



Design out the box

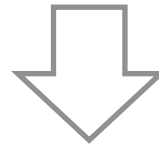


Air Jordan



Here is the Nike Air MAG, a self lacing shoe developed for a film called 'Back to the Future'. The shoe was supposed to be revolutionary as it was a product from the future.

Since then the Nike Air MAG has been used to inspire a real self lacing shoe called the Nike E.A.R.L. This shoe adapts to the users foot allowing them to perform better when the intensity of the activity increases.



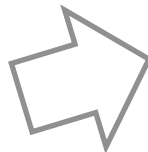
Tinker Hatfield is the designer of the E.A.R.L shoe and one of the main influences in the Nike brand. Tinker almost single handily saved the Air Jordan line due to his innovative ideas and outstanding branding.

Currently the Air Jordan Line has reached number 31 and new additions are being made every year along with additional designs for other markets.



Design Task

For this task you will need to develop a new Air Jordan shoe for next year. The shoe must have a revolutionary feature which will act as the shoes unique selling point (USP). It is essential that the end product is highly aesthetic, and must rival any other basketball shoe / trainer on the market. Failure to do so could have consequences as Tinker found out during the production of the Air Jordan 2, when Michael Jordan almost severed ties with Nike due to underwhelming designs.



Extension Activity

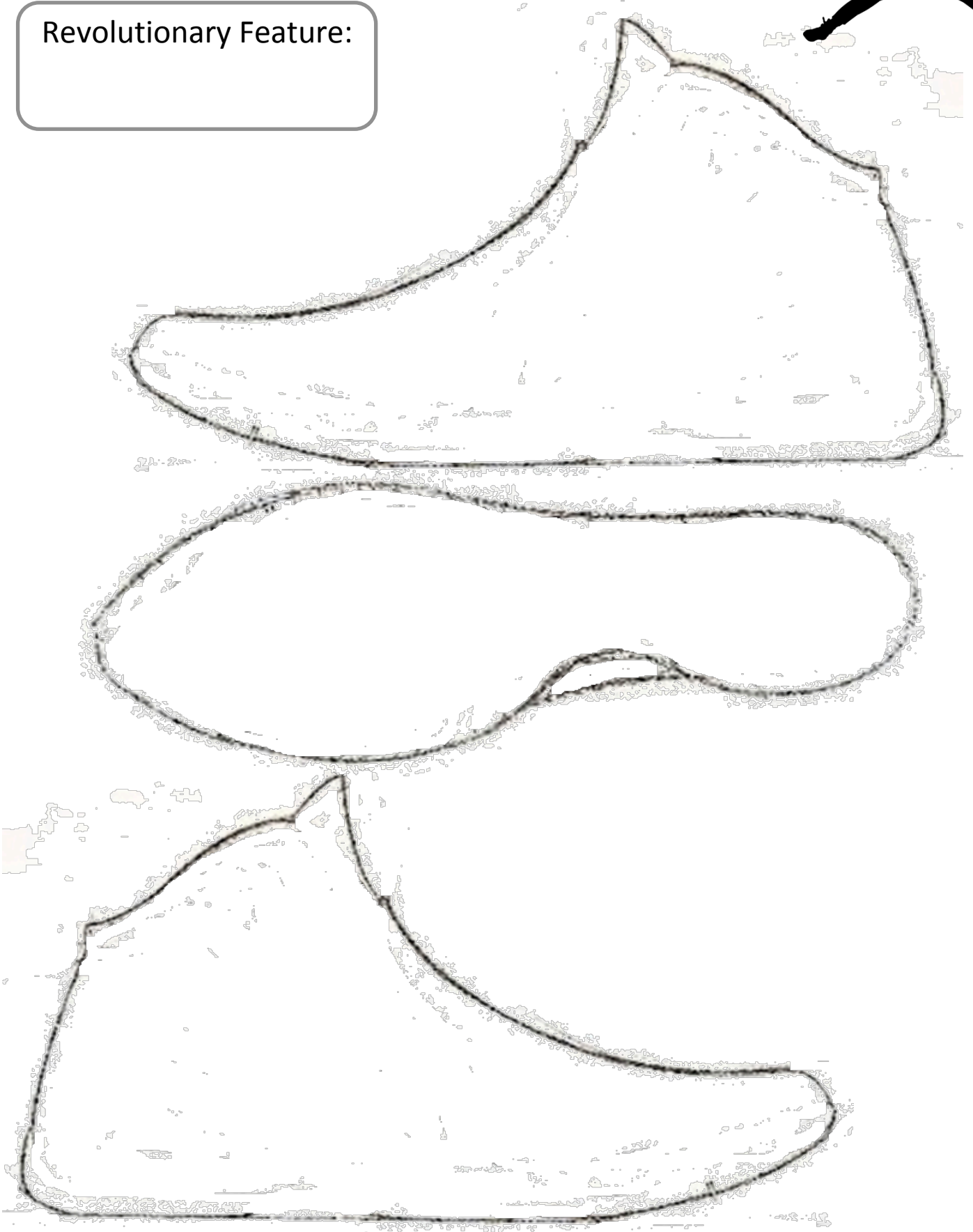
Once you have generated a suitable design for your shoe, you should look at creating a range of clothing. You should complete this activity on the back of your page. Aim to design a kit for a sport of your choice or a track suit to be worn during a warm up. The design should be consistent with the design of your shoe and aspects such as patterns may transfer over.



Air Jordan



Revolutionary Feature:





Air Jordan



Revolutionary Feature:





Air Jordan

Revolutionary Feature:

