Mr. Barker

8th Grade Mathematics

Room 88

Math Project: Creating a Shoe Line

**Objective:** Students are expected to work collaboratively while applying proper measurement methods in order to design, construct, & present to their peers an archetype of their Shoe line.

**Criteria:**

1. Students may not use a pre-existing Brand (name, logo, concept etc.)
2. Students must submit 1 Proposal per group. 1) No more than 5 pages, 2) All 15 items (if applicable) must be addressed in the Proposal, 3) Must have a Cover page, 4) Must have Visual aids e.g. drawings &/or pictures.
3. Group must present their Shoe line to their peers (creative presentation). Dress appropriately the day of your presentation.
4. Students must submit a prototype of Shoe design the day of the presentation (construct/build with any material of choice, draw on paper or board, computer graphics).

* **Creating a Shoe Line**

Students are required to submit a Proposal including the items listed below.

1. **Type of Footwear:** Shoes (heels, flats, men/women etc.), Sandals, Boots (hiking, fishing, rain, astronaut, military, construction, cowboy, etc.), or Sneakers.
2. **Name of Shoe line** (be original). Provide 2 reasons for choosing the name.
3. **Color(s)** (be specific): e.g. sky blue, cherry red, etc
4. **Shoe size** (who are you marketing towards?)
5. **Logo** (must be original and nonexistent). Can be drawn or designed on the computer.
6. **Age group targeted**: **A)** infants, toddlers, pre-school = 1-5years old, **B)** School-age = 5-12, **C)** Teens = 13-17, **D)** Adulthood 18+. You can choose more than one age-group. List why you chose this age-group.
7. **Material(s) used for Footwear** (provide sample): e.g. leather, suede, etc.
8. **Cost for material** (Where can you find the material)?
9. **Description of insole**
10. **Description of outsole**
11. **Description of heel** (if applicable)
12. **Description of laces** (if applicable)
13. **Price of Shoes** (be reasonable)
14. **Uniqueness of your Footwear** (what makes your shoes distinctive, memorable & unconventional)?
15. **Marketing Strategy:** Tell us why an individual would buy and/or wear your product. Be specific & list 3 reasons.

* **Proposal Requirements**

Label your pages with the Titles listed below & make sure to cover all applicable items. This can be typed or handwritten in pencil only.

* **Shoe Design Summary:** Items #1-5 should be answered in the first 2 pages.
* **Shoe Specs:** Items #7-13 can be answered in 1-2 pages.
* **Marketing:** Items #6, 14-15 each item can be answered in one paragraph (3 paragraphs total).
* **Cover Page Requirements**
* Name of Students (both)
* Date of Presentation
* Name of Shoe Line
* Teacher’s Name
* Class/Period
* Drawings/pictures **(Optional)**

**Note:** All papers submitted must be stapled & must include a cover page. Go to *tjunisdriftwoodms.wikispaces.com* to view a sample. Students will view and have access to a sample in class as well.

* **Presentation Requirements**
* Group must have shoe Prototype in order to present their product.
* Each student in the group must have equal part in presenting the Shoe design.
* Presentation duration: No more than 5 mins
* Visual Aid **(PowerPoint presentation or Display board)**
* Index cards **(optional)**

Names of Student #1:

Name of Student #2:

Date of your presentation:

Mathematics Project

(Name of Shoe Line)

“Heels of Gold”



For: Teacher Name

Class/Period

* Evaluation

1. You must submit **Part I:** Items #1-5 on Friday, May 18th, 2012
2. You must submit **Part II:** Items #7-15 on Wednesday, May 23rd, 2012
3. **Presentation & Prototype**: 5/30, 5/31, or 6/01

* Students must notify teacher in advance if he/she will be absent the day of their Presentation.
* If group is not prepared to present on their assigned dates, a failing grade will result for both students.
* Presentation dates are subject to change. If students want to present sooner than their actual date, they may elect to do so with Teacher approval.

**Presentation Dates**

Wednesday, May 30th, 2012

Thursday, May 31st, 2012

Friday, June 1st, 2012

Students will be given the opportunity to select their presentation dates at random in class. In any event both students (from the group) are absent, the teacher will select and assign the group’s presentation date.