

“Dream Coming True”



Original ad

<https://www.youtube.com/watch?v=-grjUWKOBA>

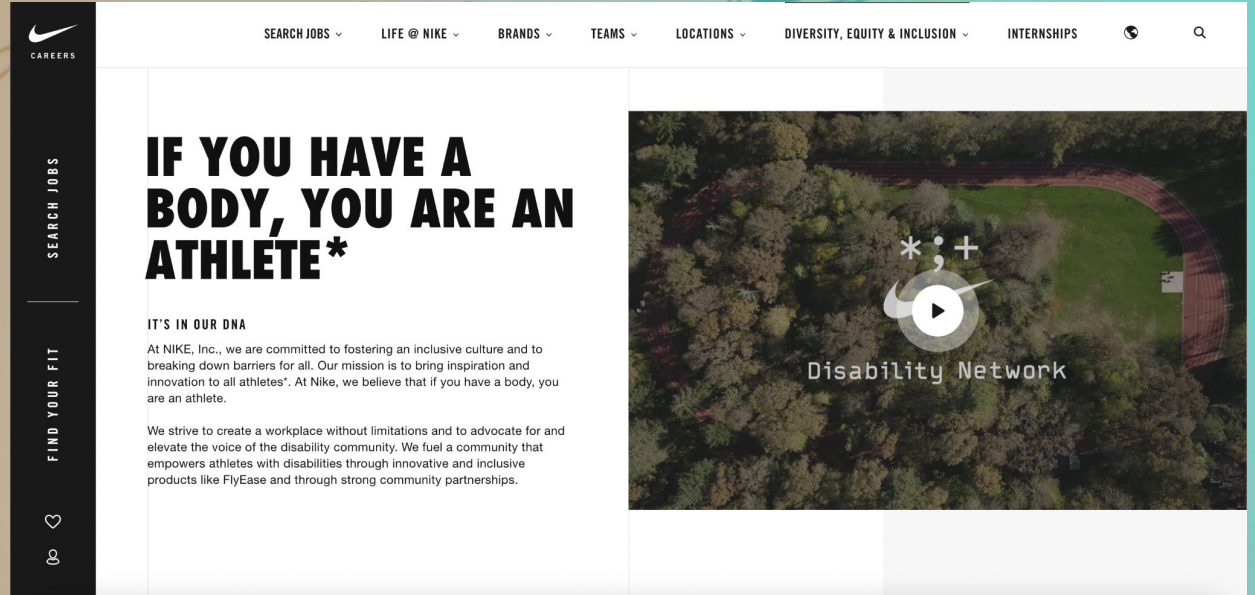


Research

Showcase athlete with disability such as basketball, soccer etc

Showcase performance

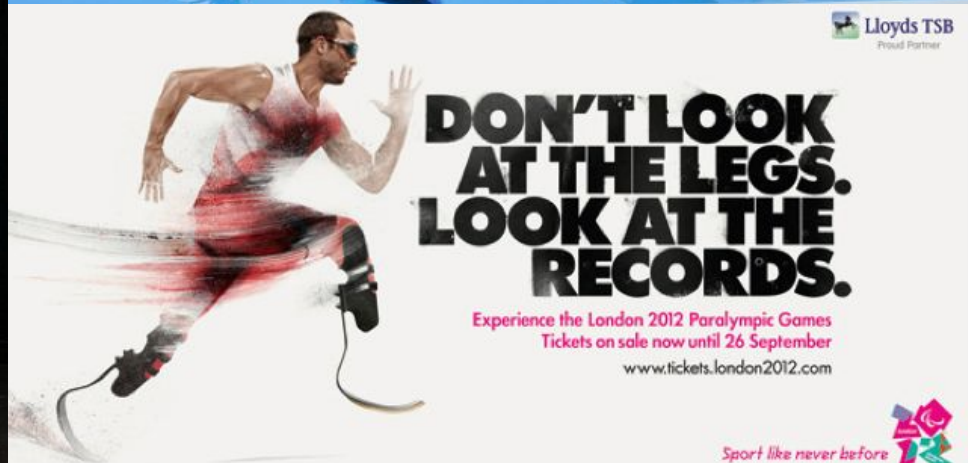
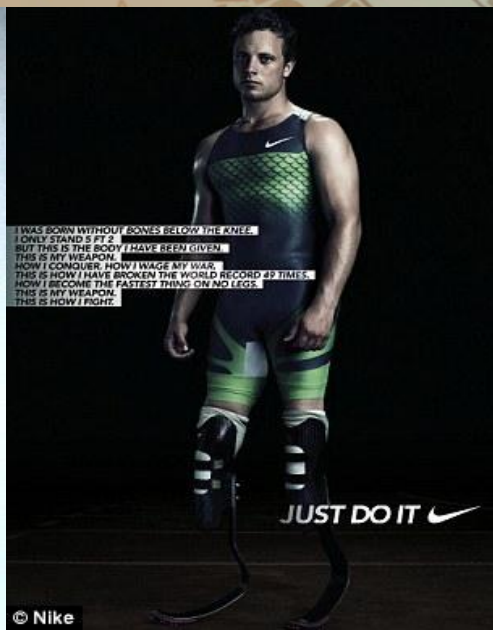
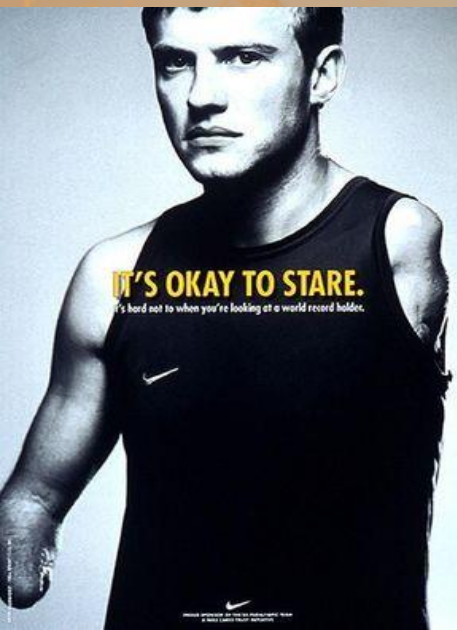
Promote Nike gear such as nike by YOU
Where you can create your own design



The screenshot shows the Nike Careers website. The top navigation bar includes links for SEARCH JOBS, LIFE @ NIKE, BRANDS, TEAMS, LOCATIONS, DIVERSITY, EQUITY & INCLUSION, and INTERNSHIPS. A vertical sidebar on the left contains the Nike logo and the word 'CAREERS', along with navigation options for SEARCH JOBS and FIND YOUR FIT. The main content area features a large heading: **IF YOU HAVE A BODY, YOU ARE AN ATHLETE***. Below this, the text reads: **IT'S IN OUR DNA**. At NIKE, Inc., we are committed to fostering an inclusive culture and to breaking down barriers for all. Our mission is to bring inspiration and innovation to all athletes*. At Nike, we believe that if you have a body, you are an athlete. We strive to create a workplace without limitations and to advocate for and elevate the voice of the disability community. We fuel a community that empowers athletes with disabilities through innovative and inclusive products like FlyEase and through strong community partnerships. To the right of the text is a video player with a play button icon and the text 'Disability Network' overlaid on an aerial view of a golf course.

<https://jobs.nike.com/disability-inclusion>

Mood board



Information

Color Background:

R(255) G(187) B(159)

R(0) G(137) B(230)

R(255) G(255) B(255)



Type:

BentonSans Black

Quote:

Attain

Your

Ambitions

Icon:



Rough Sketches

Sketch one

Sports

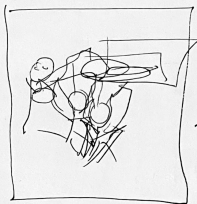
Needs a Phrase



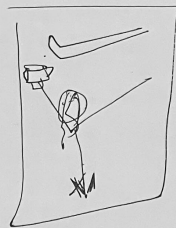
AD; represent
maybe doing something
that's considered
impossible (making
dreams become reality)

- showing a person ^{unusually} playing
basketball

Sketch two



- person putting the
ball in the net, while
multiple people try to
stop them



- celebrating a win

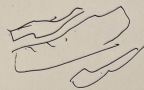


- Being #1



- kneeling
fighting for what
you believe in

INNOVATE YOUR GAME



Social Media

Custom skateboard
disability people

"Dream coming true" -> Disable people

Custom the shoes

Recreate the photo
design own style



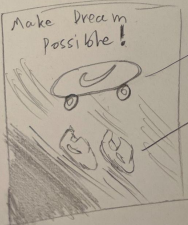
icon

Break
difficult



billboard

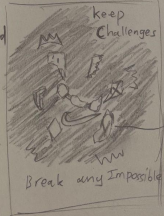
Be pass
possible



Make Dream
possible!

skateboard
icon

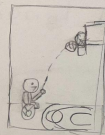
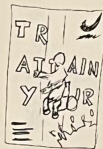
shoes



keep
Challenges

Break any Impossible

Glass
pieces



Disabled people
can play will
at spot games.

Color
Platter: Blue, Yellow, white, gray
Black, red

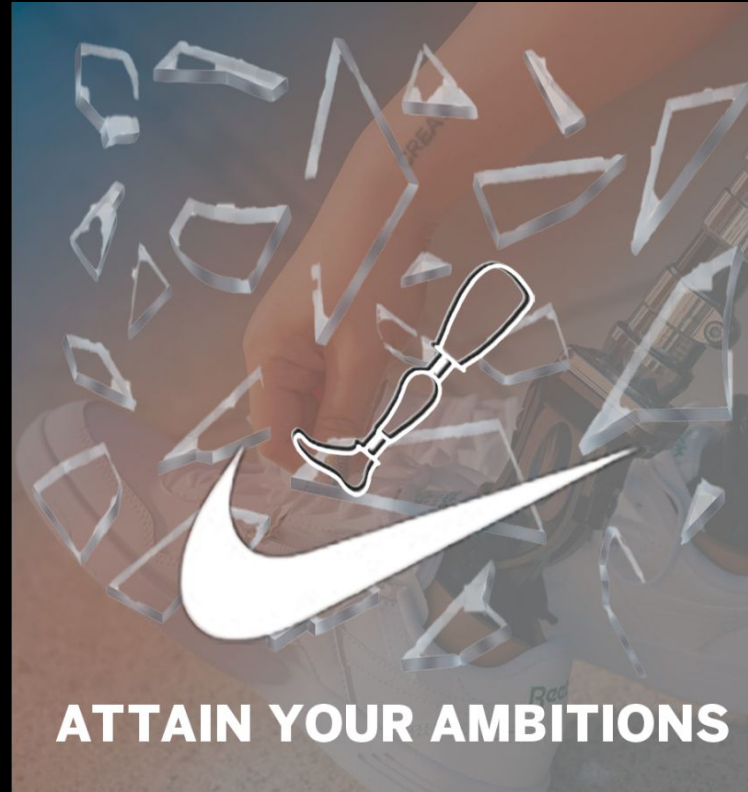
Title: Belief is powerful to success!

Research:



Believe Yourself
You can Do it!

Advanced Sketches



Digital Sketches

ATTAIN
YOUR
AMBITIONS



ATTAIN 
YOUR
AMBITIONS





ATTAIN YOUR AMBITIONS

FINAL DESIGNS

Billboard Ads

ATTAIN
YOUR AMBITIONS





**ATTAIN
YOUR
AMBITIONS**



**ATTAIN
YOUR AMBITIONS**

Social Media



ATTAIN YOUR AMBITIONS

ATTAIN
YOUR
AMBITIONS





ATTAIN YOUR AMBITIONS

