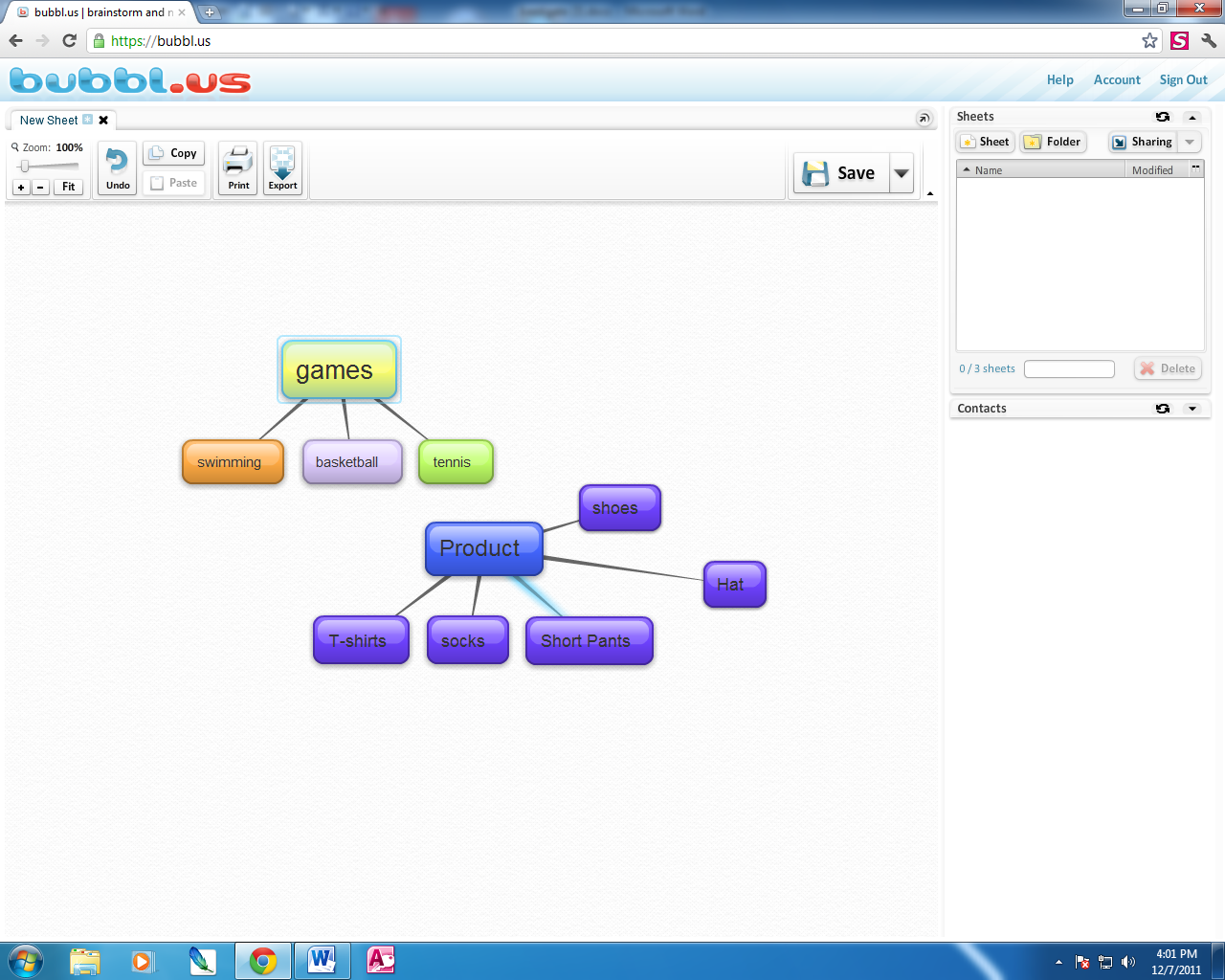
**The problem**

I’m 14years old and I like games. When my teacher asked me to do a project related to PE I felt excited. I considered various sports gear used for PE.

I looked at T-shirt, Short pants, shoes, sock and hat. Then I looked at games such as basketball, soccer, baseball, swimming, tennis and skate. I looked at games and what students wear but being a Korean where people are generally short, games like baseball, soccer are more popular than playing basketball. I asked my friends and they said that basketball was a tough game because the player needed to be tall to play the game.



Basketball requires players to be tall enough to shoot baskets. My friends who are short refuse to play basketball with me because they think it is a game for tall people only. That set me thinking as to what I could do to involve my friends who are short play basketball with me as it is one of my favorite games. So I decided that I could create shoes that would enable people of my age play the game without apprehensions even if they are short. The average height of males in Asia is comparatively shorter than their male counter parts in the western countries like USA or countries in Europe.

The relevance

Having asked a few of my friends about the game of basketball and what I could do , I was convinced that creating shoes was the ideal product to encourage basketball amongst my friends who are short interested in the game.

I took up shoes as a problem for people

I looked at various a sports magazines and brochures. I observed the cover page, content page and all the remaining pages. On the cover page of the sports magazine, I noticed that the name of the magazine is on top of the page. The image is placed right down. The logo is below the picture. The most important news heading is placed in the center of the page to lure people to buy the magazine. The month of the issue is below the logo. It is so colorful and attractive.

The magazine goes to the important bookstore and kept in a good place. Business houses have distributors who sell magazine in big stadiums so that people will buy the magazine and their sales go up. Business houses also have a database of other business houses and give them the magazines. This generates revenue to them in the form of advertisement.

The brochures that I looked at were smaller in size and contained fewer pages and less advertisement. Brochures are generally distributed free to people. Though it helps develop business it is expensive.

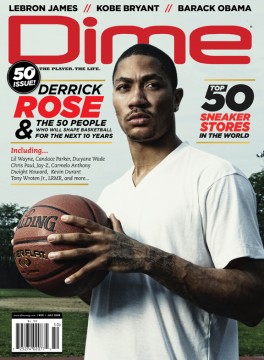
Evaluation of my sources

Reference

* <http://www.interbasket.net/news/4385/2009/09/average-height-by-country-males-20-years/>
* FORMULA ONE (November 10.2011) AL Nisr Distribution LLC
* GERMANY (November 9.2011) AL Nisr Distribution LLC
* [www.dimemag.com](http://www.dimemag.com) (for magazine cover)
* <http://www.clevelandleader.com/node/6164>
* [www.speed-cars.info/wp-content/gallery/audi-r8/](http://www.speed-cars.info/wp-content/gallery/audi-r8/)
* <http://genmaster.tistory.com/114>

I have checked the reliability of the website as it is an article by Interbasket - International Basketball News & Basketball Forum.

“Interbasket is an international basketball news for the entire world, and encourages personal awareness of basketball around the globe, not just for one’s country or region. Interbasket hopes are to facilitate understanding and discussion for basketball on a global scale. No longer is basketball an American thing, but is a world sport that should be respected throughout” as mentioned in the site. This site has been last updated on November 1st 2011 that is very recent.



The magazine covers that I looked were internet basketball magazines. I will also look at magazines that we get at home for ideas.



Last page



The magazine last pages that I looked were internet Audi magazine.

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**Design Brief**

In basketball height is the name of the game. A player who is tall got more advantage than his short counterpart.

I am going to make a basketball shoes which can be used not only by tall players but most specifically the short ones.

I’ll design the shoes in such a way that it will provide not only comfort but also help for the short players in jumping. They needed to jump higher so as to be equal with their tall counterparts.

I am going to put a spring at the sole of the shoe which when pressure is given will help the player jump higher. I will use a strong spring so that it can last long. I will also design the shoes to be lighter. I will use materials which will provide comfort but strong, pliable and elastic. This is a rough image of the shoes that I intend creating.

**Design Specification**

The sources I have used are magazine that are distributed by Gulf News Paper for their subscribers. Hence it is authentic. Looking at both magazine and Brochures, I have decided to create a small magazine. A5 size paper is good size, because it is easy to carry. The magazine will contain 10 pages.

The magazine will have a cover page, content page, picture and description of my product and advertisement. The font size I will use is 14 point size. The color of the font is black. There will be many pictures. It will be colorful and attractive.

This is design of spring shoes that I would like to create. However, I would have to check how feasible it is to design them because I would like to include springs on them. I have to do a lot of research before I actually design one. I will be using Adobe Photoshop and Desktop publishing software to create my final product and the magazine.

I have limited knowledge of Photoshop and Publisher software. So I have to learn to use these software before I finish my end product.

**Testing my product**

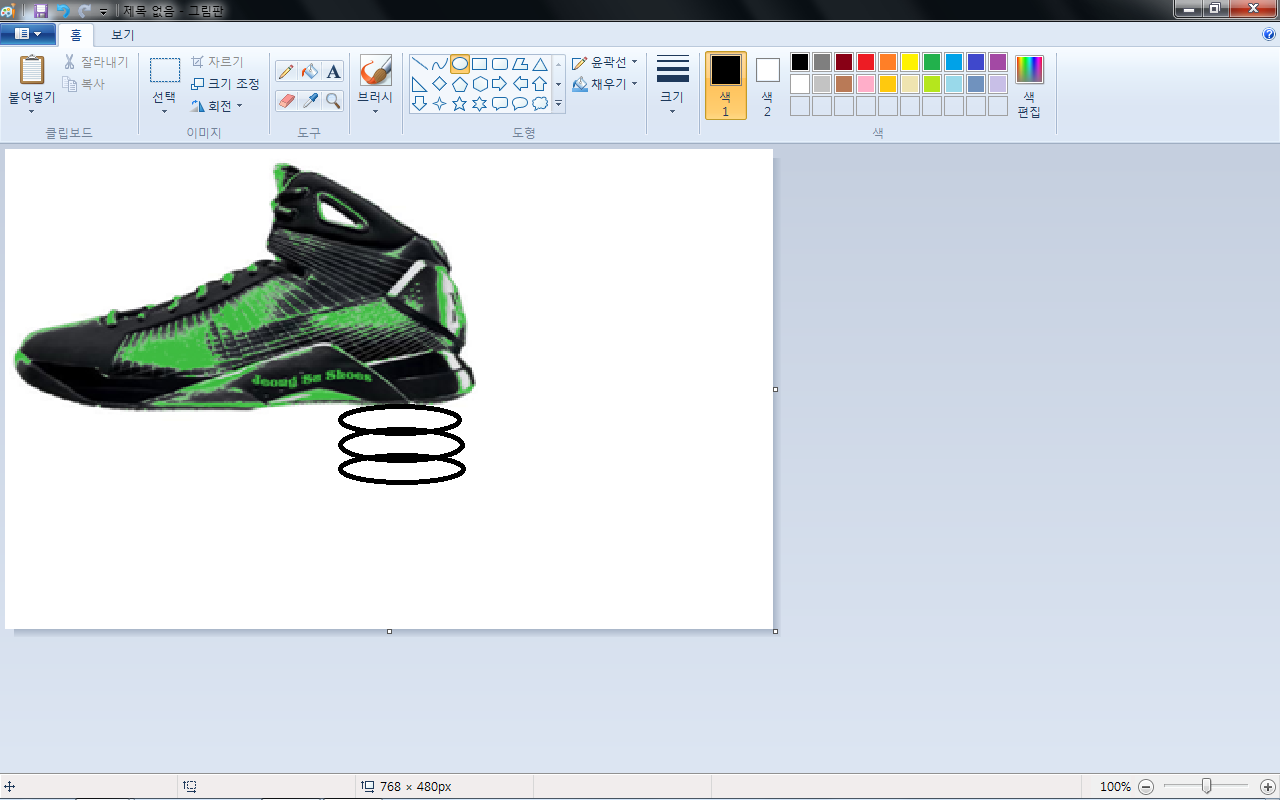
The shoes- I will make a questionnaire and distribute them among my friends.

**Design**

Design of my product

**The shoes**

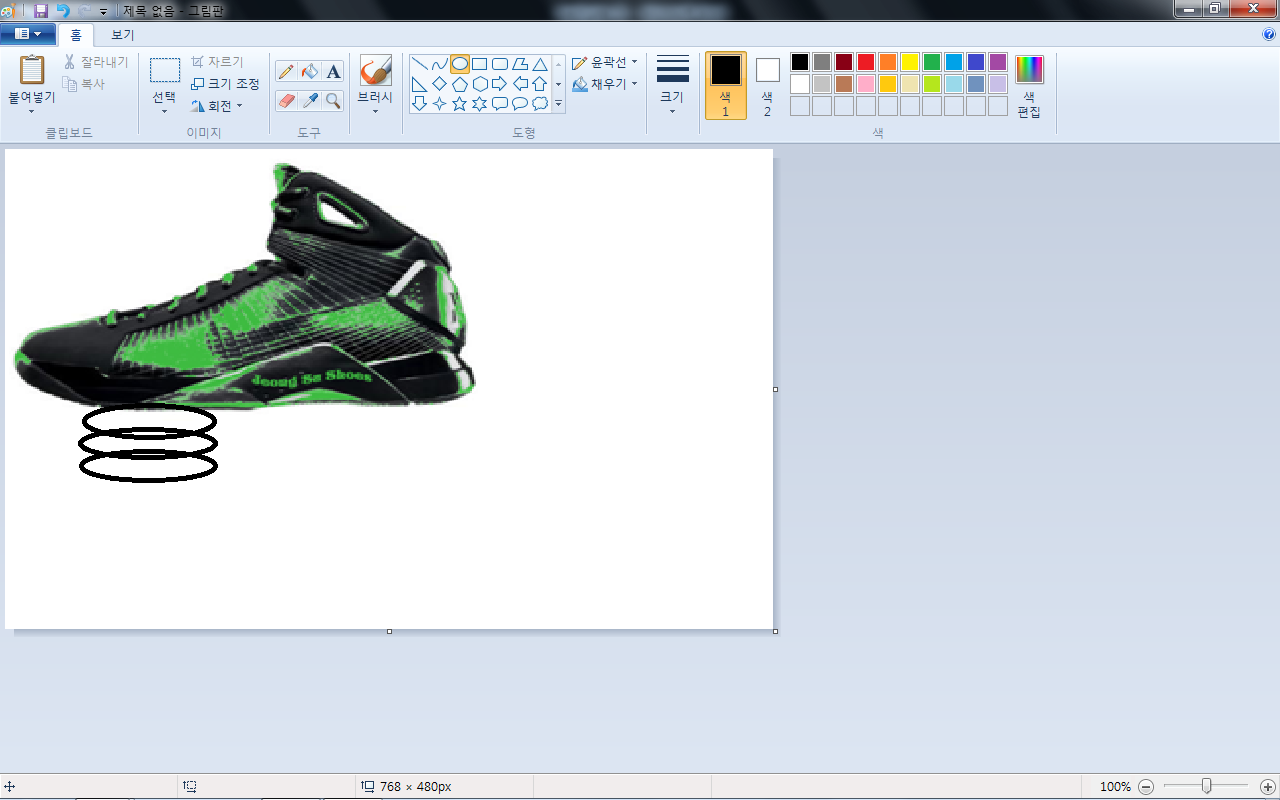
Design 1



Spring is behind the shoes

Green color

Design 2



Green color

Spring is in front of the shoes but spring is not strong

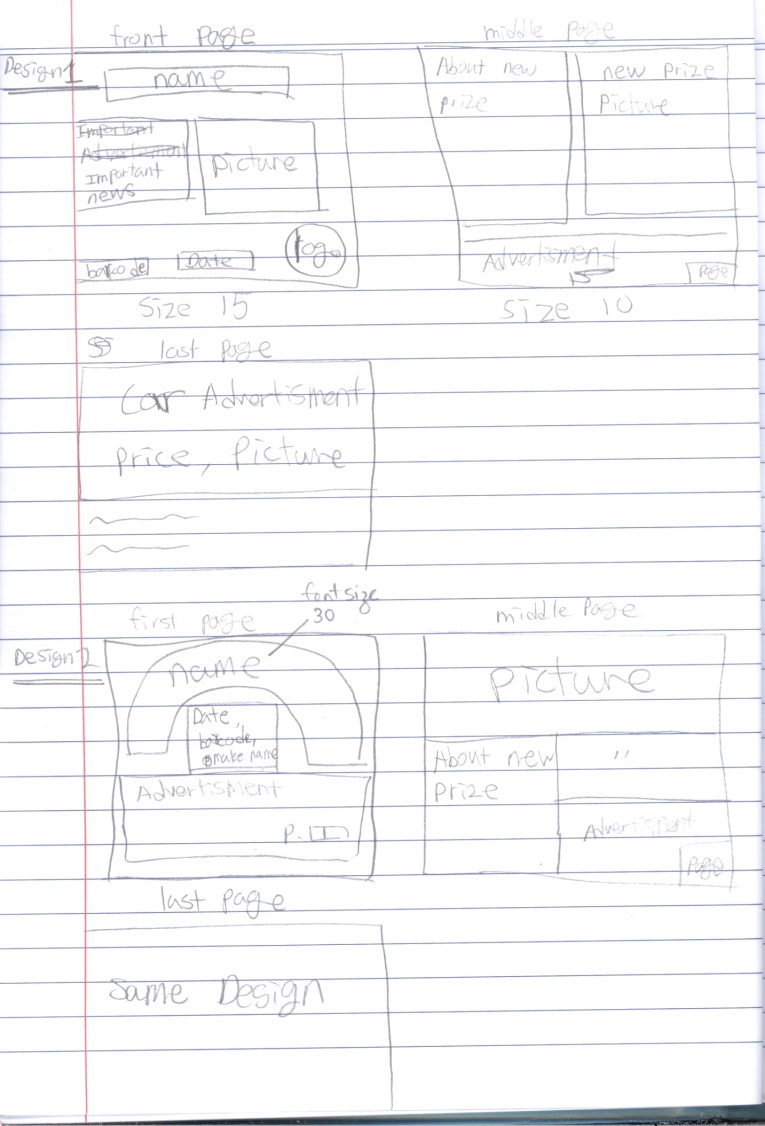
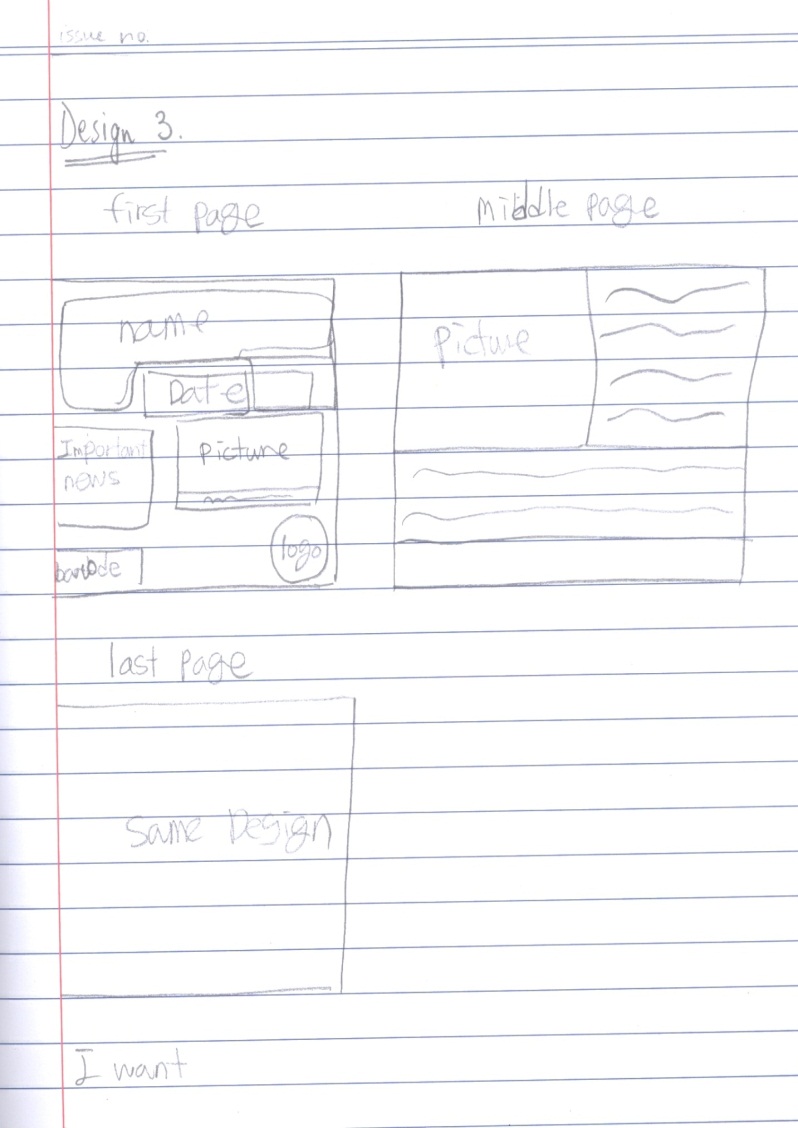
Design 3 shoes



Purple color with golden laces

Spring action in the front sole of the shoes and the back

Design of the magazine



I am going to choose the front page design of my magazine from ‘design 2’ because it has the right font size, heading in the correct place so that everybody can read the title of my magazine.

The middle pages will be based on design 2 as it is well organized, the font and colour will be readable and easy for the reader.

The last page cover will contain an advertisement of a car as I like cars. However, I am using the first design and that does not change much for the rest of the changes I have made.