



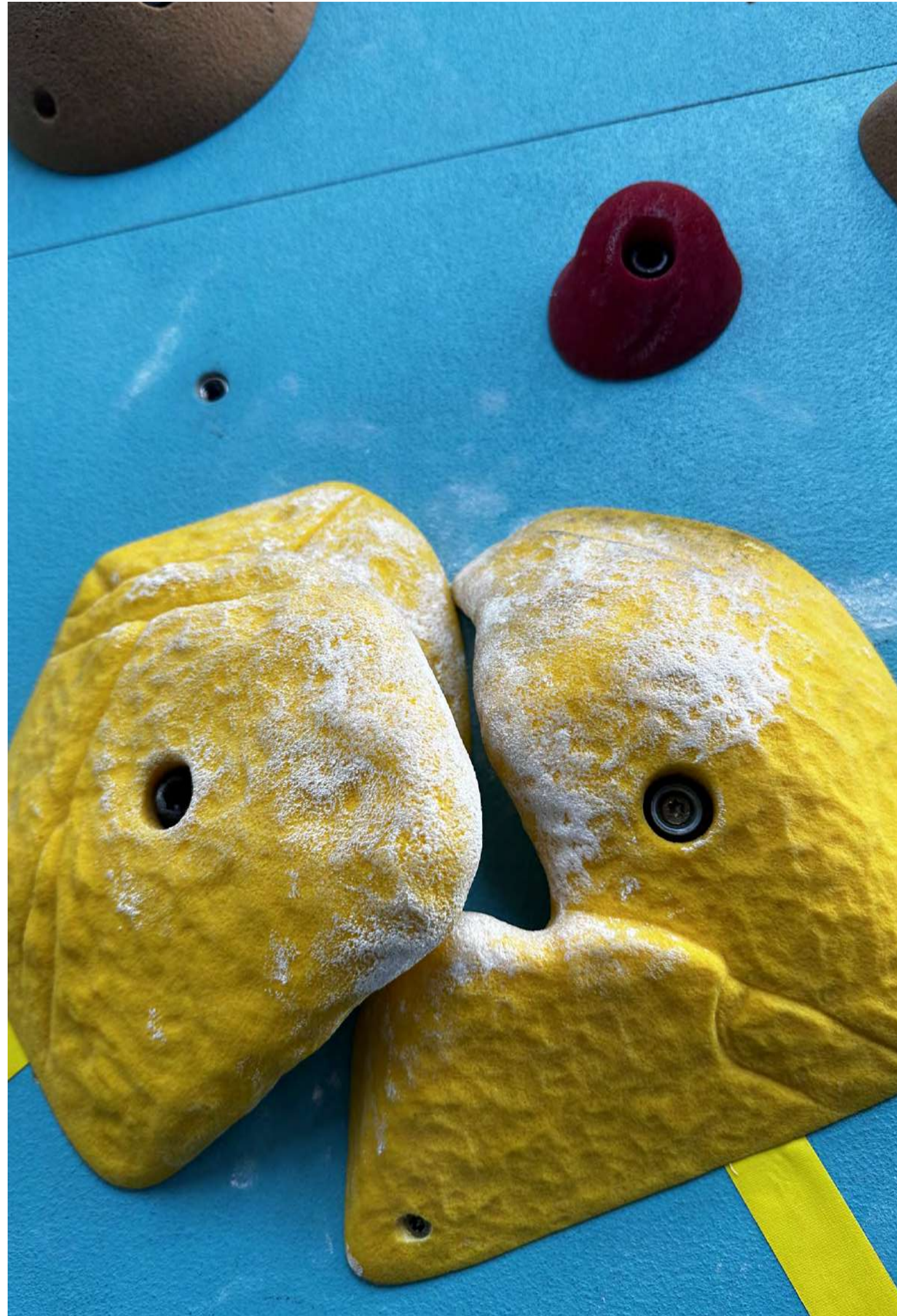
APPAREL DESIGN SUBMISSION EXAMPLE

ATHLETE



APPAREL

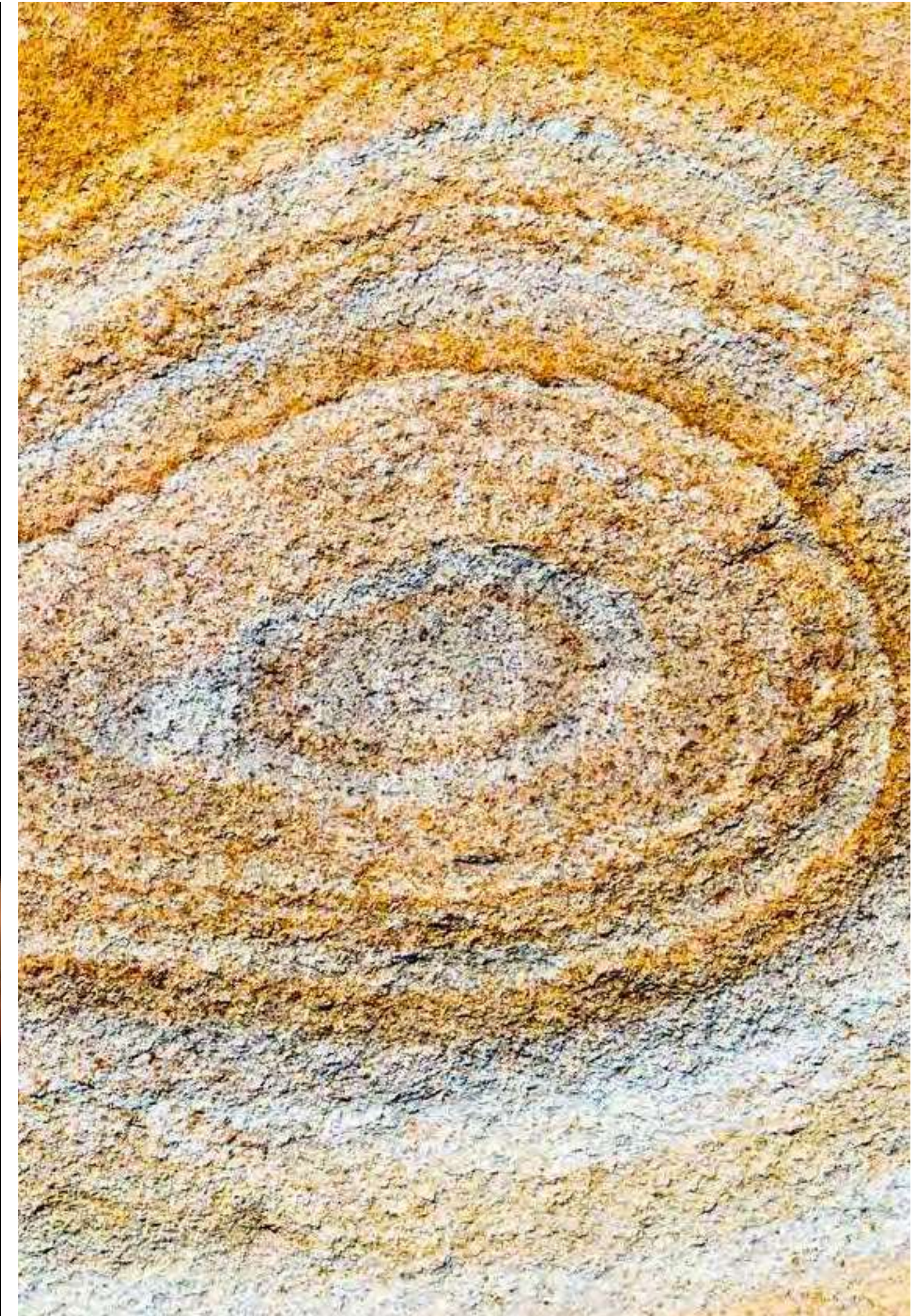
Inspiration



BOULDERS



MOVEMENT



ORGANIC LINES

Ideation

Elements of Design
 - less hardware: Minimal
 - Perhaps zipper garment pieces?
 - sweat wicking and bonded zippers.
 - extra stretch in areas where joints/muscles move a lot when climbing.

indoor climbing + Training.
 The goal: To provide a training garment that will support muscle groups by adding compression panels to help prevent injury, while incorporating a stylish aspect such as a catsuit.

"Muscles used often in climbing"
 Back: TRAPES, TRAPES, Rhomboid, LATS, FOREARMS, CORE, BICEPS
 Front: SHOULDERS, BICEPS, CORE

FABRIC PANELS O Compression
 - Vertical seam technology - 20-25% stretch
 - Mesh underlay for breathability
 - NO CROUCH SEAMS
 - 2 way mechanical stretch FABRIC
 - REFLECTIVE PIPING
 - Camlock zipper made for cycling gear
 - Laser cut waistband

ROUND 1

ROUND 2

ROUND 3

APPAREL

Final Render



HERO SKETCH



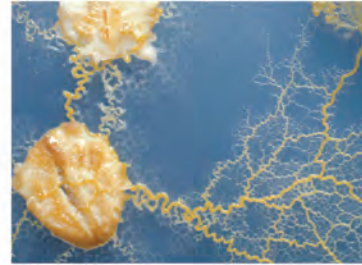


APPAREL DESIGN SUBMISSION EXAMPLE

SPORE

Alien Life on Earth

"SPORE" is inspired from the Kingdom of life called Fungi. In recent years we have made strides in research and development to redesign our modern world to mimic these ancient, advanced lifeforms know as fungi.



Descriptions of photos (top to Bottom)
 Eukaryotic organism (slime mold) in petri dish
 Mycelium brick samples used for building and packaging
 Installation concept of other bio-luminescent objects by French startup "Glowee"
 Turkey tail Mushrooms

Consumer:

Natasha is 24. She finds beauty in the way nature interacts with her city. She is conscious of the threat of climate change and balances her priorities to help the planet and local ecosystem while also working and supporting herself. She works in early childhood development and is inspired by the curiousness and innovation of the next generation.



Natasha (above)



- 1 Pale Root
- 2 Cremini
- 3 Chanterelle
- 4 Baby Toad
- 5 Luminance
- 6 Midnight
- 7 Enzyme



Liam Pitts
 Liam.Pitts@nike.com
 BFA Product Design, Parsons



Multicolored oyster mushrooms (above)
 Lion's main mushroom (right)





FOOTWEAR DESIGN SUBMISSION EXAMPLE

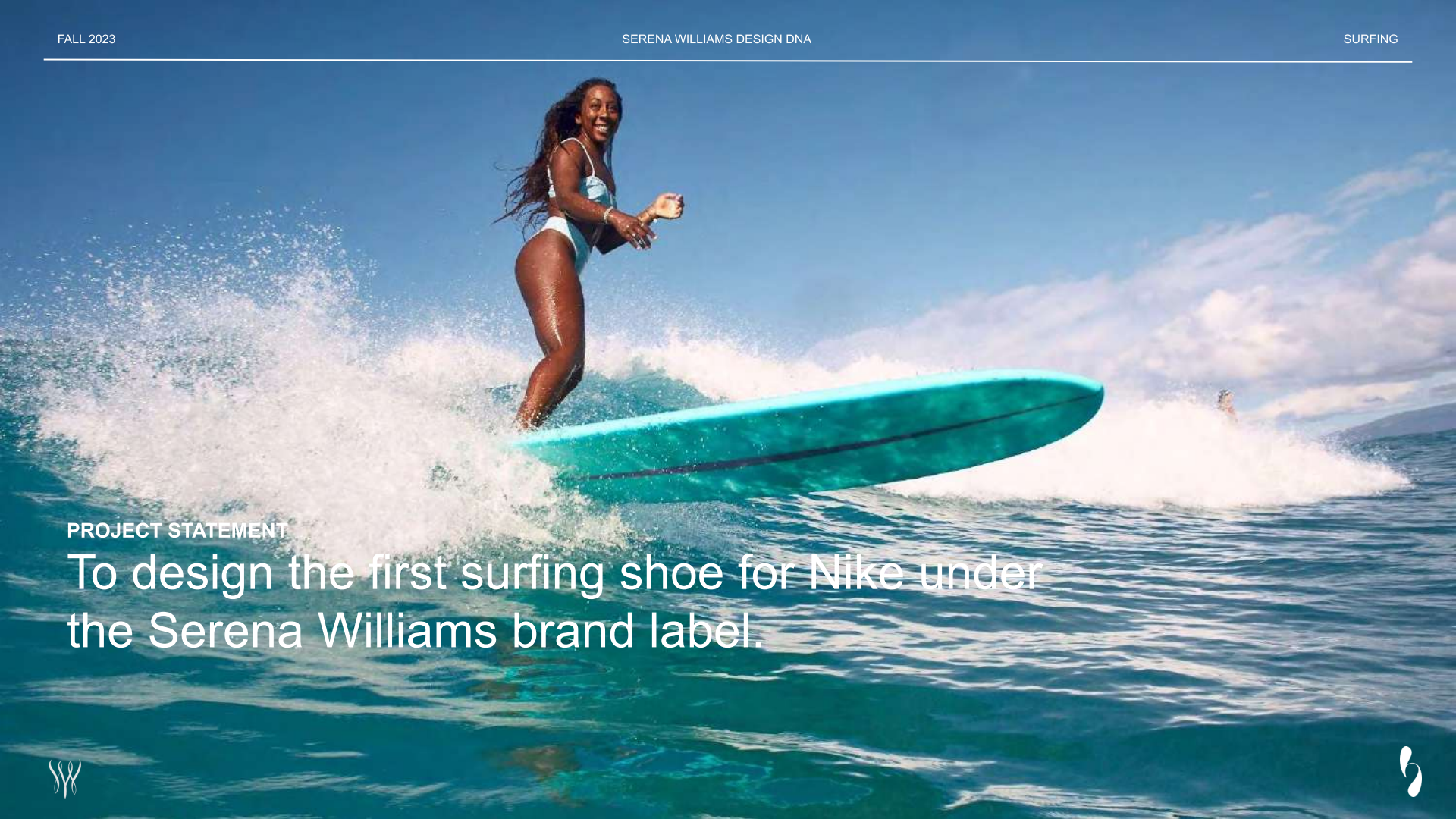
Meet Halle Barnes.

15 year old Jamaican-American surfing prodigy

Sophomore at Long Beach Poly High

Located in Long Beach, CA





PROJECT STATEMENT

To design the first surfing shoe for Nike under the Serena Williams brand label.



SOLUTION



Underfoot Traction



Internal Pattern



Natural Footing

IDEATION

Sock Liner exploration



Outsole exploration



Silhouette exploration



FINAL DESIGN





FOOTWEAR DESIGN SUBMISSION EXAMPLE



GRAPHIC DESIGN SUBMISSION EXAMPLE

Meet Halle Barnes.

15 year old Jamaican-American surfing prodigy

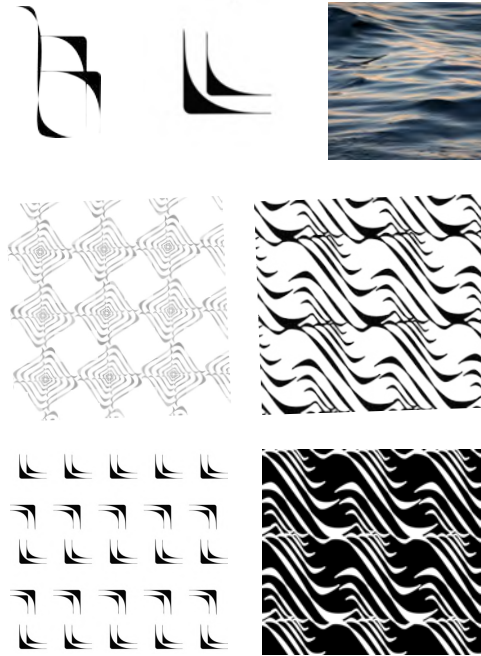
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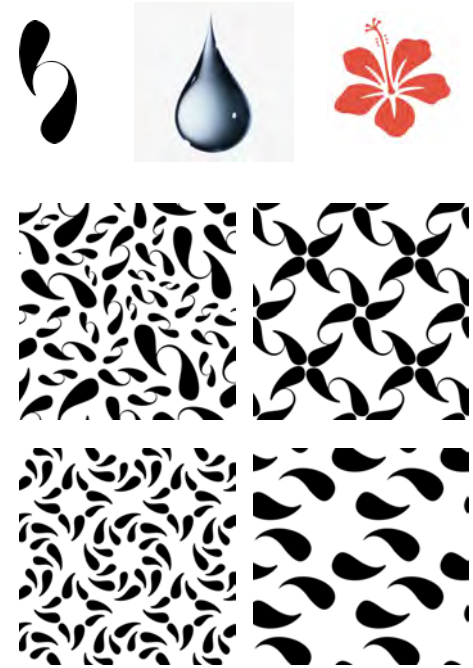




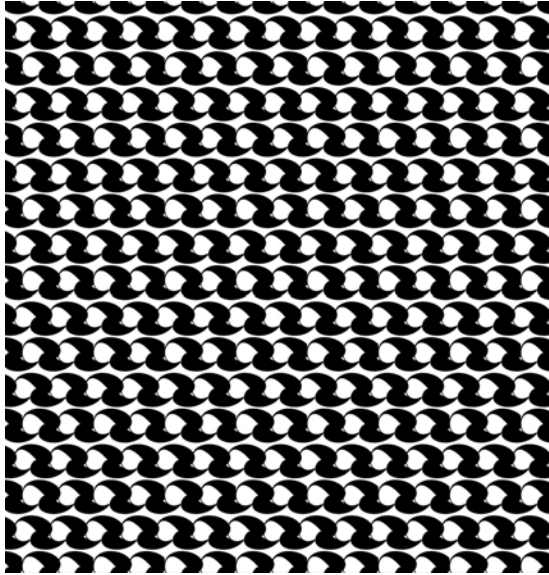
Tiffany Vega, Apparel Graphics



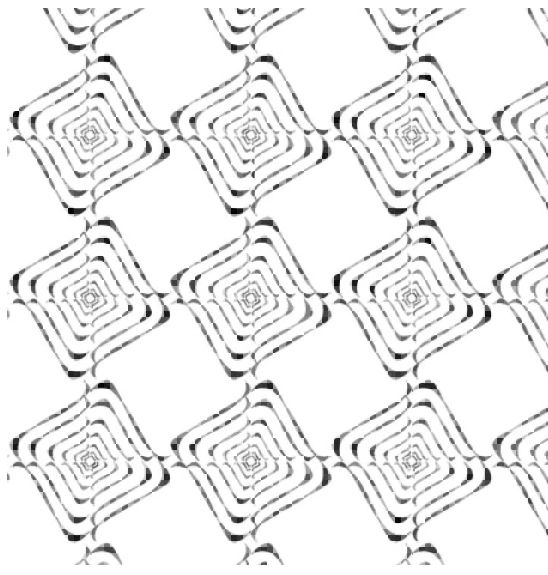
Maryam Varshochi, Accessory Graphics



Colin Leach, Footwear Graphics



Tiffany Vega, Apparel Graphics



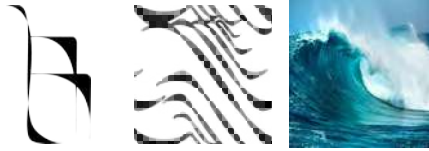
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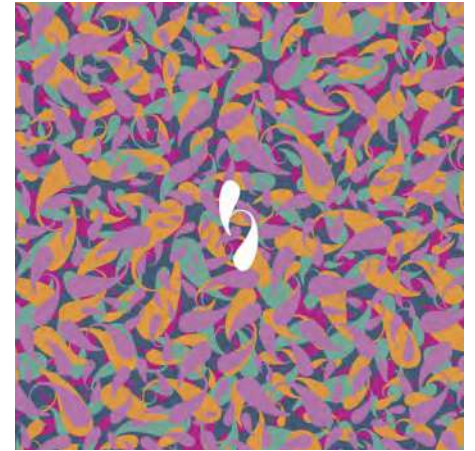
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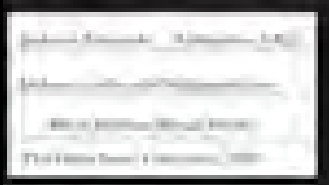
GRAPHIC DESIGN SUBMISSION EXAMPLE



ACTION OVER FEAR.

BY

Jackson Edwards



PRODUCT MARKETING SUBMISSION EXAMPLE



ACTION OVER FEAR.



Nike will further their innovative practices by designing a multifunctional mask. A product that will be used for safety and breathing if you were sick with COVID. Coronavirus provides damaging respiratory issues and a regular mask can make it even harder for those sick to properly breathe.



The coronavirus is an infectious disease that has over 7 million people sick worldwide with a near 405,000 deaths. During this outbreak there has been a shortage of masks for health professionals and those who are sick with the disease. According to The Guardian nearly 600 health workers have died due to COVID. This mask can a tremendous contribution in the world of a health practitioner.



ACTION OVER FEAR.



Opportunities

- Entering the medical field and being recognized as an essential business making products for the hospitals and staff.
- Highlighting Nike's social awareness and work during the coronavirus.
- Even though sales have dropped for the entire landscape of retail the Universal Payments Company reported E-commerce sales are up by 209% in April 2020.
- Could create a promotional deal of free shipping to convince more shoppers to buy.



Name: Dennie Fisher

Age: 40

Gender: Female

Ethnic Background: African American

Location: Virginia Beach, Virginia, United States Of America Occupation: OBGYN (Obstetrics and Gynecology) Doctor Hobbies & Interests: Jogging, Dancing, Yoga

Income: \$300,000 yearly salary

Influences: Living a healthy life, the ability to help others, to live in dignity and respect.

Future Aspirations : NIKE would need to ensure these next collections of face masks are close to compatible with what health practitioners wear on a daily basis to make consumers feel more confident in purchasing.



ACTION OVER FEAR.

Call To Action

The purpose of the slogan "Action Over Fear" is to inspire people to face their fears, overcome insecurities, and go against anytype of doubt that will hinder them from being great. This new multi-functional face mask fits perfectly with our slogan because most people in the world are terrified of the coronavirus and it is justifiable. However, people are allowing their fears to prevent themselves from following the appropriate protocols when fighting coronavirus. Purchasing this face mask shows that you are taking action in making sure that this virus is stopped by keeping yourself safe.

Post on Social Media:

On Instagram, throughout all of its pages, Nike has over 120 million followers. On Facebook, they have over 15 million followers while on Twitter there are over 4.6 million followers.

Speaking to the Media:

NIKE speaking to media outlets such as CNN, NBC, or ABC will allow them to speak to the mass audience about their efforts to help fight the coronavirus. Also, NIKE must explain they intend to also help those in need and not just to make a profit.

Influencers:

We will have some of our top talents such as LeBron James, Travis Scott, Drake, Kevin Hart, Cristiano Ronaldo, and Odell Beckham use their platforms to explain how they implement "Action Over Fear" into their daily lives. These men will also explain how our newest mask helps forward the "Action Over Fear" campaign. In total these guys have an Instagram following of over 250 million people.

On top of Nike using their top influencers to help expand their visibility, live television coverage will provide us with the best visibility opportunities since most Americans are tuning in to gain new information regarding the coronavirus. For example, if Nike were to attend a live interview on CNN our conversion rate would be so high due to the perception of being on television, viewers will think our product is the best and the most recommended by trusted professionals. This a chance for Nike to tell the world what the company plans to do to help during a pandemic, such as partnering with Besa Community, YMCA, and United Way. Nike will explain that one of the main reasons why these masks are being created is to help the hospitals who are facing a massive shortage. This is also an opportunity to sell and showcase our newest product to millions of viewers.



Packaging is made out of standard corrugated red cardboard with styrofoam in the the interior to hold the mask in place.

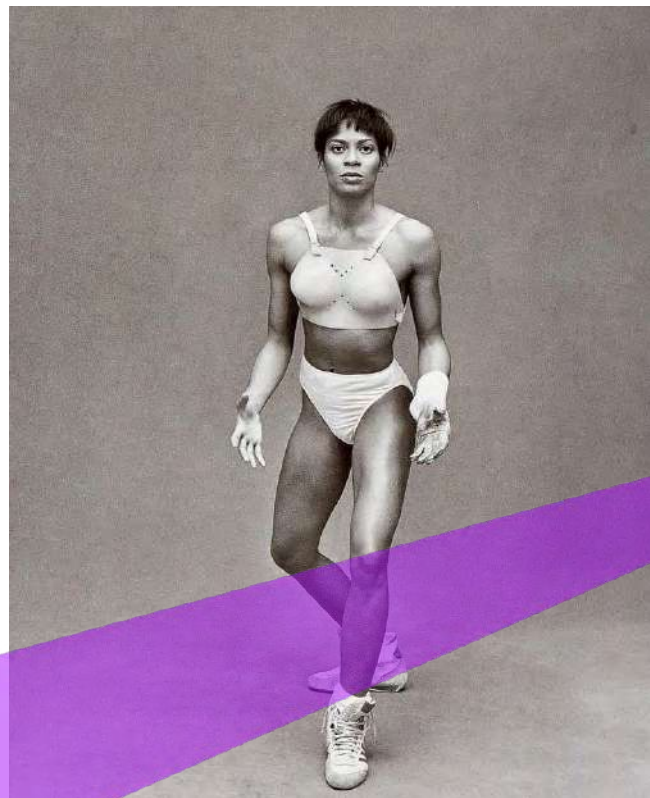
Selling price = $c + m = 5P - 7C = 250\%$
 $7C \times 2.5 = 17.5M$
 $7C + 17.5M = \$24.5 SP$

PRODUCT MARKETING SUBMISSION EXAMPLE





3D DESIGN SUBMISSION EXAMPLE



Meet Sharon Monplaisir.

The Bronx, NY

Raise by a single mother

African American

3x Olympic Champion, peak 1987

4x NCAA All American Fencer

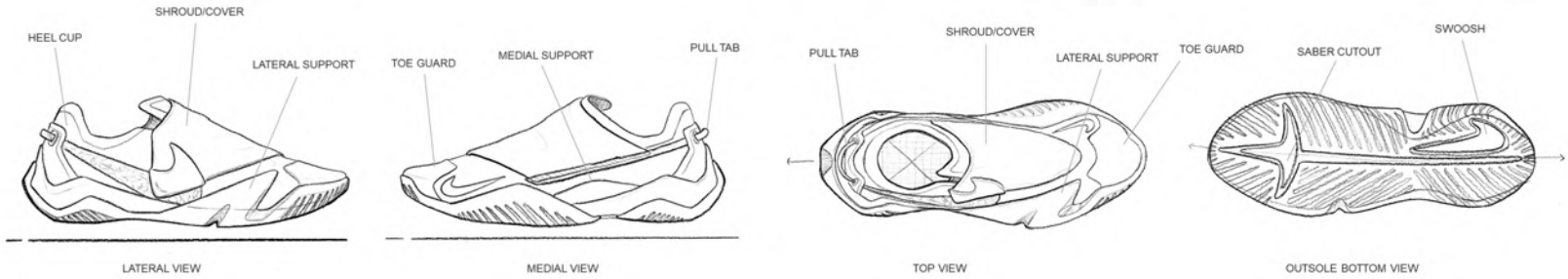
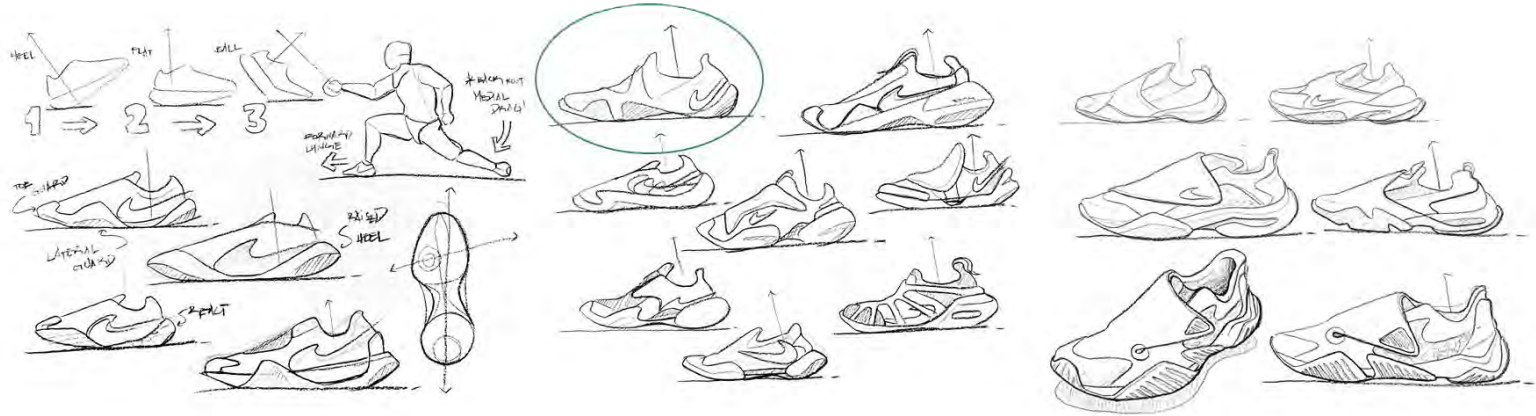


PROJECT STATEMENT

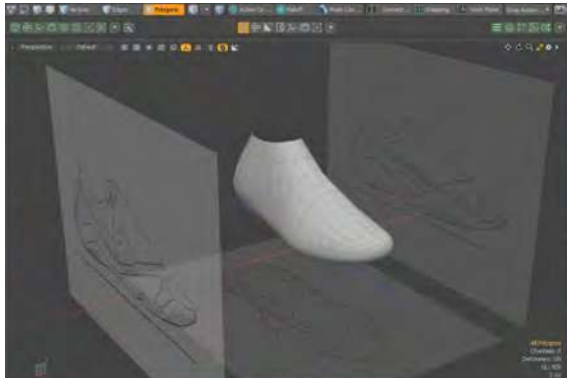
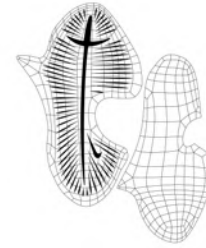
Design a lifestyle fencing shoe
inspired by Sharon's legacy.



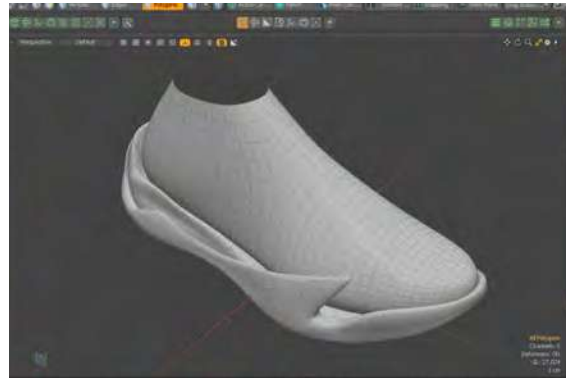
IDEATIONS



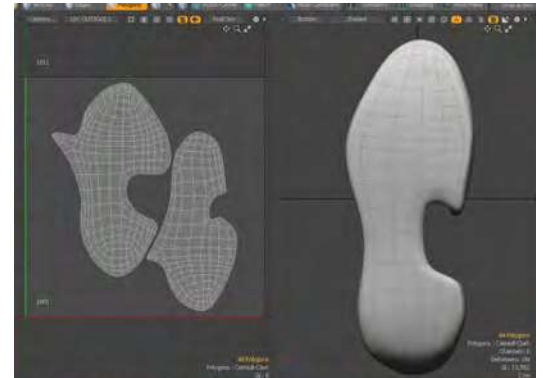
3D PROGRESS



LAST



TOOLING



UV MAPPING



FINAL RENDER







3D ORTHOGRAPHIC VIEWS



TURNTABLE





3D DESIGN SUBMISSION EXAMPLE