

Make a design for a Nike shoe

Project description:

Nike has asked you to design the next series, of their Dunk Low shoes.

How do you want to "style" the shoe?

Use moodboard and subsequent styletiles, to make your graphic toolbox and add your style to the shoe. Finally, you create a stylescape where both images and product included.

Moodboard and Styletiles

Based on the moodboard, select graphic elements ..

Make one moodboard for your Nike shoes.

Find 3 words that define the style / art direction

(ex: Sporty, Street, Økologisk.osv)

- 3 colors (minimum)
- 1 Pattern (minimum)
- 1 Material (minimum)

The Moodboard can contain:

- Typography
- Pictures
- Colors
- Patterns
- Materials
- Environment / surroundings
- People / persons

Then design the shoe using Photoshop. Once the shoe is designed, a stylescape is created. Create a stylescape that defines the universe that is around the product.

- The picture of your shoes is displayed in the stylescap
- The 3 words that defined the style are included
- 3 pictures from the mood board

Nike Dunk Air shoes



My 3 keywords:

- Sunset
- Japan
- Casual

Moodboard:



The Nike shoe I created using photoshop



This was my first stylescape



This was my final Stylescape



Other shoe designs I made before creating this:



