



Scope of Work: Sneaker Lab Summer Edition

An 8-Day Intensive on Industrial Design, Sustainable Design, and Career Exploration

Program Overview

The Sneaker Lab Summer Edition is an immersive 8-day intensive program developed in partnership with the DeSoto ISD Career & Technical Education (CTE) Department. This hands-on experience introduces middle and high school students to Industrial Design, Sustainable Design, and Career Exploration through the lens of the sneaker industry.

Students will explore product innovation, material science, and sustainability, while also gaining insight into high-demand careers in STEM, business, and design. This experience will help students develop real-world skills and create a personalized roadmap to their "dream job", whether through college, trade programs, apprenticeships, certifications, or direct workforce entry.

Students will gain hands-on experience with professional development software and AI-powered creative tools, including:

- ✓ **Microsoft Designer** – AI-powered graphic and marketing design
- ✓ **Canva** – Visual communication, branding, and content creation
- ✓ **Vizcom** – AI-enhanced 3D rendering and industrial design
- ✓ **Claude AI** – AI-powered research, writing, and brainstorming
- ✓ **And more** – Cutting-edge design and business tools shaping the industry

Additionally, students will **earn Creator Archetype micro-credentials** in:

- 🎓 **Project Management** – Learning to plan, execute, and manage creative projects.
- 🎨 **21st Century Design** – Mastering innovative design principles for future industries.
- 🏆 **Capstone Projects** – Completing a portfolio-worthy project demonstrating their skills.

Program Objectives

1. **Develop Industrial Design Skills** – Introduce students to design principles, digital sketching, and prototyping tools used in product development.
2. **Explore Sustainable Design Practices** – Educate students on eco-friendly materials, circular economy strategies, and sustainability-driven innovation.
3. **Introduce College & Career Pathways in STEM and Business** – Expose students to career opportunities in engineering, fashion tech, product design, sports business, and entrepreneurship.



4. **Provide Hands-On Product Innovation Experience** – Challenge students to create a sneaker concept that integrates sustainable materials, industrial design techniques, and AI-powered innovation.
 5. **Equip Students with Digital & AI-Powered Professional Tools** – Train students on design and business software used by industry professionals.
 6. **Support Career Exploration & Workforce Readiness** – Help students develop a personalized career roadmap, highlighting pathways in college, trade schools, certifications, apprenticeships, and direct workforce entry.
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Learning Outcomes

By the end of the 8-day Sneaker Lab Summer Edition, students will:

1. **Understand the Fundamentals of Industrial Design** – Learn about form, function, and ergonomics in product development.
 2. **Demonstrate Knowledge of Sustainable Design Principles** – Apply eco-conscious design strategies to sneaker innovation.
 3. **Utilize AI & Digital Design Tools** – Gain proficiency in Microsoft Designer, Canva, Vizcom, and other professional software.
 4. **Gain Exposure to High-Demand Careers** – Identify career pathways in STEM, business, design, and sustainability.
 5. **Create a Personalized Education & Career Plan** – Build an actionable roadmap to their "dream job", identifying the steps to success.
 6. **Earn Recognized Micro-Credentials** – Receive Creator Archetype certifications in Project Management, 21st Century Design, and Capstone Projects.
 7. **Enhance Collaboration & Communication Skills** – Work in teams to develop and pitch a sneaker concept to industry experts.
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Key Program Components

1. **Industrial Design Studio** – Explore sketching, 3D modeling, ergonomics, and material science in sneaker design.
2. **Sustainable Design Workshop** – Learn about eco-friendly materials, carbon footprint reduction, and circular design.
3. **Career Exploration & Mentorship Panels** – Engage with professionals from Nike, Adidas, and emerging fashion-tech brands to explore career opportunities.



4. **Sneaker Innovation Challenge** – Design and pitch an AI-enhanced, sustainable sneaker concept, integrating industrial and digital design principles.
 5. **Dream Lab Career Roadmapping** – Personalized coaching sessions to help students map out their future careers, education options, and financial planning.
 6. **Prototyping & Digital Design Mastery** – Hands-on training in Microsoft Designer, Canva, Vizcom, and AI-driven design platforms.
 7. **Final Pitch Competition & Showcase** – Students present their sneaker concepts to a panel of industry professionals, designers, and entrepreneurs.
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Program Deliverables

- **Sneaker Design Portfolio** – A finalized sneaker concept, complete with AI-generated renderings, material analysis, and sustainability reports.
 - **Career Pathway Resource Guide** – A guide featuring STEM and business career options, including college, trade schools, and direct-entry jobs.
 - **Prototyping & Pitch Presentation** – A final group presentation showcasing each team's sustainable sneaker innovation and industrial design process.
 - **Professional Networking & Mentorship** – Connections to industry mentors and career-building opportunities.
 - **Personalized Career & Education Roadmap** – A customized plan outlining the steps to achieve their "dream job", tailored to each student's skills and goals.
 - **Micro-Credentials** – Students will receive official Creator Archetype badges in Project Management, 21st Century Design, and Capstone Projects.
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Target Audience

- Middle and high school students selected by the DeSoto ISD Career & Technical Education (CTE) Department.
 - Students interested in STEM, business, industrial design, sustainability, and entrepreneurship.
 - Students seeking college, trade school, workforce, or entrepreneurial pathways in high-demand careers.
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Program Cost & Inclusions

💰 **Total Cost: \$12,500 (\$500 per student, based on 25 students)**

This fee includes:

- ✓ **Marketing materials** – Program flyers, digital assets, and outreach support.
 - ✓ **Program materials** – Sneaker design kits, workbooks, and supplies.
 - ✓ **Curriculum** – Instructional content, project guidelines, and career resources.
 - ✓ **Tech resources** – Access to professional software including **Microsoft Designer, Canva, Vizcom, and AI tools.**
 - ✓ **Program facilitators** – Expert-led instruction, career coaching, and mentorship sessions.
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Program Impact & Long-Term Benefits

The **Sneaker Lab Summer Edition** will provide **DeSoto ISD CTE students** with the opportunity to:

- ✓ **Develop future-ready skills in design, sustainability, and AI-powered innovation.**
- ✓ **Explore high-demand career pathways in STEM, business, and entrepreneurship.**
- ✓ **Earn industry-relevant micro-credentials for career and college applications.**
- ✓ **Build a personal career roadmap tailored to their strengths and interests.**

This 8-day summer intensive will empower students to shape their futures, whether they pursue higher education, workforce entry, or entrepreneurial ventures.