

# THE HERSCHEL WORKSHOP

## DESIGN CHALLENGE



# OPTION 2: PRODUCT DESIGN

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## CREATE A TOTALLY NEW BACKPACK DESIGN

This document contains:

**SUBMISSION BRIEF:** in-depth instructions to submit for this category

**TEMPLATES:** for tracing an existing silhouette as a base for your new design

**SUBMISSION EXAMPLE:** reference of what is expected in a submission

# OPTION 2: PRODUCT DESIGN

## CREATE A TOTALLY NEW BACKPACK DESIGN

**To carry your books, sneakers, and essentials.** This includes changing the shape, size, position, or number of parts, such as pockets, zippers, handles, straps, webbings, or labels to create a unique backpack that is different from the existing Herschel Supply design.

- Include the FRONT, BACK, and SIDE VIEWS for your design.
- Include DETAIL CALLOUTS to label the parts of your backpack.
- You can submit a HAND DRAWN or DIGITAL sketch, in black/white or color.
- You can trace the SILHOUETTE of one of the provided templates to use as a base for your own design. DO NOT send an exact copy of an existing backpack.
- DO NOT use logos or trademarks from other brands/companies outside of Herschel Supply.

## SUBMISSION REQUIREMENTS

- Include your first name, last name, age, and grade in the bottom left hand corner of your submission.
- Submit your design in a JPEG, PNG, or PDF file format.
- Save your file as Yourlastname\_Yourfirstname.

## HELPFUL TIPS

- Consider what can be improved with your current backpack or what you would like in a new backpack.
- Consider what items you need to carry and how they can be accessed from within your backpack.
- You can pull additional inspiration by mixing and matching parts from the other backpacks shown in the accompanying *BACKPACK KNOWLEDGE GUIDE* or on <https://herschel.com/>

**PLEASE BE SURE TO REVIEW THE SUBMISSION EXAMPLE AT THE END OF THIS DOCUMENT >**

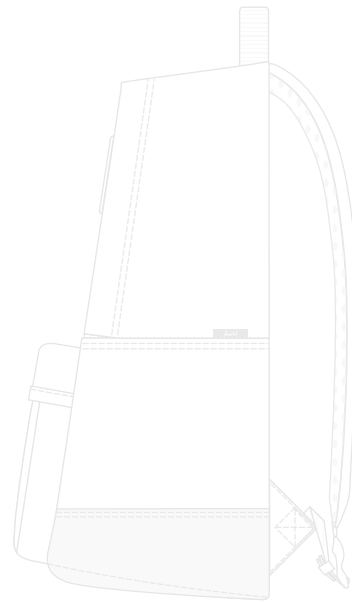
# HERITAGE PRO SILHOUETTE TEMPLATE (FOR OPTION 2: PRODUCT DESIGN)



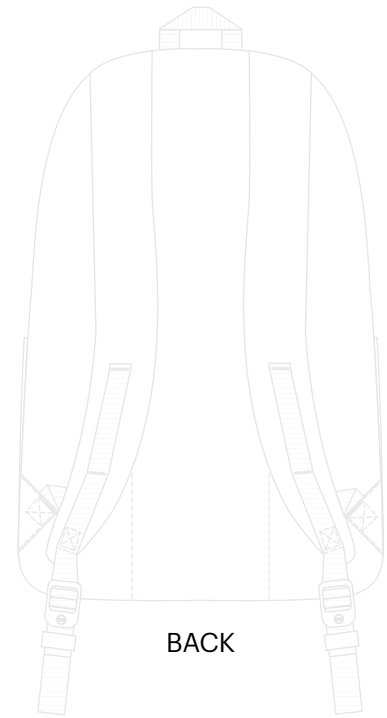
FRONT



LEFT



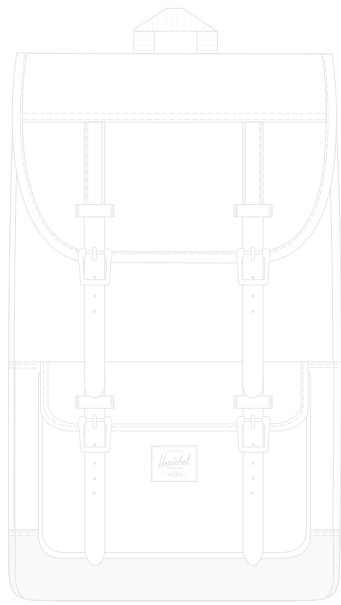
RIGHT



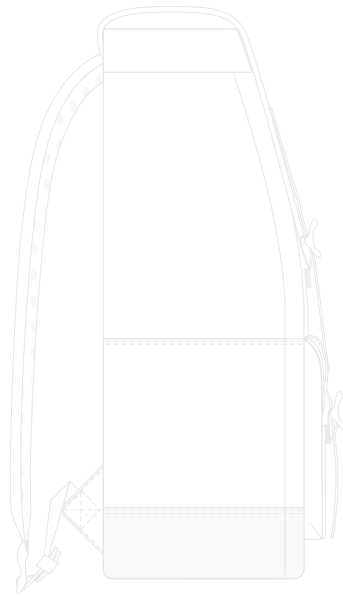
BACK

STUDENT NAME:  
AGE:  
GRADE:

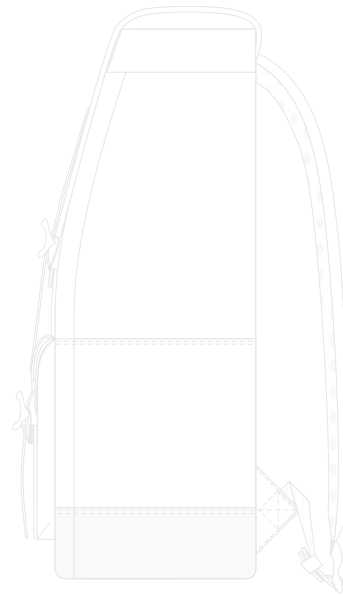
# LITTLE AMERICA PRO SILHOUETTE TEMPLATE (FOR OPTION 2: PRODUCT DESIGN)



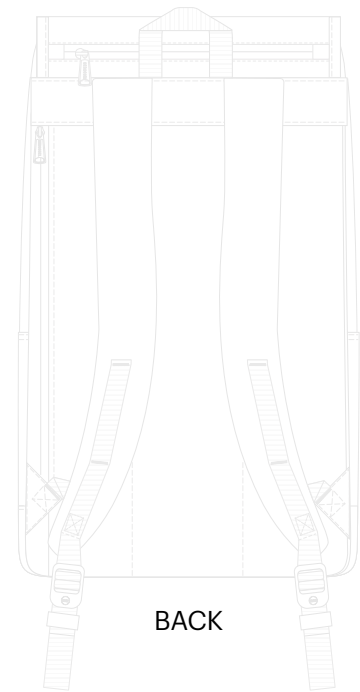
FRONT



LEFT



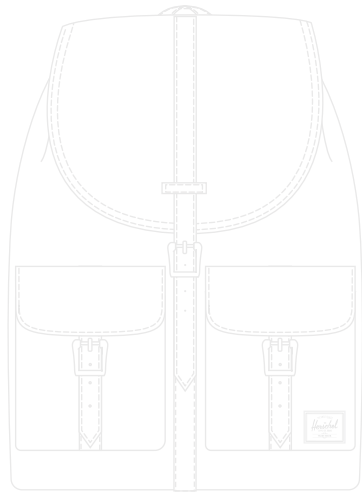
RIGHT



BACK

STUDENT NAME:  
AGE:  
GRADE:

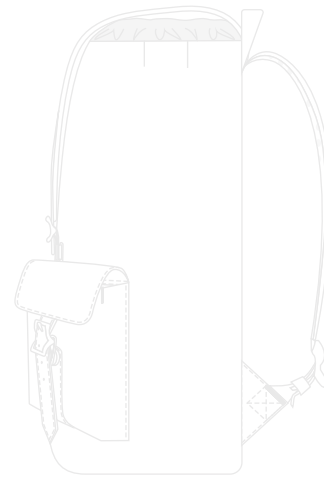
# DAWSON SILHOUETTE TEMPLATE (FOR OPTION 2: PRODUCT DESIGN)



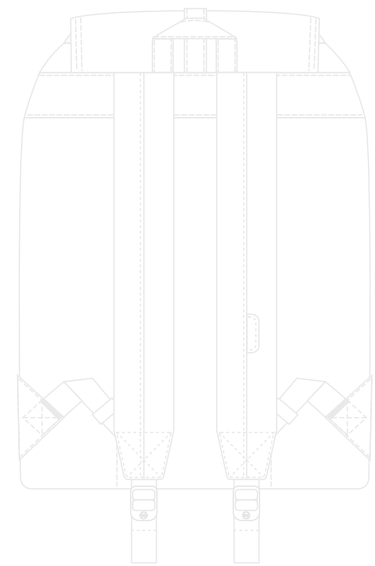
FRONT



LEFT



RIGHT



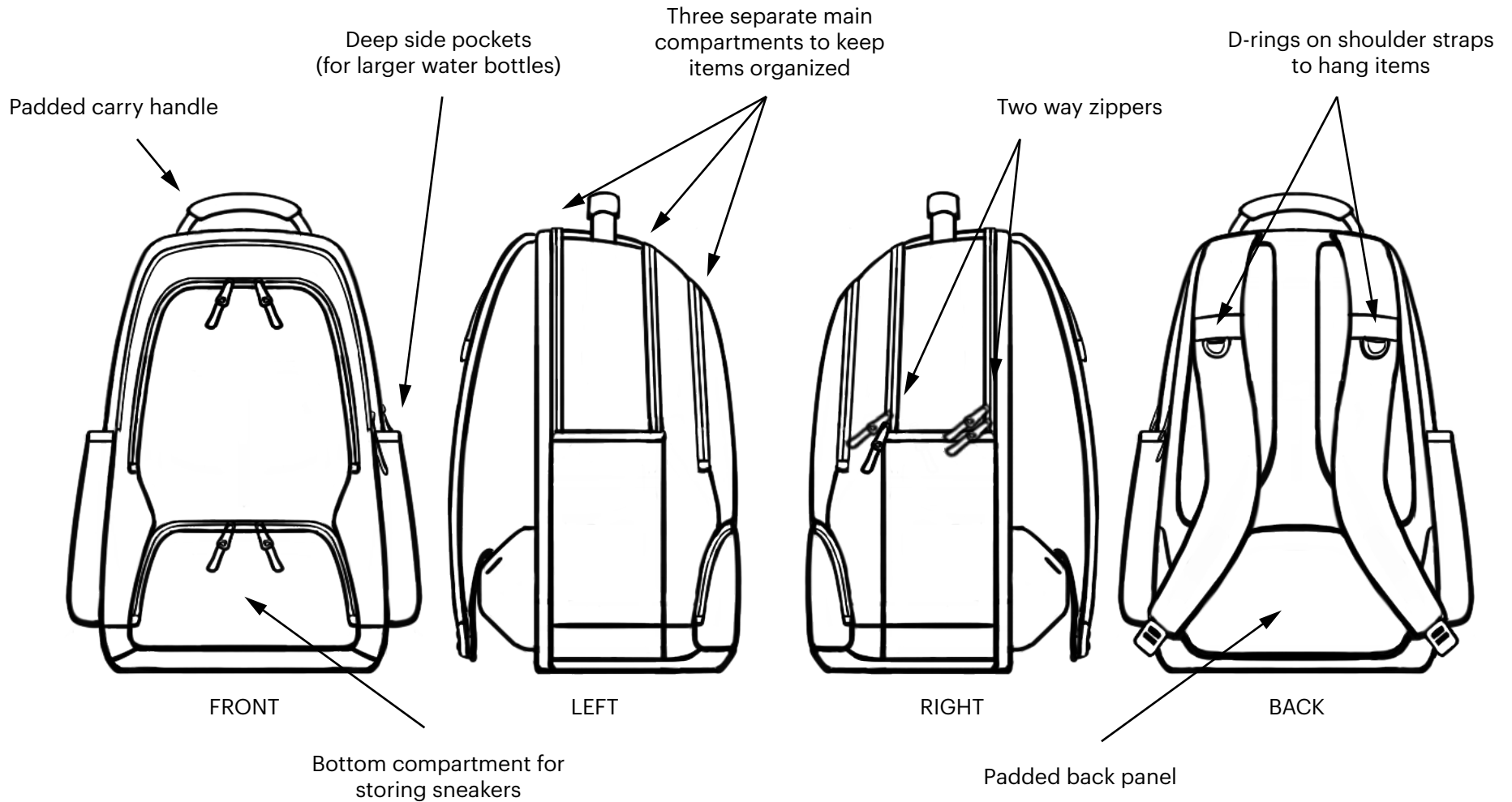
BACK

STUDENT NAME:  
AGE:  
GRADE:

# PRODUCT DESIGN SUBMISSION EXAMPLE

You may type or write out the callouts for your design.

A black/white sketch is acceptable for the Product Design submission. Adding color is optional, but not required.



STUDENT NAME:  
AGE:  
GRADE: