

DIVERSITY
XDESIGN 2018

Bring Your Imagination

You have been invited to create and submit your very own concepts for the next generation of Nike innovation. You will respond to briefs covering Footwear, Apparel, Color & Material and Graphic design.

The following pages will give you the opportunity to gather your creative thoughts and inspiration ahead of the workshop.

On the day, there will be four creative workstations that will give you the opportunity to show how you would turn inspirational designs into reality.

From the submissions received in the creative sessions, a panel of experts will select concepts and individual apprenticeships will be awarded to chosen students.

Your Inspiration

It's time to think BIG.

Behind every great design is an initial concept that informs the design process.

Based on the following briefs, start to explore and collect inspiration for your design work.

It can be helpful to start by thinking of a specific place, a moment in time or even a community or group of people that connect to the brief. You may choose several ideas to begin with, and then start to explore each through pictures, words and graphics before narrowing down to the one you feel is strongest.

At this point, try to name your concepts and explain them in a few words – this will be important on your final moodboards.

Brief 1

Footwear

Brief

Using the Air Max 270 or Epic React as a starting point create a sustainable shoe design that promotes Nike's commitment to the environment.

Process

When designing your shoe, start by first considering your inspiration.

There may be a style that connects to your story in some way – perhaps it's a material, perhaps it links to a specific moment in time.

It can also be helpful to think about the kind of person that you would want to wear your shoe, what their preferences are and what model best represents them.

It's also important to research and understand some of the strengths and limitations of each shoe in terms of design.

What are we looking for?

Problem solving and uniqueness; not just revising an existing shoe.

Find out more

sustainability.nike.com/innovating-sustainably

Brief 2

Apparel

Brief

Design an apparel piece for a city “nomad”.

Process

Think about your consumer profile, who are you designing for? What is your story and concept behind your design? Collect inspiration and compile a moodboard, define your direction visually.

Sketch your thoughts and ideas down on paper. Be prepared to share the above with your final concept during your presentation!

What are we looking for?

Problem-solving, sketching and concept design.

Find out more

jobs.nike.com/meet-johanna-schneider-designing-how-todays-athletes-dress-tomorrow

Brief 3

Graphics

Brief

It's the year 2020, LeBron has just brought Lakers the NBA championship. Design branding in the form of a logo and graphic print designs for a range of tees.

Process

Research your subject thoroughly in advance. Think about your target audience and influences that can inform your designs.

Sketch your thoughts. Think about materials and processes that could elevate your designs.

What are we looking for?

Storytelling, creativity and technical execution

Find out more

nike.com/gb/en_gb/c/basketball/lebron-james

Brief 4

Color

Brief

Using an Air Max silhouette create a future forward color palette for the next generation of sneaker enthusiasts.

Process

After choosing the Air Max silhouette, color is often seen as the next step in the process. However, it's important to note that the selection of materials and colours always go hand-in-hand. Start by considering what the overall 'mood' of your inspiration is, this will help dictate the initial colors for you to start with e.g. if the mood is high energy and optimistic then consider starting from a bright/warm palette.

You can then add in accent colors to compliment and layer into your design - think about how these colors can work together to create the overall aesthetic. Color Designers often start with an initial color palette of around 5-7 colors and then update these throughout the design process as the shoe develops... so don't worry you will be able to make changes later!

What are we looking for?

Ability to apply color onto a footwear collection based on storytelling, strong aesthetics and consumer insights

Find out more

nike.com/us/en_us/c/air-max

Presentation

At the end of the day you will have the opportunity to pitch your favourite design of the four disciplines back to your tutor and fellow students.

You will each have 2-3 minutes to present your chosen design.

The questions below may help you with presenting your concepts:

- What is your concept?**
- What are the inspirations for your design?**
- Who have you designed for? Who is your target market?**
- What materials have you used and why have you used them?**
- What makes your design unique?**

Workshop

Timeline

Below is a schedule for your day at the workshop. You will be allocated an initial workshop on the day and then move through the 4 disciplines ending with a presentation of your concepts at the end of the day.



