

SNEAKER DESIGN (SNKR)

SNKR 375 Making Sneakers: Design for Performance (5 Credits)

Sneaker design is rapidly expanding, highly specialized sector of the footwear market that requires knowledge of complex processes, innovative materials, and advanced design principles. Focusing on these requirements, students learn vocabulary, design techniques, and manufacturing processes relevant to current and future needs of the sneaker industry. Through a combination of 2D design projects and 3D physical products, students build a body of work that showcases a wide range of skills specifically targeted to this specialized sector of the market.

Prerequisite(s): (IDUS 209 or IDUS 241) or ACCE 300; FASH 324 or FASH 300; Liability waiver is required.

Attributes: Business-focused elective; Studio Elective Requirement

SNKR 475 Digital Sneaker Design: VR to 3D Prototype (5 Credits)

Virtual reality enables designers to amplify possibilities for innovative sneaker designs while creating more efficient design and manufacture processes. In this course, students approach 3D sneaker design within a virtual environment to elevate their design skills and express ideas in real-time. Students propose creative solutions to generate innovative and adaptive 3D models and improve the overall workflow. At the culmination of the course, students produce portfolios including digital and physical sneaker designs.

Prerequisite(s): SNKR 375 or ACCE 375; Liability waiver is required.

Attributes: Studio Elective Requirement

SNKR 701 Old School/New School: The Rise of Sneaker Culture (5 Credits)

Students are immersed into the electrifying history of sneakers, as they emerge as more than just footwear, but as veritable urban icons and status symbols. In this course, students actively analyze and engage in lively discussions, as they dissect the evolutionary journey of sneakers and their seismic influence on cutting-edge fashion. By contextualizing the interplay between sneakers, subcultures, pop culture, and music, they'll unravel the intricate connections with society and culture. Through this comprehensive exploration, students unveil how sneakers have emerged as commanding symbols, catalyzing cultural shifts.

Prerequisite(s): Liability waiver is required.

SNKR 709 Sneaker Lab: Material, Construction, and Prototyping (5 Credits)

Dive hands-first into the sneaker lab where students begin their journey into the artistry and construction of sneakers. Through hands-on experimentation, students master a diverse range of materials, from traditional to cutting-edge, honing their skills in designing and crafting innovative sneakers. Proficiency in pattern making, model construction, and technical flats empowers students to create intricate sneaker prototypes. Experimentation with materials, hardware, and construction techniques fuels creativity, yielding one-of-a-kind designs. This course places a strong emphasis on responsible design practices, culminating in a thoughtfully curated lineup of sample prototypes.

Prerequisite(s): Liability waiver is required.

SNKR 723 Sneaker Tech: VR to 3D Prototype (5 Credits)

Step into the future of sneaker design where students harness cutting-edge virtual-reality tools to elevate both the form and function of their sneaker creations. With a keen focus on innovation and sustainability, students fine-tune digital prototypes using advanced 2D and 3D design software. The course culminates in the creation of a professional portfolio that meticulously showcases their mastery of sneaker technology and design. Students are primed to excel in the ever-evolving realm of sneaker innovation and creativity.

Prerequisite(s): SNKR 709; Liability waiver is required.

Attributes: Studio Elective Requirement

SNKR 730 Limited Editions I: Design, Science, and Performance (5 Credits)

To create a must-have limited edition sneaker, students must fuse art and science to generate sneaker designs that raise the bar on style, performance, and functionality. Using market analysis to inform their creations, students ensure alignment with target consumer expectations. Through rigorous research and hands-on experimentation, they conceptualize innovative and responsible sneaker collections that customers perceive as priceless. Students hone their technical proficiency for product development as they bring their LES to life through prototype refinement for small-scale production.

Prerequisite(s): SNKR 701; Liability waiver is required.

Attributes: Studio Elective Requirement

SNKR 735 Factory Fresh: Mass Production Decoded (5 Credits)

Through a reversed design approach, students explore the creation and manufacturing of factory-fresh sneakers on a grand scale, from a production perspective. Students decode the intricacies of production tools and processes with meticulous attention, covering classifications, properties, finishes, and market-specific sneaker applications. Applying a diverse array of techniques, finishes, tools, and machinery, they bring sneaker designs to life for the masses. Problem-solving skills are honed as they progress from prototype to final production, guided by industry-standard communication practices. By course end, students create professional-quality work samples, including patterns, prototypes, and technical packages vital for the mass production of sneakers.

Prerequisite(s): SNKR 723; Liability waiver is required.

Attributes: Studio Elective Requirement

SNKR 740 Limited Editions II: Production, Planning, and Execution (5 Credits)

To create the grail of limited editions, students take their sneaker design skills to the next level. They refine their design proposals, envisioning groundbreaking and responsible sneaker collections, dripping with style, and specially tailored to their precise target markets. Through hands-on experience, they meticulously plan, develop, and bring to life intricate sneaker prototypes, mastering a diverse array of production techniques. Effective communication is key, as students employ industry-standard communication methods like presentation boards, technical drawings, and technical packs to vividly convey their design journey. They gain the ability to articulate their design process contextually, ultimately constructing cohesive and one-of-a-kind portfolios.

Prerequisite(s): SNKR 730; Liability waiver is required.

Attributes: Studio Elective Requirement

SNKR 749 Sneaker Design M.A. Final Project (5 Credits)

In this high-impact final project course, students become true “sneaker maestros”. They articulate every facet of their journey, from initial planning to final presentation, revealing the intricate design choices that shaped their professional sneaker collection. Students integrate diverse media and technical tools to document and showcase their body of work. Their mastery shines as they resolve creative challenges, unveiling their distinct designer identities. The culmination? A comprehensive sneaker line, brimming with market-ready designs for a specific target audience. And they don't stop there; students craft industry-standard portfolios, a testament to their prowess in both traditional and digital design realms.

Prerequisite(s): minimum score of 5 in 'Graduate Prerequisite Test' or SNKR 740; Liability waiver is required.

SNKR 750 The Blueprint: Next Gen Sneaker Design (5 Credits)

In this first drop of the studio series, students unbox the complete design process for large-scale sneaker production. Students are challenged to [Re]Imagine 'Next Generation Sneaker Design,' as they throw out the beaters and develop innovative and responsible design concepts, with a focus on potential commercial success. Through experimentation with technology, material development, sneaker manufacturing techniques, customer analysis, and extensive market research, students create the blueprint for the next sneaker revolution.

Prerequisite(s): SNKR 735 and SNKR 740; Liability waiver is required.

SNKR 765 The Kicks: Prototype and Production (5 Credits)

Students level-up in this second drop of the studio series, where they aim to [Re]Invent sneaker prototyping and production. Students unveil their design concepts, transitioning seamlessly into industrial production. Methodical detailing of their planning, development, and execution of on-feet sneaker prototypes showcases their mastery of diverse production techniques. Comprehensive professional design documentation, including presentation boards and technical drawings, becomes their voice in conveying the intricacies of their kicks for large-scale manufacturing.

Prerequisite(s): SNKR 750; Liability waiver is required.

SNKR 770 Pops, Shocks, and Product Drops: Sneaker Marketing and Merchandising (5 Credits)

To create a shock drop sensation, students unleash their creative genius to craft marketing strategies that fuel the sneaker frenzy. Their mission: amplify the unique qualities of design proposals, igniting unprecedented customer excitement. Armed with innovation, students merge market research, customer segmentation, product positioning, and cutting-edge technologies to create irresistibly compelling marketing hype. This course empowers students to generate visually explosive sneaker marketing and merchandising campaigns showcased in their professional portfolios and presentation boards. It's all about elevating the sneaker game to legendary heights.

Prerequisite(s): SNKR 750; Liability waiver is required.

SNKR 779F Graduate Field Internship (5 Credits)

Students in this course undertake a field assignment under the supervision of a faculty member.

SNKR 779T Graduate Teaching Internship (5 Credits)

Students in this course undertake a teaching assignment under the supervision of a faculty member.

SNKR 790 The Hype: Brand Launch (5 Credits)

In the final, ultimate shock drop of the studio experience, students design marketing strategies that catapult their OG sneaker brands into legendary status. The goal is to [Re]Define Sneaker Hype, channeling and amplifying the essence of their design proposals to create irresistible customer experiences for the launch of their brand. Students meticulously prepare and professionally present comprehensive business plans, showcasing sneaker designs and prototypes infused with groundbreaking design concepts and savvy business strategies. As the course concludes, students release the hype on their innovative and inspiring body of work, ready to become successful entrepreneurs and/or leaders in the sneaker industry.

Prerequisite(s): SNKR 765 and SNKR 770; Liability waiver is required.