Design and Sell

Shoe Challenge

Design your own shoe that will help people believe that it will improve their performance during a select activity.

Your task is to create a poster that advertises your shoe and how it will improve their ability to perform the task. Include one of your own "catchy claims" on it. (Ex. Zero gravity on basketball shoe ads)

Before you create! Complete below

Brainstorming Guide

What activity will the shoe help the buyer perform? Ex (play Basketball)	
What will you add on your shoe to help claim it helps during that select activity. (Ex. Hightops to help ankle support while playing basketball/ strong rubber grid like grips to improve non slip traction on basketball shoes) Have at least 2 claims of how the shoe itself can help during the activity.	
Brainstorm some catchy slogans/ selling sentences you could write on your poster.	

Research a photo of a shoe online that you can modify on the paint application every computer has. (Mrs.S will walk you through some strategies) / If too hard, sketch your shoe but make sure you can take a pic to upload to your computer to display on a poster.

**** Login to office 365. Open up Microsoft Publisher. During our lesson, Mrs. S will show you how to work it.

LIVEWORKSHEETS

Poster criteria

- Has a digital or sketched photo of your shoe.
- Poster is created on a digital format (Publisher/ Word)
- Shoe is named (Ex Air Jordans)
- Poster has 2 or more catchy slogans of how this shoe can enhance somebodies performance completing a specific task.
- The poster is creative/attractive to a buyers eye.
- The poster helps persuade a buyer to purchase (States phrases like , "You will never ____ again with these shoes"

Bonus Marks

- Any student who pitches their poster to the class to buy their new and improved shoe!

LIVEWORKSHEETS