

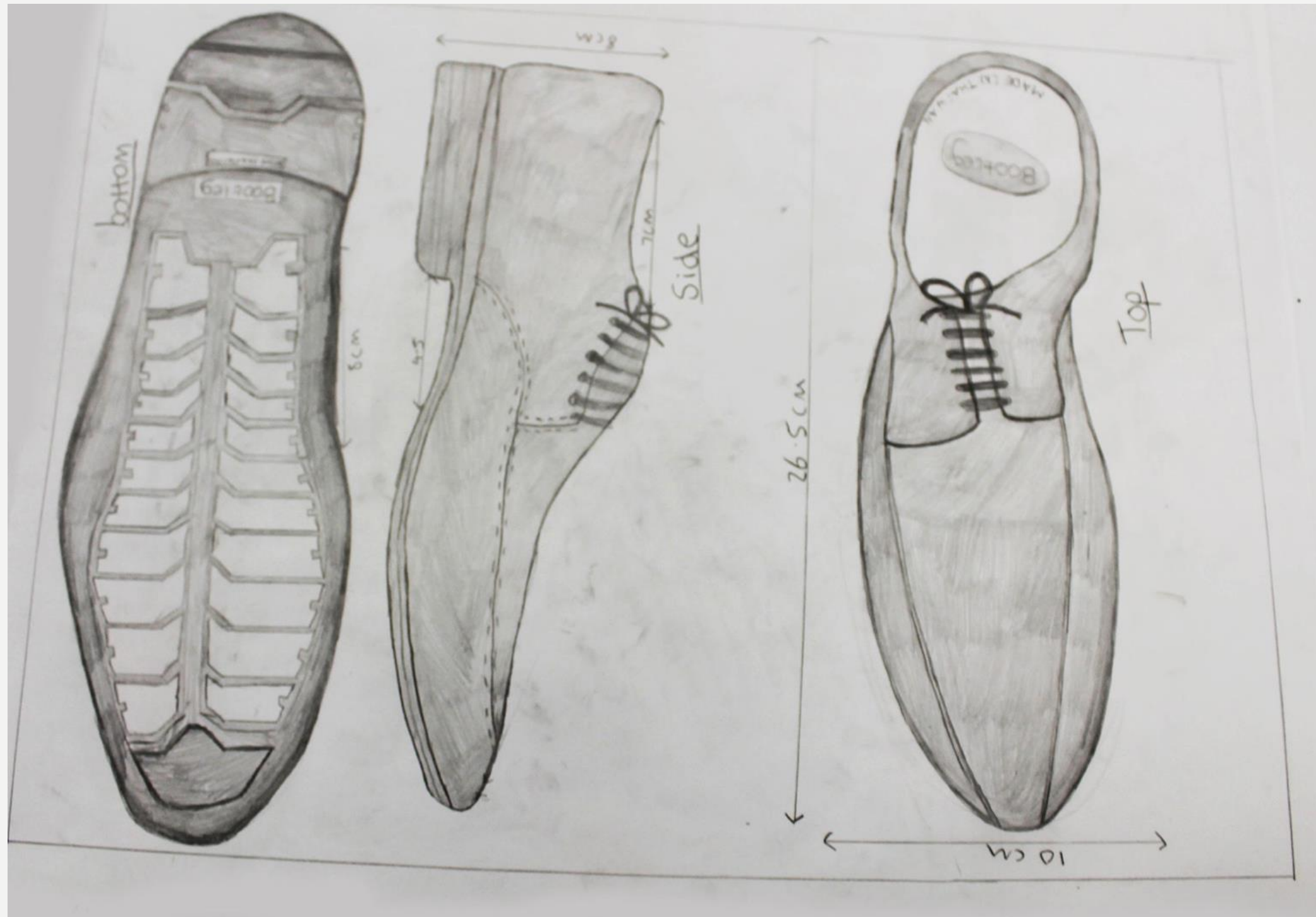
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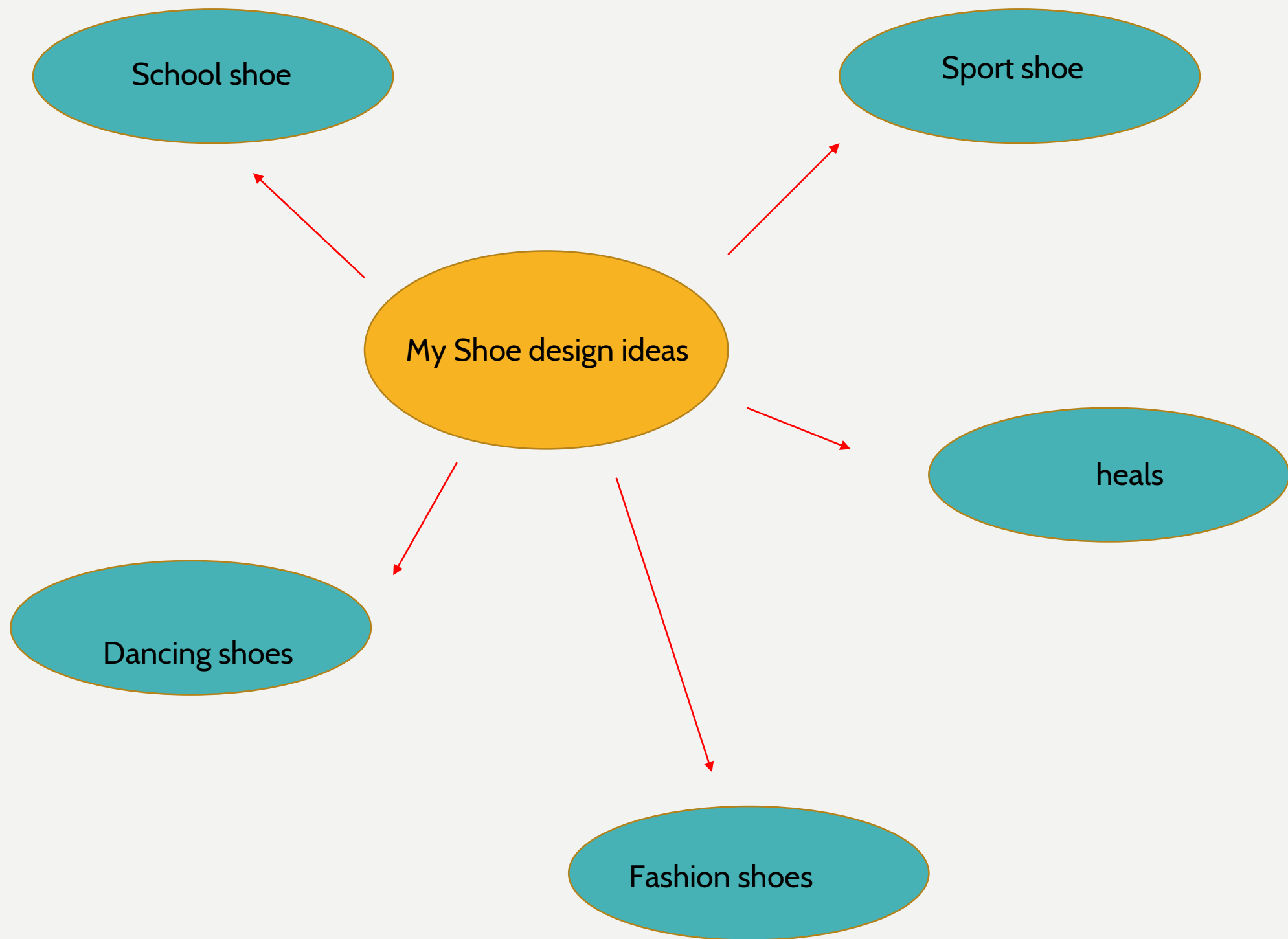
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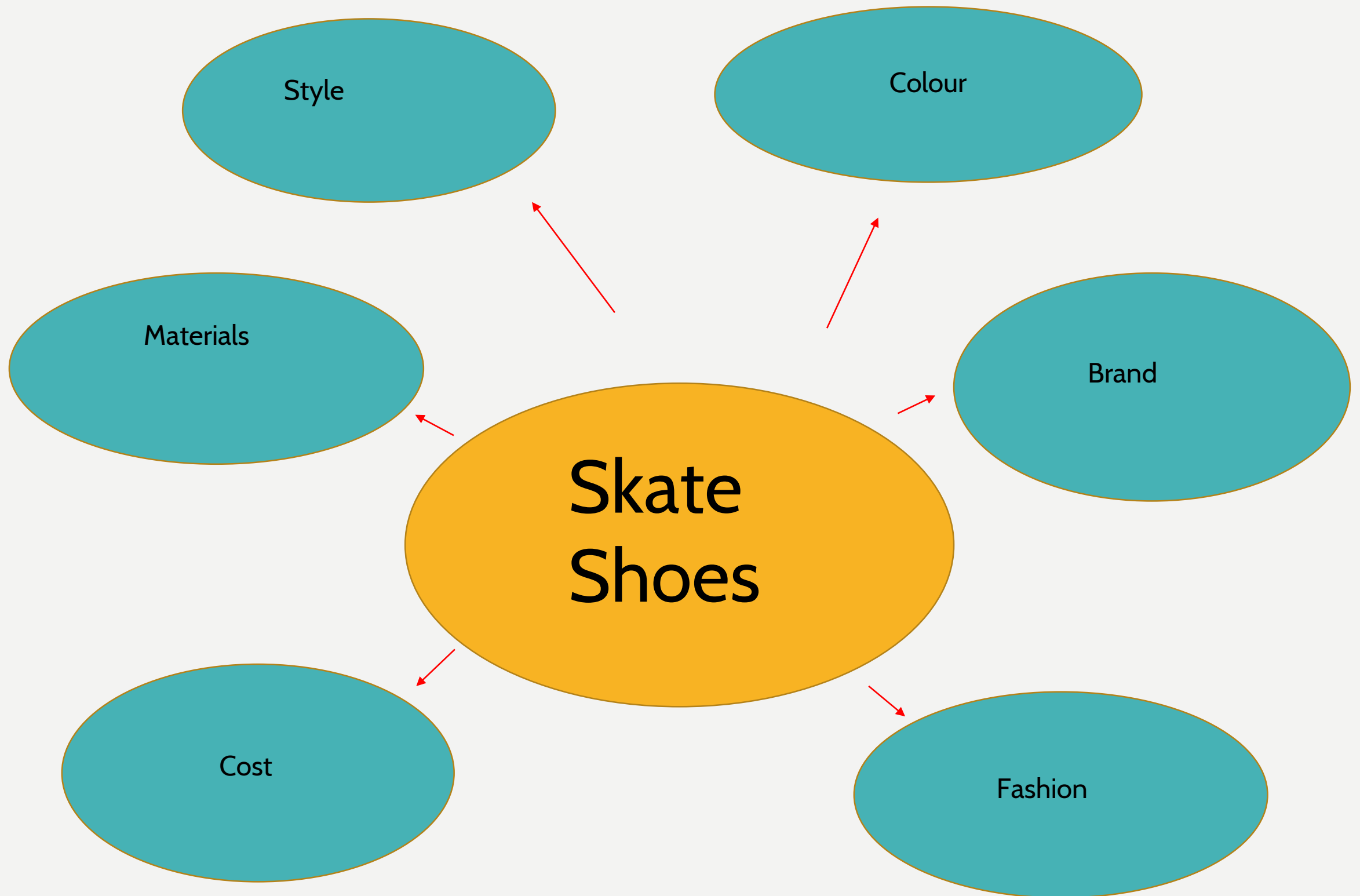
SHOE PROJECT

BRIEF: TO DESIGN A SHOE FOR A SPECIFIC TARGET MARKET

ORTHOGRAPHIC PROJECTION OF MY SHOE







MOOD BOARD



EXISTING BRANDS



EXISTING LOGOS



Logo Ideas

skate
sk8

Skate
te

SM

Shoe 4
U

Happy Skater

DEVELOPING AND IMPROVING MY LOGO

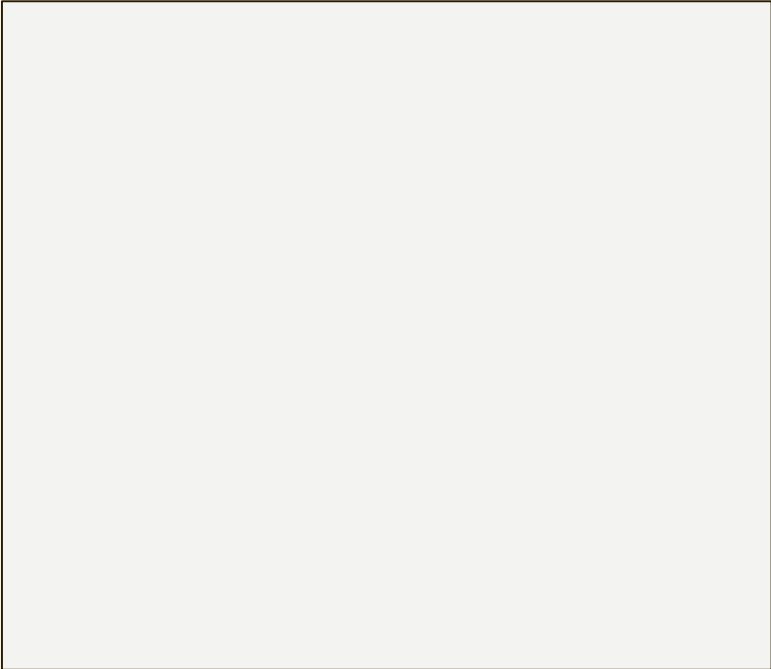


MY FINAL LOGO DESIGN

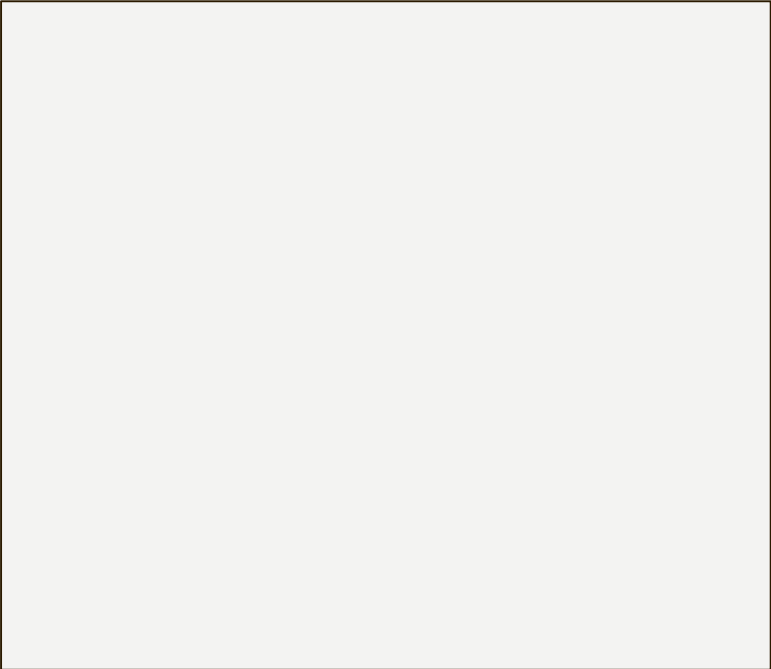




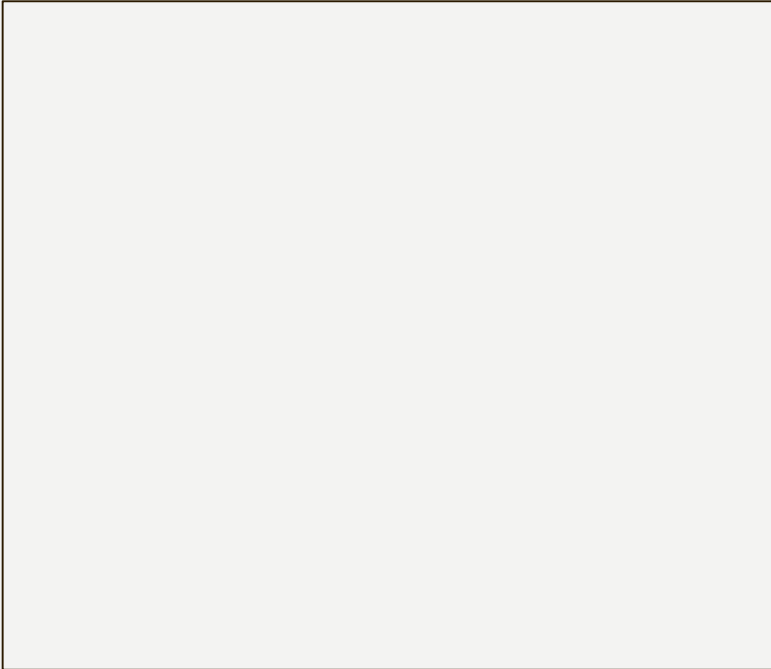
Shoe design Sheet



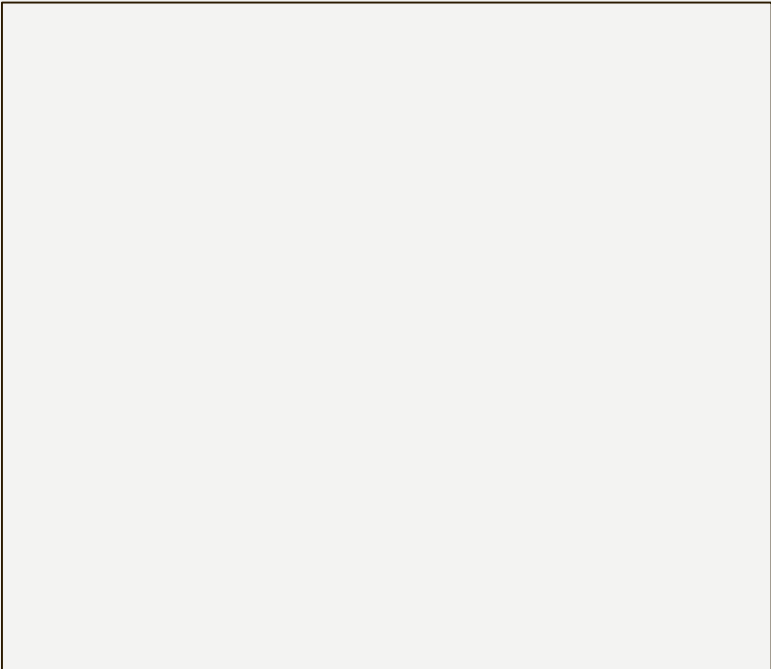
Design 1



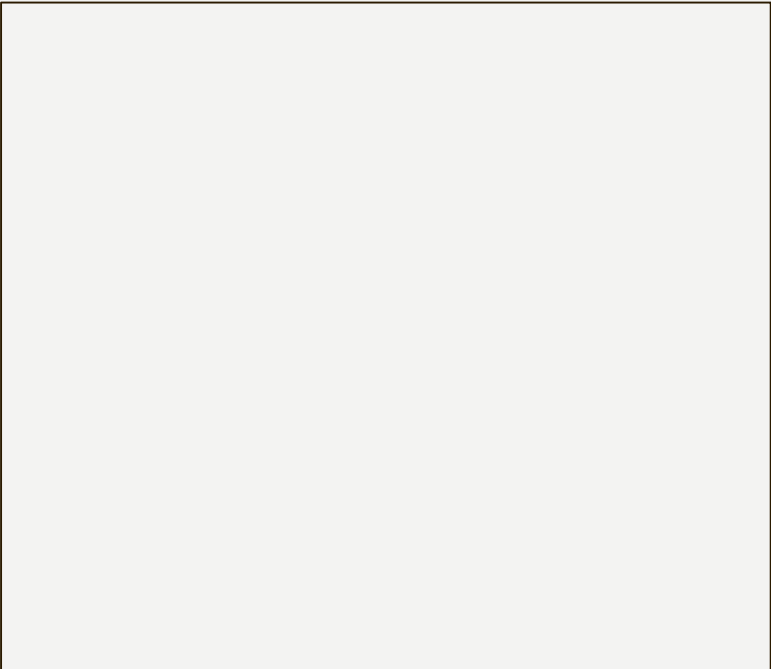
Design 2



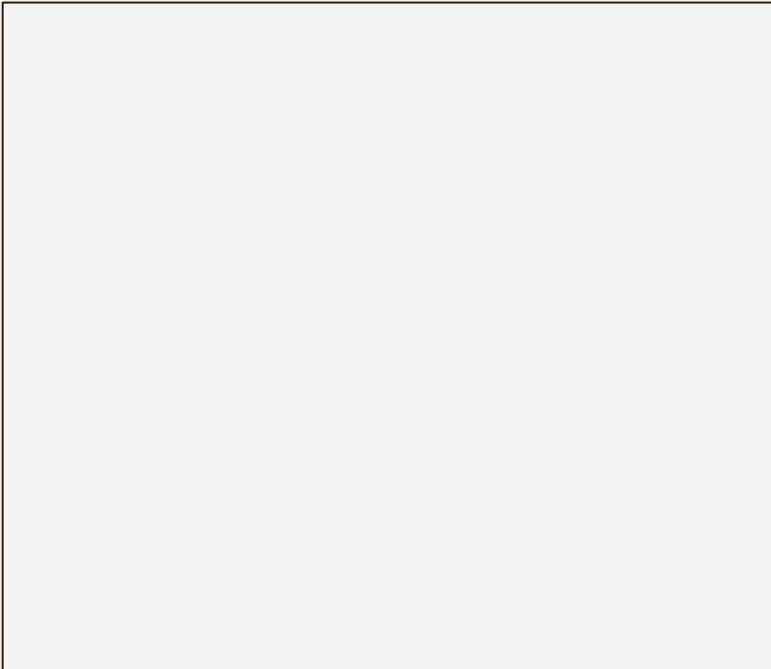
Design 3



Design 4



Design 5



Design 6

MY SHOE DESIGNS



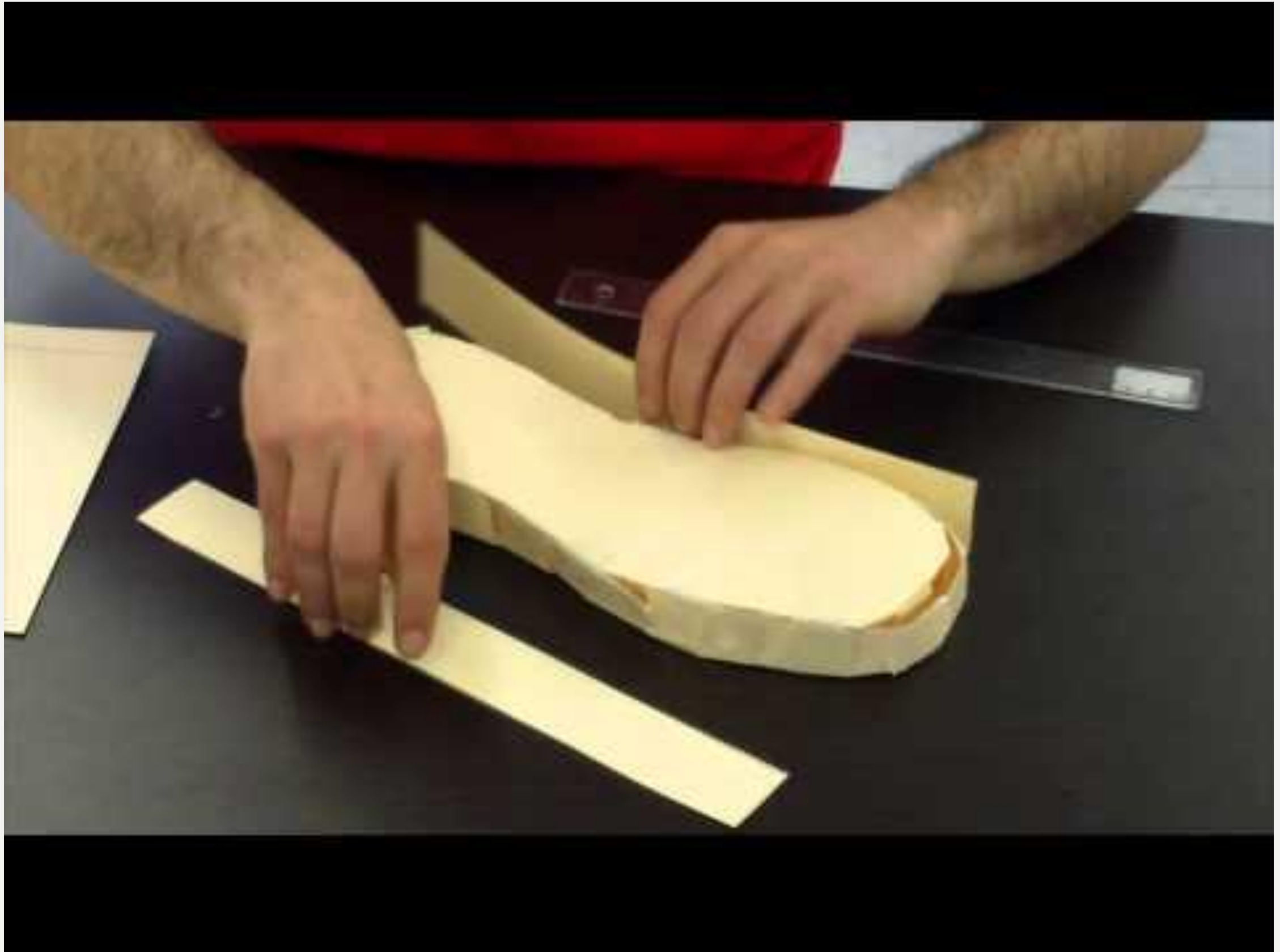
MY FINAL SHOE DESIGN



MY CLOTHING DESIGNS







MARKET RESEARCH



EVALUATION

IDEAS FOR NAME AND LOGO