

5th Year Design and Freehand Sketching Project 2016

Design a Basketball shoe for a newly founded Blackwater Basketball team.

There are 6 team names depending on age and gender profile of the team.

They are as follows:

- Blackwater Broncos Boys u14
- Blackwater Rapids Girls u14
- Blackwater Wizards Boys u16
- Blackwater Blue Lightning Girls u16
- Blackwater Raptors Boys u18
- Blackwater Wolverines Girls u18

Pick one of the teams to design a Basketball shoe for.

Your design must include the following specifications:

1. The shoe must be designed to cater for ankle support.
2. The shoe must include some form of shock absorption.
3. The shape and form of the shoe should correspond to existing Basketball shoe designs.
4. Some effort should be made to incorporate the team name into the design of your shoe.
5. If you choose to have a branded design (i.e. Nike) then your design must incorporate the branding associated with that company (i.e. Swoosh)
6. Your shoe design should appeal to the age and gender of the target team.
7. Your final design must be a fully rendered freehand sketch(es) submitted on an A3 sheet. Ideation and thought process for your design must also be contained on this sheet. (See below for example)

Submission Deadline is Friday 20th May 2016.

Late submissions will not be accepted. This project is worth 25% of your summer grade.

Example of a fully rendered basketball shoe design showing ideation

