



Design Brief 2

Orientation To Technology

Michael Jordan Basketball Shoes



Situation

Michael Jordan is an awesome basketball player. Because he is so good, the Nike shoe company plans to design a new, limited edition basketball shoe. Nike is looking for fresh ideas, so the company is having a **Nike-Michael Jordan Shoe Design Contest**. Michael Jordan will pick the best design!



Problem

You have decided to enter the contest! However, you must turn in 4 thumbnail sketches (small drawings) and one full-page ad. Your final design must meet all of the requirements, or it will be disqualified.



Objectives

You will use creative ideas and problem solving skills to design your ad for the basketball shoe.



Materials

- 1 sheet of paper
- 1 set of colored pencils for every 2 students
- 1 ruler



Requirements

Your grade will be based on the following:

- * 30 minute time limit on your design
- * work as an individual
- * all 4 thumbnail sketches are on one side of the paper
- * final design must be a full page, colored ad that includes:
 - * project name
 - * 5 special features (all features must be labeled and explained)

- A = all design requirements met
- B = missing 1 design requirement
- C = missing 2 design requirements
- D = missing 3 design requirements
- F = missing 4 or more design requirements