



Project 4, 4/17/2023

INDD 320, Professor Betsy Barnhart

Anna Jacobi, Under Armour Footwear Designer I- High-Performance Run

4-week individual project following UA design methods and processes

## Under Armour

---

Under Armour is a global innovator and leader in athletic performance apparel, footwear, and accessories. UA is specifically a performance-based brand, enhancing the user's experience and performance leads before style.

## Project Options

---

Students will select one of the following categories for this performance-based project. Materials are critical for all of these options.

- **Adaptive Youth Footwear:** 5-year to 8-year-olds
  - Solutions for children with special needs or mobility problems
  - Users are the children and the parent
  - Select male, female, or gender neutral
- **Distance Road Running:** Lighter, Faster, Stronger
  - Solve for a wide range of uses: training, sprint, and weight training
  - Select males or females (understand the differences)
- **Multitude activity sport:** triathlete, heptathlete, or decathlete
  - Modular multitude of activities: run, bike, swim
  - Select male or female (understand the differences)

## Schedule

---

Week 1: Brief kickoff with Anna Jacobi, Research, and mockups/testing

Week 2: Function/ Aesthetic iteration with Betsy

Week 3: Aesthetic refinement with Betsy

Week 4: Finals week, no class on Monday, May 8th. Final with Anna Wednesday from 1-3pm CST.