production plan, decide how many sneakers you want to create. If you make too few, you will run out. If you make too many, you will lose money and possibly go out of business.

How many people do you want to purchase your sneaker? Explain any other details of your plan for production of the sneakers. How will you reflect on your 1 month production and change your production throughout your first year?

In the first 1 month of business our team would like to make _____ sneakers. _____

RETAIL: Where will you market and sell your sneakers? Consider trends in shopping and where your target audience will be most likely to shop. You are required to spend \$15 per sneaker pair on retail and marketing.

List 2-3 distributors you would like to sell your sneaker:

*

*

*

PRICING: The goal of your sneaker business is to make a profit, or income. To calculate the profit, you must calculate the manufacturing cost and retail/marketing costs. Remember that your cost should be affordable for consumers, but also high enough so that you earn money!

Price you wish to make sneakers: \$ _____

Calculate:

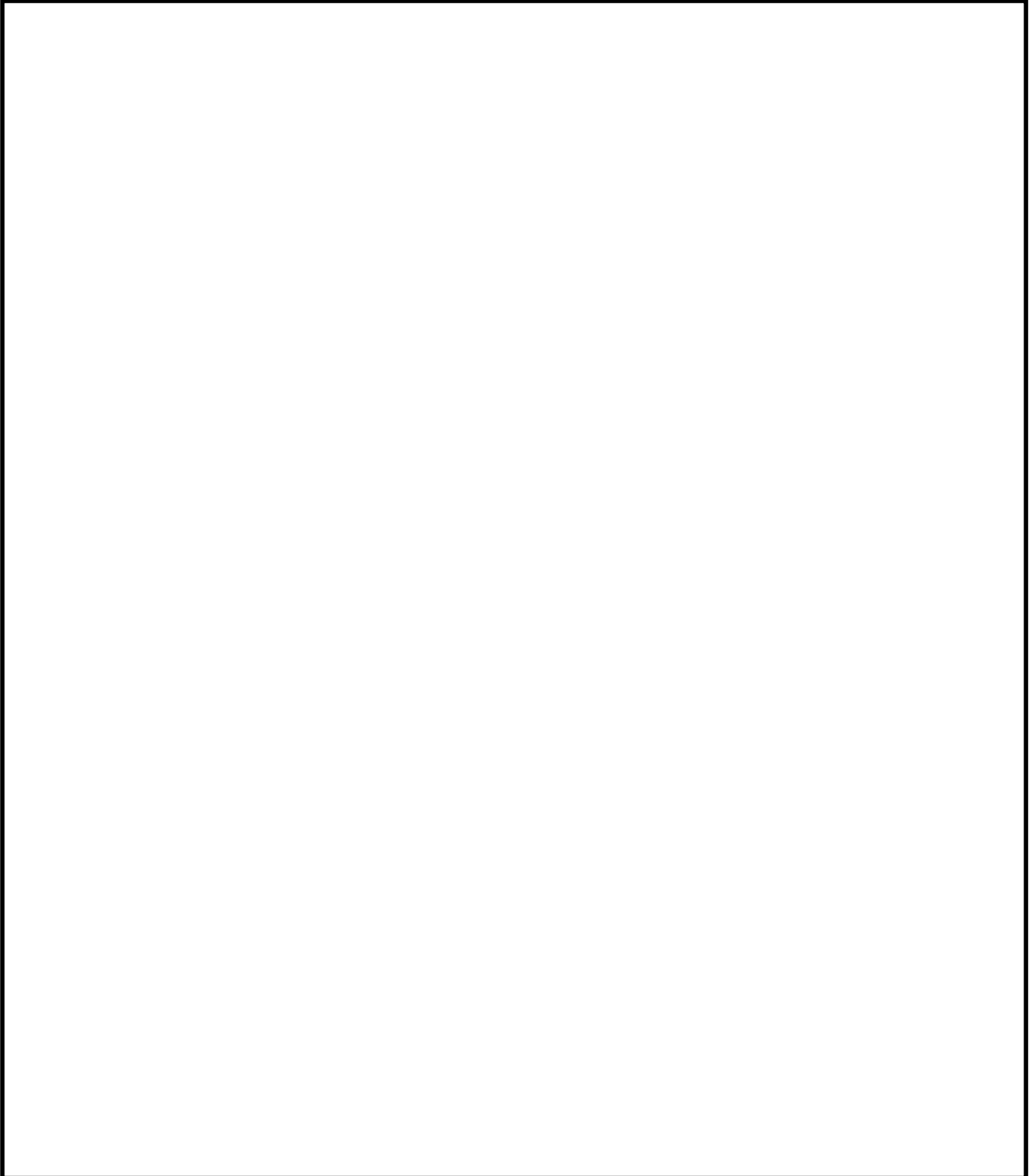
Selling Price of Sneakers	_____	→	_____
- Total Manufacturing Costs (from page 13)	_____	→	- _____
- Retail Costs (marketing costs= \$10/pair)	_____	→	- _____ \$15
= Profit	_____	→	_____

PRODUCT DESIGN

16.

Final Design

DESIGN- Once you have received feedback from your peers, chosen your materials, developed your slogan, and reflected on your designs, draw your final shoe design in the space below. Make sure to use color and label the materials used.

A large, empty rectangular box with a black border, intended for drawing a shoe design. The box is currently blank.

PRODUCT DESIGN

Investment Plan

Investments/Sharks/Equity

To start your business, you will need investors to loan you money to get the business going!

To decide how much money you will need, look back at page 15 to answer the questions below.

1. How many sneakers did you want to produce in month 1 of your business? _____
2. Based on this number, how many sneakers would you produce by the end of month 4? _____
3. How much did each sneaker cost? (Production Cost)_____
4. Now add the above production cost to the marketing cost from page 15. (Production Cost + \$15)_____
5. Now calculate how much money you will need with the following formula:

$$\underline{\hspace{10em}} \times \underline{\hspace{10em}} = \underline{\hspace{10em}}$$

of shoes made by month 4
(from question #2 on page 17)

total production/marketing cost per sneaker pair
(from question #4 on page 17)

money you needed to get started

PRODUCT DESIGN

Final Presentation

Now that you know how much money you will need to get started (total from question #5 above) and you have a manufacturing and production plan (from pages #8-17) you will have to create a presentation to persuade investors to lend you the money.

Your investors will most likely want equity in your company. This means that they will want a percentage of your company and earnings. What percentage of your company are you willing to give up?

For example, if your profit per sneaker pair is \$50 and you offer an investor 20% of your profits, this means you will now only earn \$40 per sneaker pair and your investor will earn \$10 per sneaker pair.

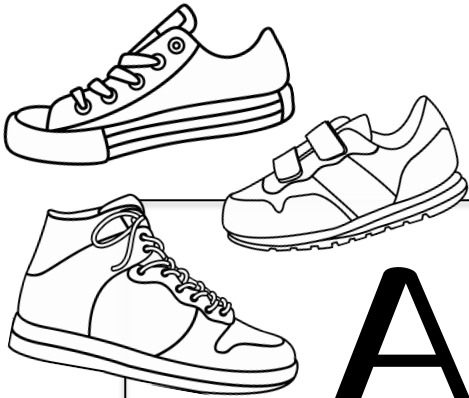
Percentage from 1%-100% willing to give up: _____%

You will have to persuade any potential investors that you have a quality shoe design, target audience, marketing plan, and investment plan. Create a dynamic presentation using Prezi, Powwerpoint, or another method approved by your teacher. Make sure to consider that your audience for the presentation includes the investors you are hoping will invest in your product. To persuade them, make sure to include:

- Evidence of research from pages #1-7 of this planning packet
- Sneaker design information from pages #8-17
- Pictures, charts, diagrams as well as your sneaker sketch (take a digital picture of the sketch or design the sneaker digitally)

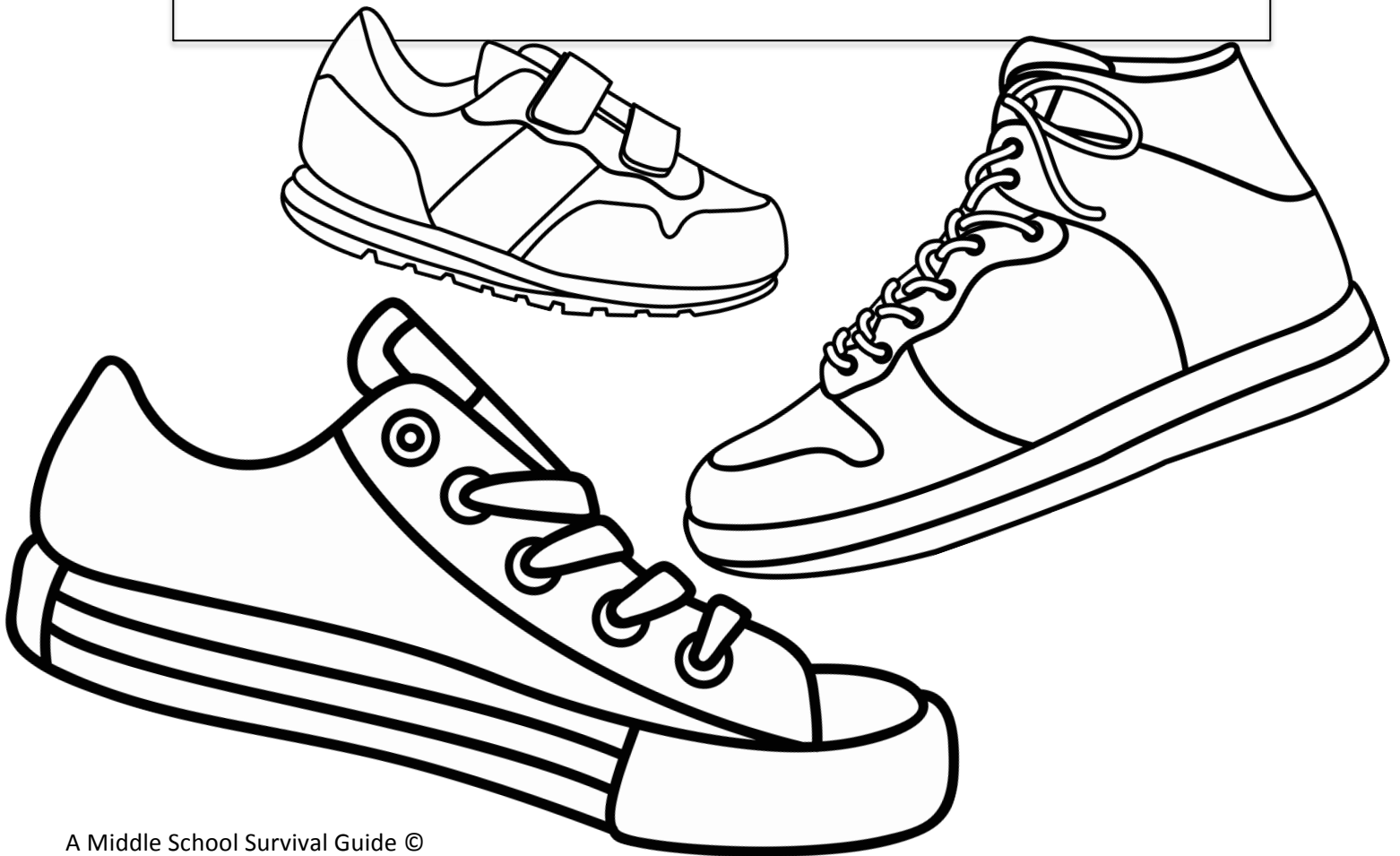
NOTE TO THE TEACHER: THE FOLLOWING ACTIVITY PACKET IS IDENTICAL TO THE PREVIOUS ONE, WITH ONE EXCEPTION: IT DOES NOT INCLUDE THE TWO PAGE FIELD TRIP FORM. THEREFORE THIS OVERALL PACKET IS 17 PAGES, AS COMPARED TO 19 (INCLUDING COVER AND TABLE OF CONTENTS)

Name: _____



Athletic Sneaker

Design and Marketing



SNEAKER DESIGN

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Purpose & Task: You will be working as engineers to design, market, and pitch a new sneaker design. To design the best sneaker possible, you will need to research the structure and function of different shoes. It will be important to understand the structure of your feet as well as to research the various functions a shoe provides for different activities.

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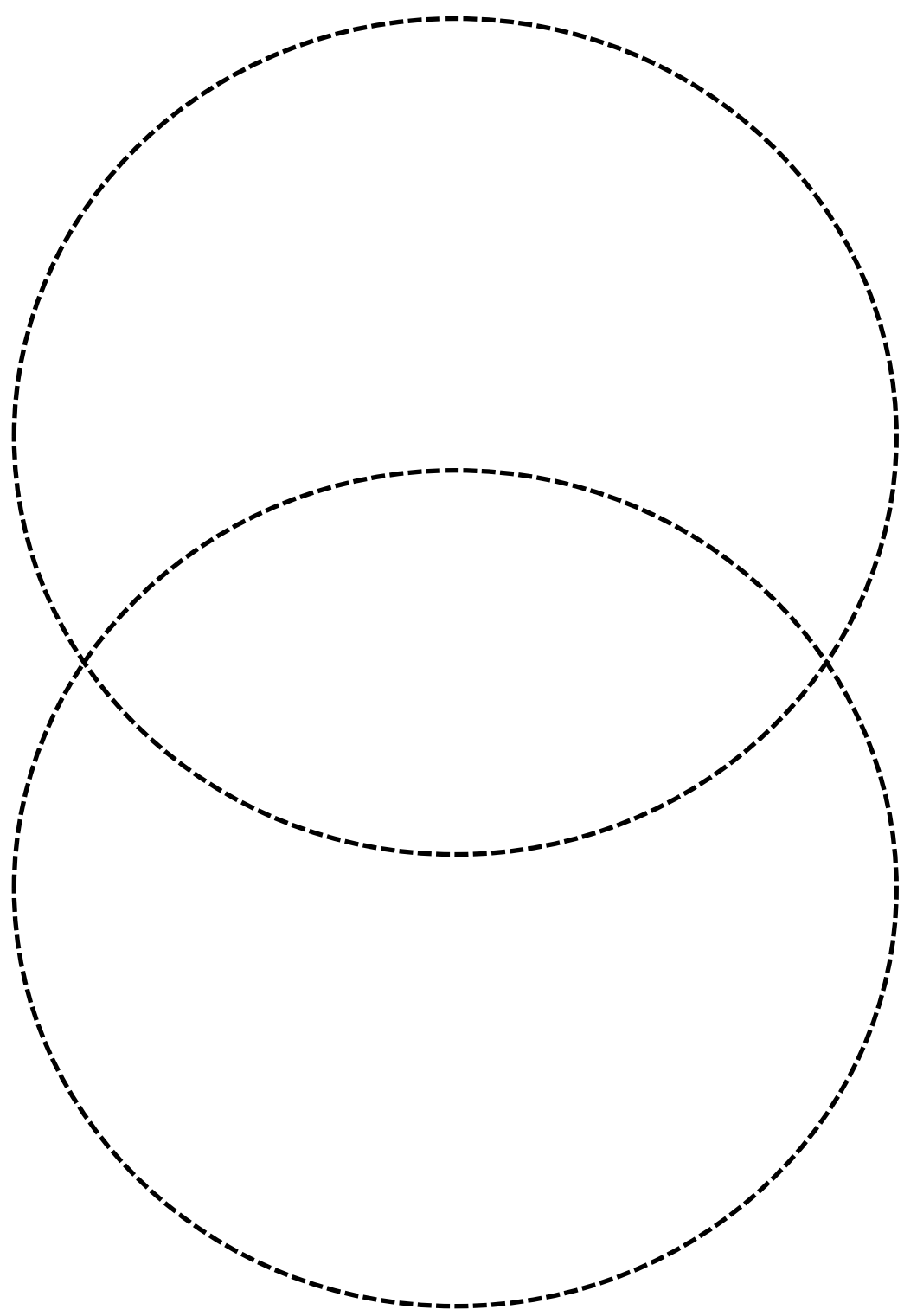


PRODUCT RESEARCH

Compare & Contrast

Directions:

- 3. Pick two different shoes to compare and contrast. (ie. ballet shoes and running shoes; trail shoes and track and field spikes).
- 4. Research to present a 2-4 minute brief presentation on your findings.



Shoe #1 _____

Shoe #2 _____

PRODUCT RESEARCH

5.

Debate About Shoe Support

Are barefoot/minimalist running shoes better for you than shoes with more support and cushioning?

Directions: Read the following sites to become informed about the barefoot running argument.

1. <http://tinyurl.com/hvuqyuu>
2. <http://tinyurl.com/hlvspml>
3. <http://tinyurl.com/l66expc> (*pick from featured articles*)
4. <http://tinyurl.com/mbfbnw6>

1.



2.



3.



4.



Directions: In the space below, write down facts to support your opinion on barefoot running.

PRODUCT DESIGN

Looking at Design Trends

6.

Directions: A “trend” is a latest fashion. Research current trends in sneakers by visiting popular sneaker and shopping websites. (SneakerNews.com ; Nike.com ; Adidas.com ; Sketchers.com ; Converse.com ; Puma.com ; Asicsamerica.com) Pay specific attention to trends in: material, structure, laces, soles, and colors. List current shoe trends in the space below.

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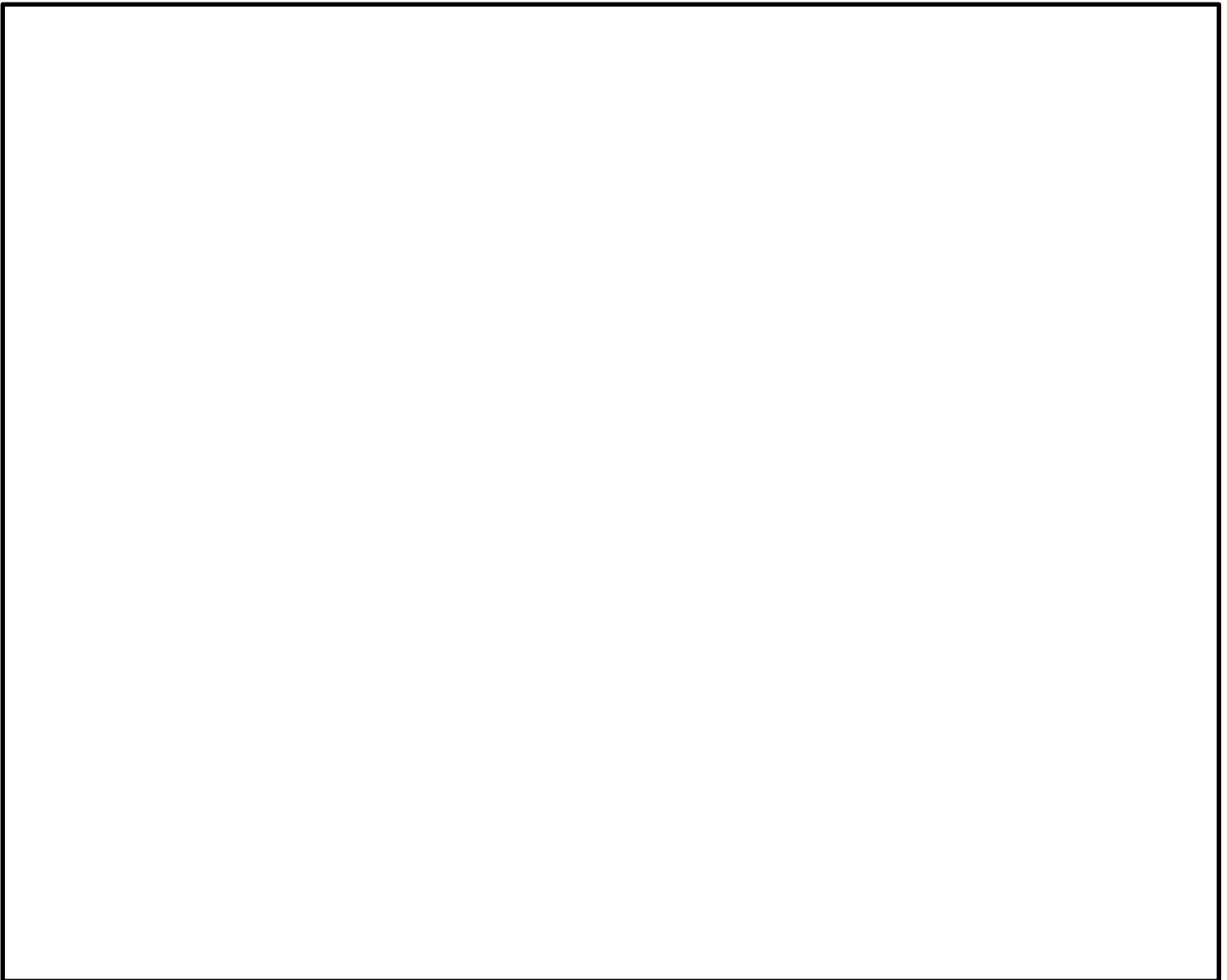
PRODUCT DESIGN

Target Audience/ Functionality

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PRODUCT DESIGN

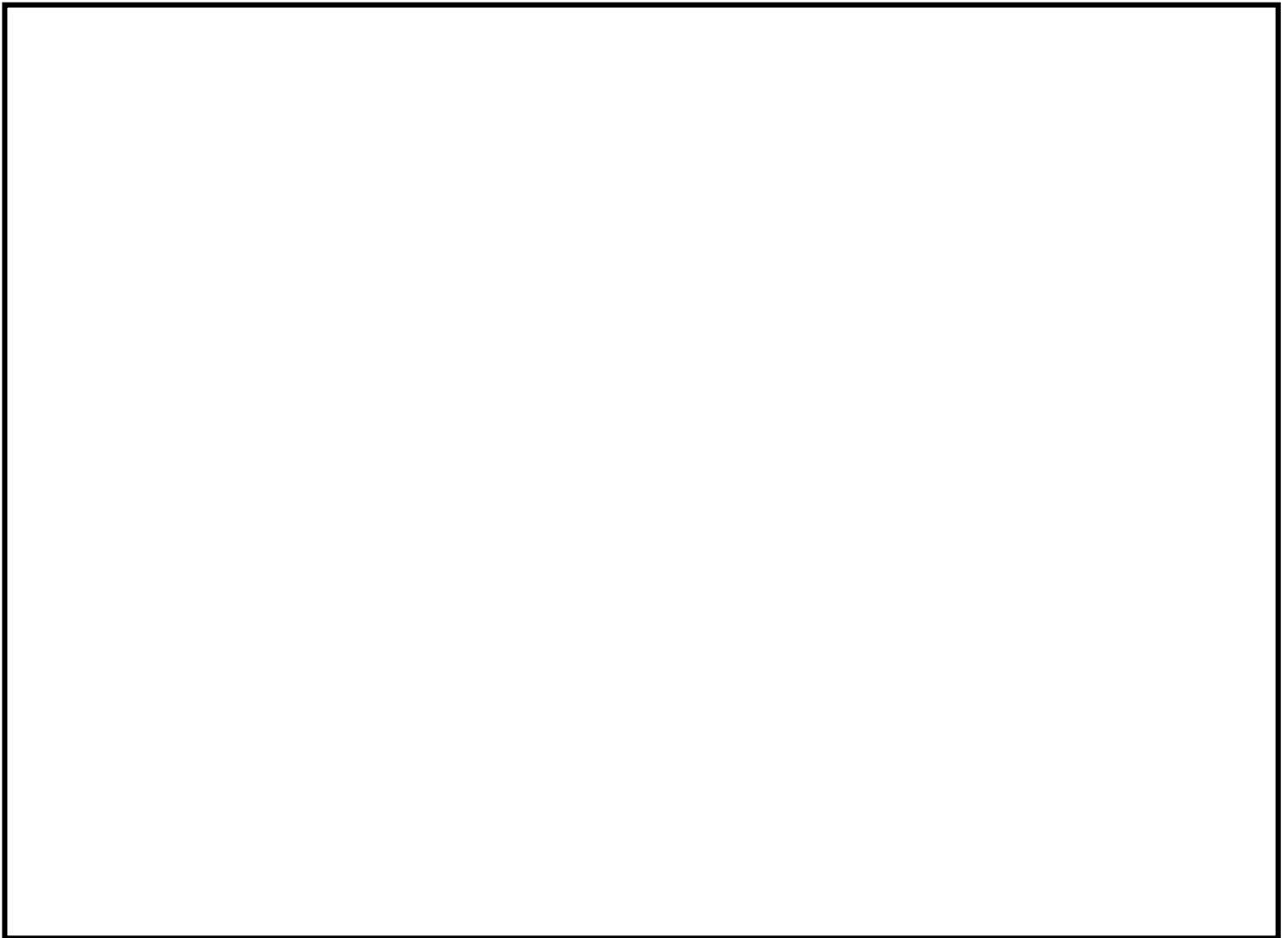
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		4 Colors on Sneaker	\$12
		5+ Colors on Sneaker	\$15
<i>Shoelaces</i> (required)	{	White Shoelaces	\$2
		Color Shoelaces	\$5
<i>Support Level</i> (required)	{	Minimal Cushioning/Support <i>Name Technology:</i> _____	\$15
		Medium Cushioning/Support <i>Name Technology:</i> _____	\$20
		Maximum Cushioning/Support <i>Name Technology:</i> _____	\$25
<i>Other Technology</i>	{	Reflective Technology	\$15
			\$ _____
			\$ _____
			\$ _____

Show your work in the space below:

Total cost to make sneaker: _____

PRODUCT DESIGN

Cost Analysis

OPPORTUNITY COST- Opportunity cost is the process of choosing one good or service over another.

The item that you DON'T pick is the "opportunity cost". So for example, if you were deciding between a "Medium Cushioning/Support" and a "Maximum Cushioning/Support" and chose to go with "Maximum, your opportunity cost would be "Medium Cushioning/Support" because you did not choose it.

What were some of your hardest decisions when choosing the production cost? These will be your opportunity costs. List your opportunity costs (if any) from the previous chart below next to each bullet:

*

*

*

One the lines below, briefly explain why you chose one technology or feature over the other:

From the example above, if your opportunity cost was "Medium Cushioning/Support", you would explain why you chose "Maximum Cushioning/Support" over "Medium". You may say that you decided that since your target audience was adult males, that your research showed that a larger person was in need of a more cushioned sole to support shock absorption and avoid injuries. You may explain that medium support was not sufficient for the type of athletic activity or number of miles that you intend your shoe to be used for.

PRODUCT DESIGN

Manufacturing & Retail

13.

SUPPLY & DEMAND: Now that you have a production plan, decide how many sneakers you want to create. If you make too few, you will run out. If you make too many, you will lose money and possibly go out of business.

How many people do you want to purchase your sneaker? Explain any other details of your plan for production of the sneakers. How will you reflect on your 1 month production and change your production throughout your first year?

In the first 1 month of business our team would like to make _____ sneakers. _____

RETAIL: Where will you market and sell your sneakers? Consider trends in shopping and where your target audience will be most likely to shop. You are required to spend \$15 per sneaker pair on retail and marketing.

List 2-3 distributors you would like to sell your sneaker:

*

*

*

PRICING: The goal of your sneaker business is to make a profit, or income. To calculate the profit, you must calculate the manufacturing cost and retail/marketing costs. Remember that your cost should be affordable for consumers, but also high enough so that you earn money!

Price you wish to make sneakers: \$ _____

Calculate:

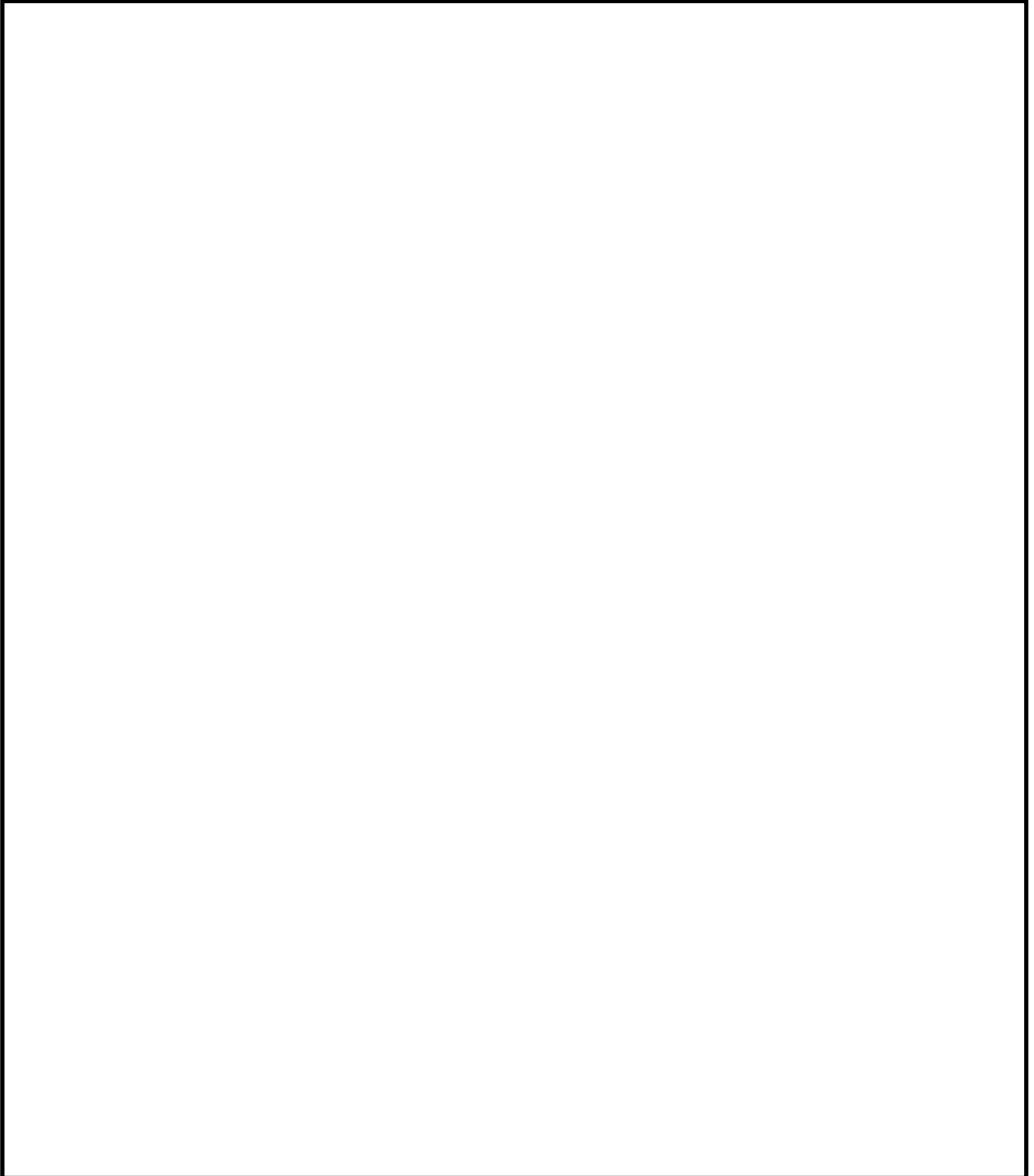
Selling Price of Sneakers	_____	→	_____
- Total Manufacturing Costs (from page 13)	_____	→	- _____
- Retail Costs (marketing costs= \$10/pair)	_____	→	- _____ \$15
= Profit	_____	→	_____

PRODUCT DESIGN

14.

Final Design

DESIGN- Once you have received feedback from your peers, chosen your materials, developed your slogan, and reflected on your designs, draw your final shoe design in the space below. Make sure to use color and label the materials used.

A large, empty rectangular box with a black border, intended for drawing the final shoe design. The box is currently blank.

PRODUCT DESIGN

Investment Plan

Investments/Sharks/Equity

To start your business, you will need investors to loan you money to get the business going!

To decide how much money you will need, look back at page 15 to answer the questions below.

1. How many sneakers did you want to produce in month 1 of your business? _____
2. Based on this number, how many sneakers would you produce by the end of month 4? _____
3. How much did each sneaker cost? (Production Cost)_____
4. Now add the above production cost to the marketing cost from page 15. (Production Cost + \$15)_____
5. Now calculate how much money you will need with the following formula:

$$\underline{\hspace{10em}} \times \underline{\hspace{10em}} = \underline{\hspace{10em}}$$

# of shoes made by month 4 <i>(from question #2 on page 17)</i>	total production/marketing cost per sneaker pair <i>(from question #4 on page 17)</i>	money you needed to get started
--	--	---------------------------------

PRODUCT DESIGN

Final Presentation

Now that you know how much money you will need to get started (total from question #5 above) and you have a manufacturing and production plan (from pages #8-17) you will have to create a presentation to persuade investors to lend you the money.

Your investors will most likely want equity in your company. This means that they will want a percentage of your company and earnings. What percentage of your company are you willing to give up?

For example, if your profit per sneaker pair is \$50 and you offer an investor 20% of your profits, this means you will now only earn \$40 per sneaker pair and your investor will earn \$10 per sneaker pair.

Percentage from 1%-100% willing to give up: _____%

You will have to persuade any potential investors that you have a quality shoe design, target audience, marketing plan, and investment plan. Create a dynamic presentation using Prezi, Powpowerpoint, or another method approved by your teacher. Make sure to consider that your audience for the presentation includes the investors you are hoping will invest in your product. To persuade them, make sure to include:

- Evidence of research from pages #1-7 of this planning packet
- Sneaker design information from pages #8-17
- Pictures, charts, diagrams as well as your sneaker sketch (take a digital picture of the sketch or design the sneaker digitally)

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