



Product Design- Sneaker

FOUNDATIONS IN MEDIA ART

First! Trace a base sneaker in pencil and change the design to make it original and unique.

NIKE	
MODEL	DYNASTY
LAUNCH	1981
CATEGORY	BASKETBALL
COLORIST	
DATE	

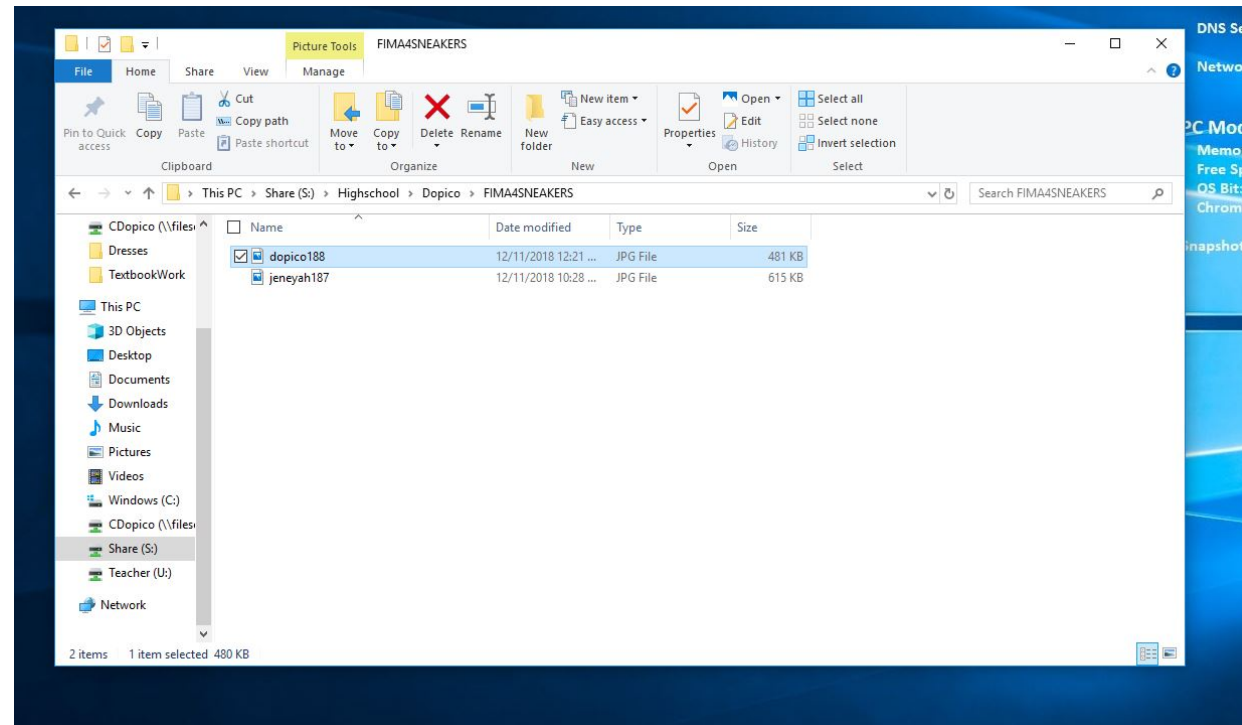


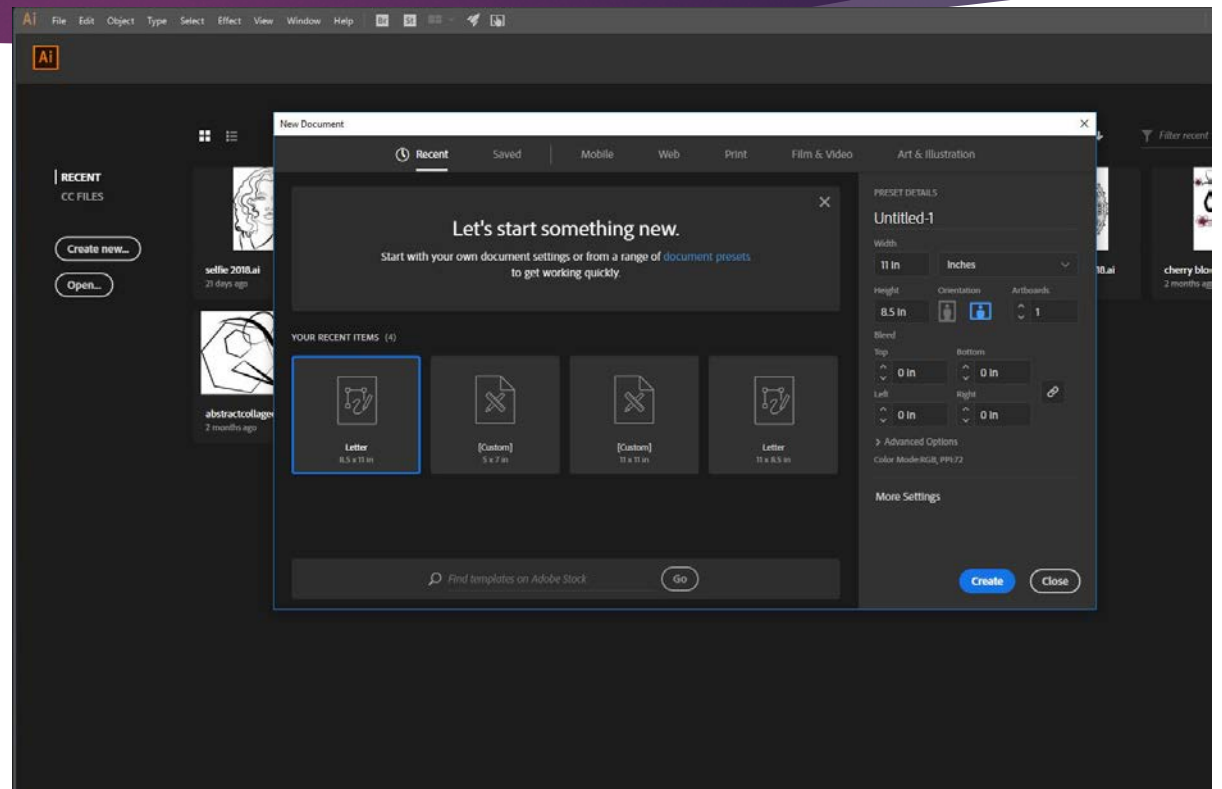
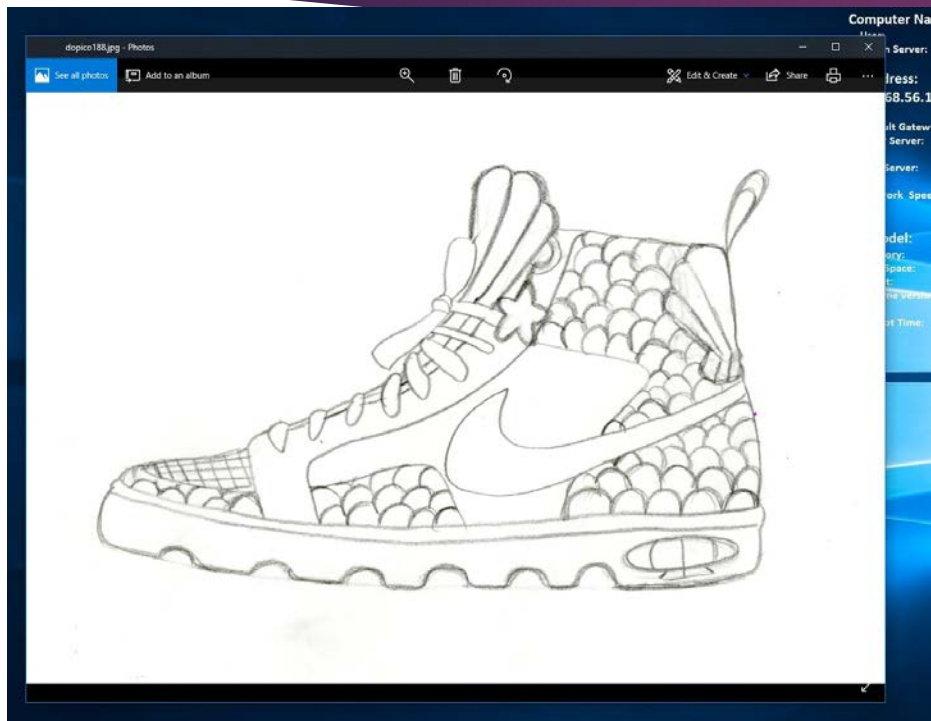
QF0



Give me your drawing. I will scan it.

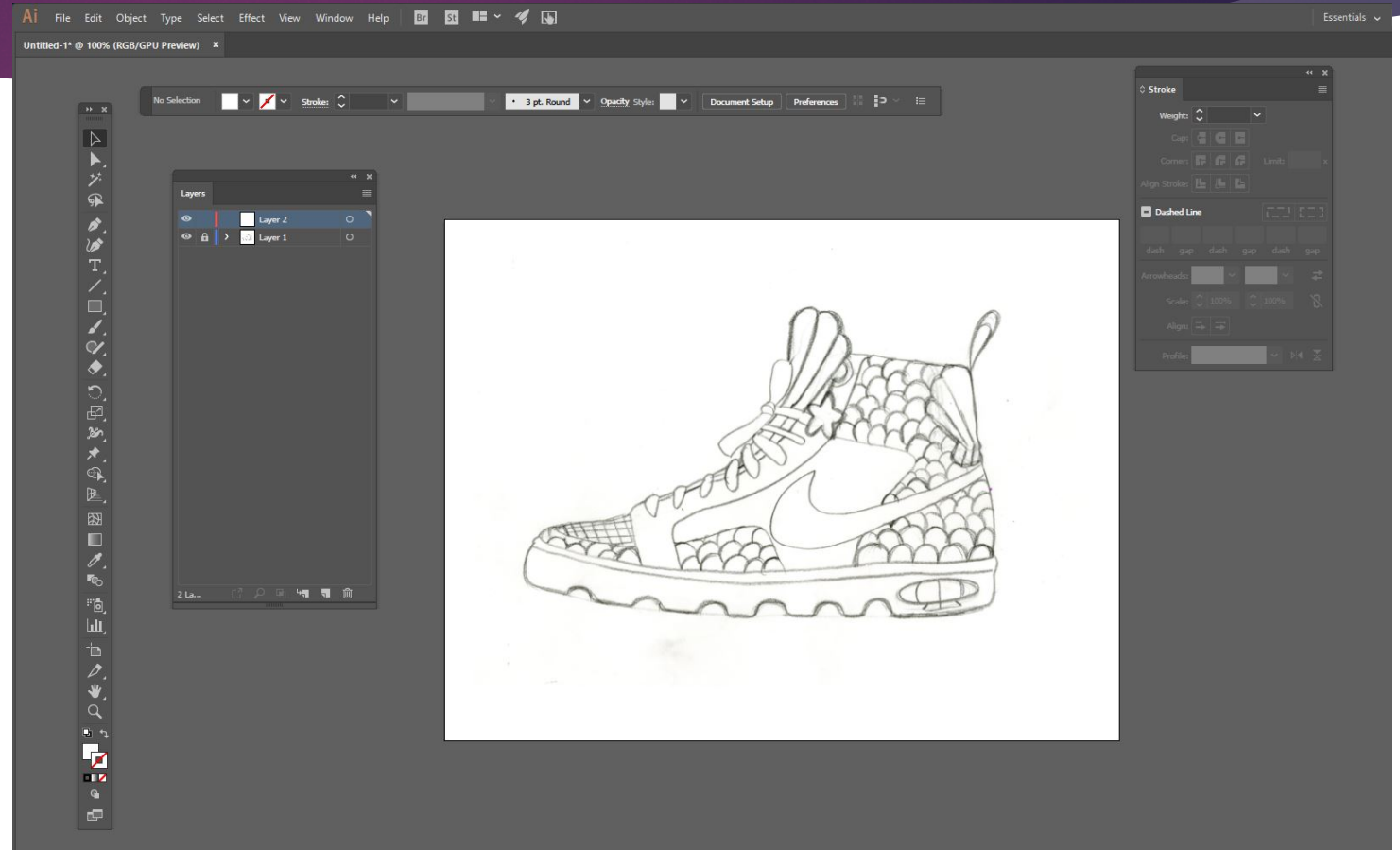
- ▶ Then, open up Adobe Illustrator and make a new file 11x8.5 inches
- ▶ Open the file folder. Go to THIS PC then SHARE then HIGH SCHOOL then DOPICO then the folder that is your class (FIMASNEAKERS)
- ▶ Open the scan, copy and paste it into the new illustrator file.





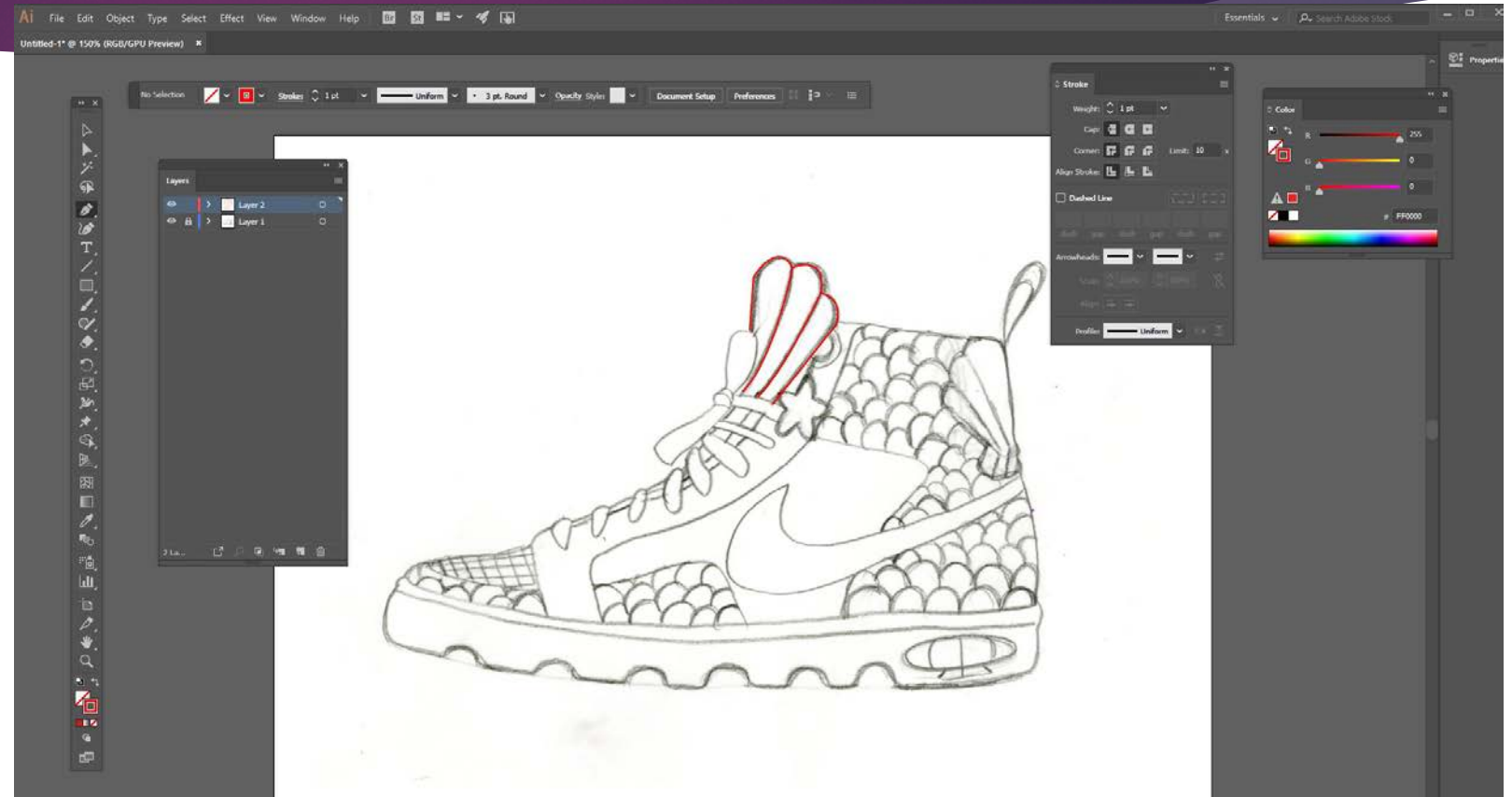
Set up your file

- ▶ Edit Paste in your drawing. It will paste in huge. Move the image over to find a corner and scale it down to fit your file.
- ▶ Add a new layer on top of your drawing.
- ▶ Lock the layer that is your pencil drawing.
- ▶ Draw on the layer on top of the drawing.

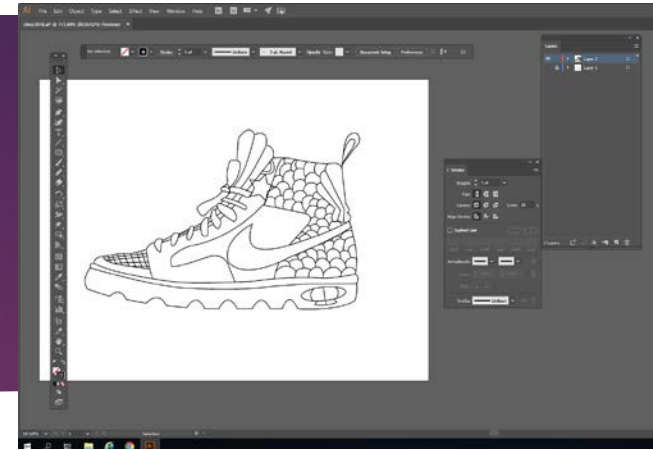
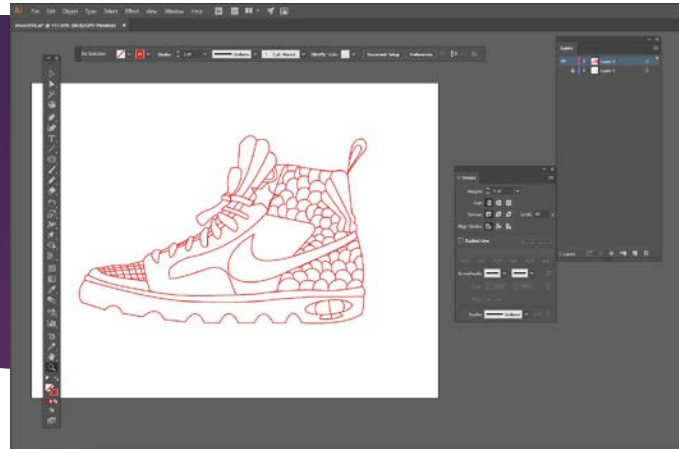


Trace your shoe!

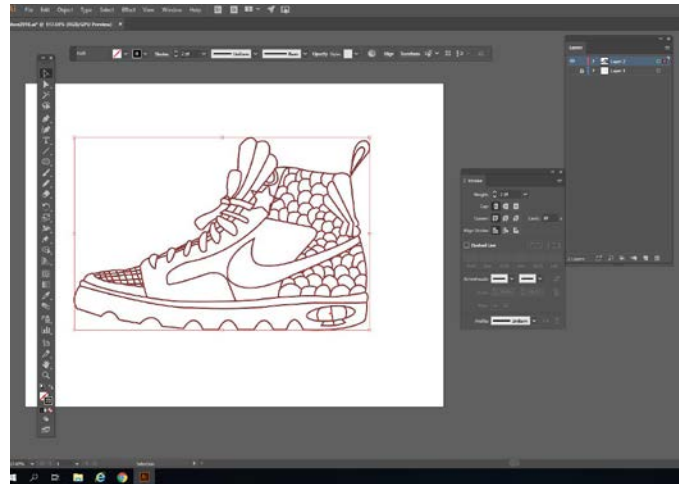
- ▶ No fill, bright color stroke.
- ▶ Use either the pencil or pen tools.
- ▶ Trace all the lines of your shoe, making sure not to leave any gaps between lines. This is so when you add your color in Photoshop no color will bleed out from anywhere.



- ▶ Click and drag a selection box around your lines.

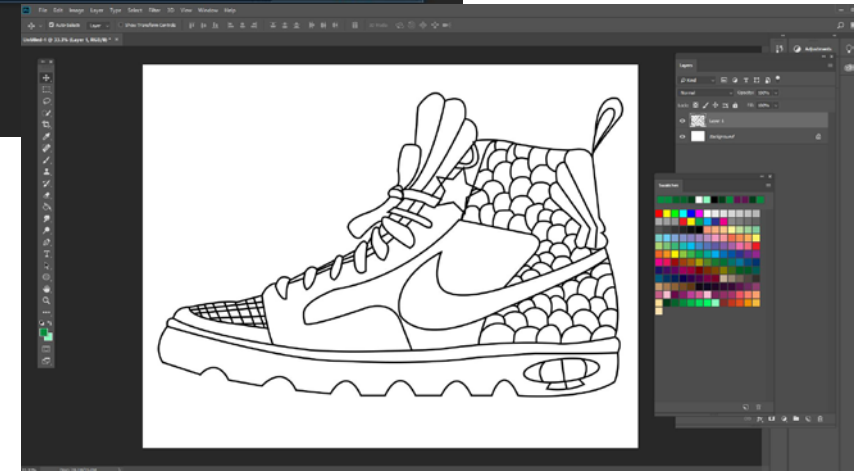
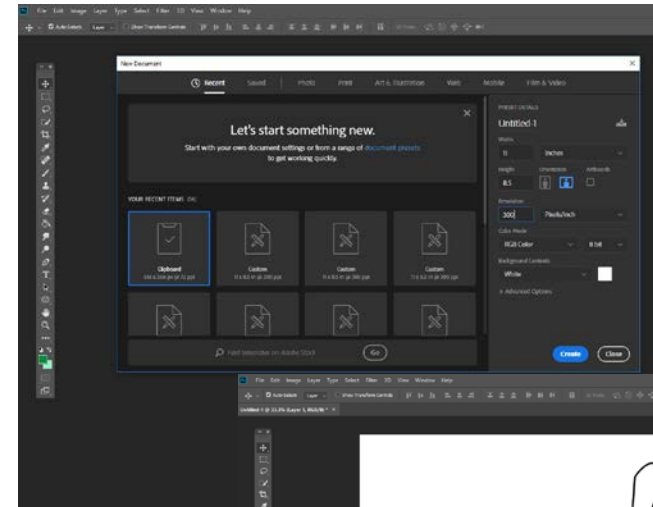


- ▶ Make your lines black. You can also thicken up your lines in the stroke panel if needed.



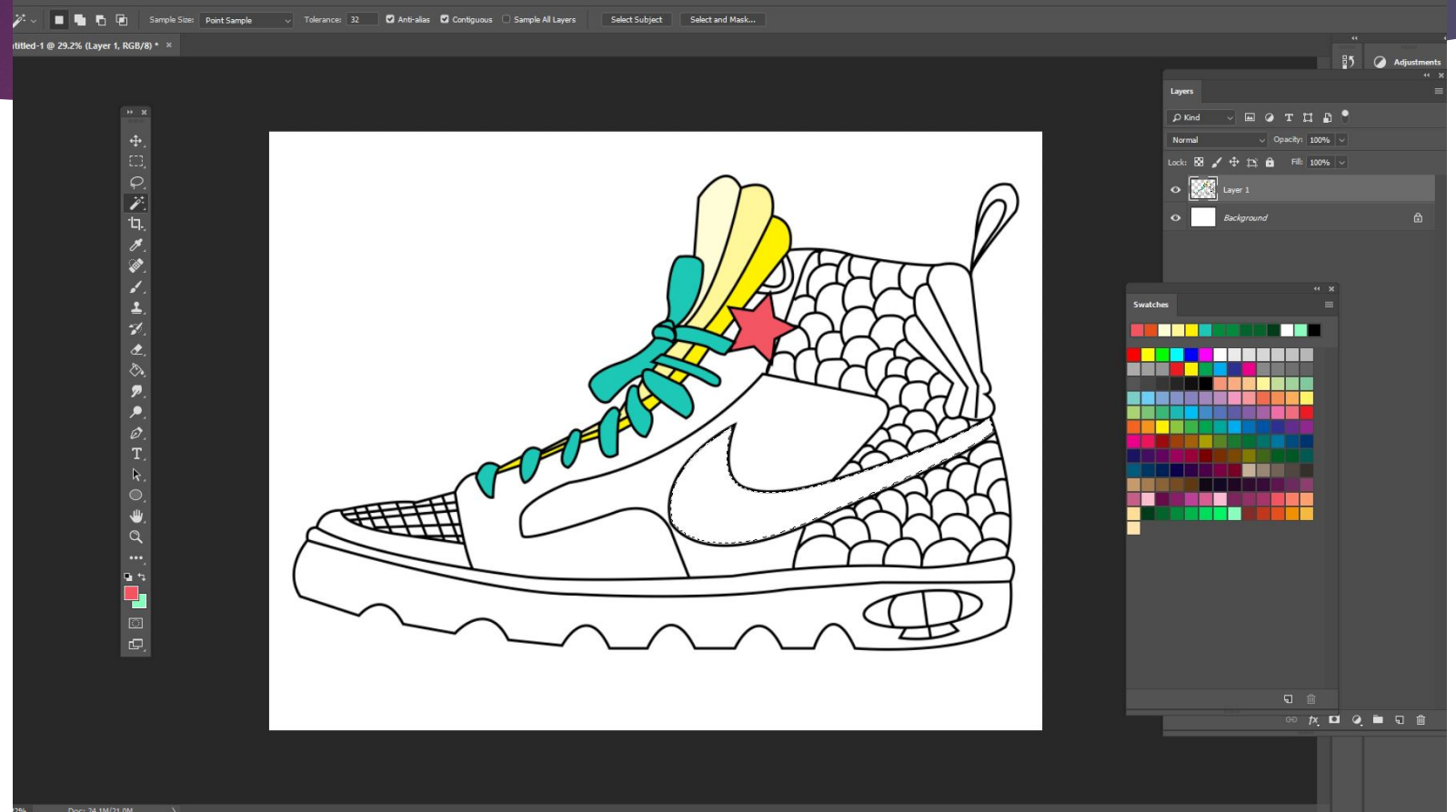
- ▶ Edit copy your lines

- ▶ Open up a new Photoshop file, 11x8.5 300 Resolution and edit paste your lines as PIXELS.

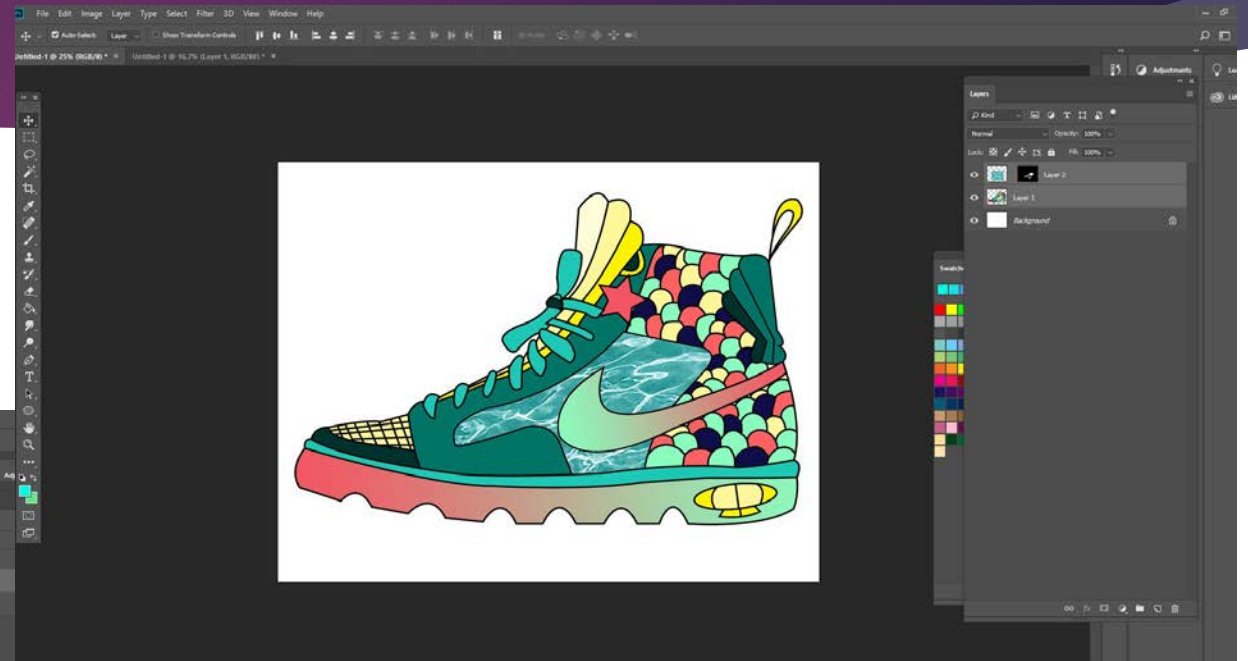
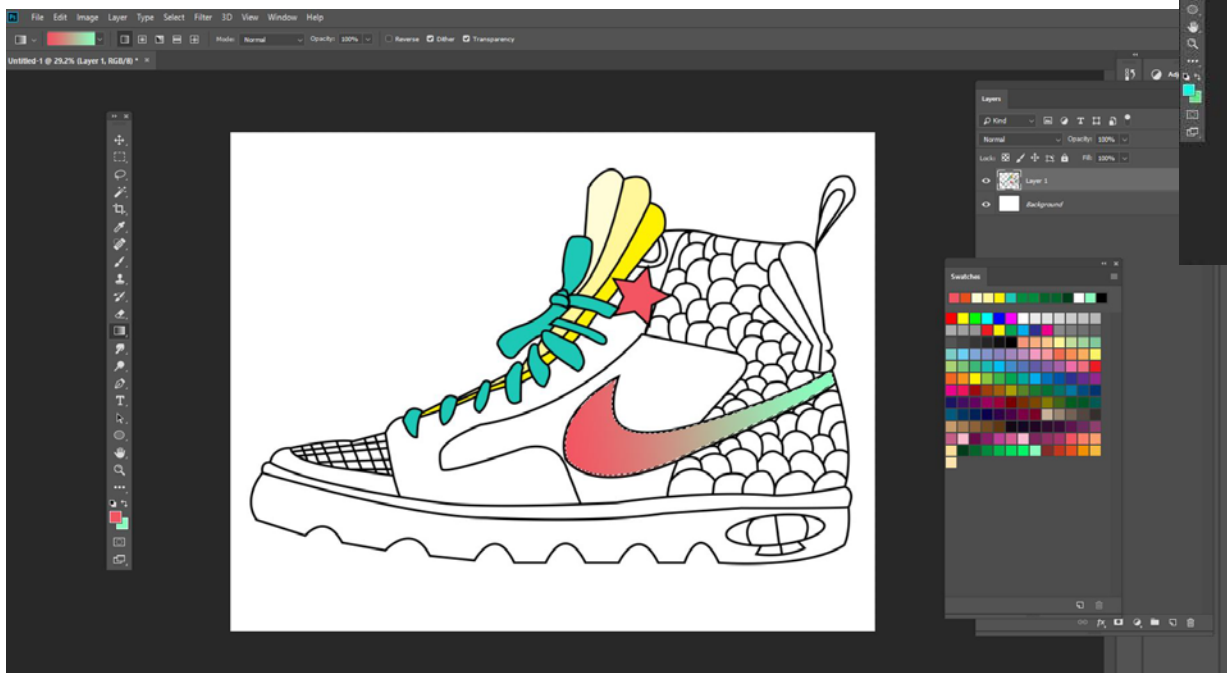


Adding Color

- ▶ Start adding color! There are 3 ways to fill in your shoe.
- ▶ 1: Using the paint bucket.
- ▶ 2: use the magic wand to select the shape, then apply a gradient.
- ▶ 3: use the magic want to select the shape and find an image online and edit paste special paste into. This is how I did my water on my example shoe.



Gradients...Images...



Add Text Information

- ▶ You will use the text tool to add the following information about your shoe.
- ▶ Title (ex: Pacific Wave)
- ▶ Company (ex: Nike)
- ▶ At least 3 call outs with arrows. Find the arrow images online and paste them in. Whatever is most important to call attention to.
- ▶ At least 3 swatches. Find the images online of the fabrics and materials used for your shoe. Label them.
- ▶ A background: image or gradient.
- ▶ A drop shadow. Select your shoe, click the fx button and add the drop shadow.



Finished Design

