



# HOW TO CREATE WINNING SHOES!



## PICK YOUR TEAM

Choose a small group of students, a whole class, or something in between...whatever works best for you and your school.

## BRAINSTORM

Break down the themes and start thinking of what they mean to YOU!

### - HOMETOWN PRIDE -

- What is special about where you live
- How can you showcase hometown pride?
- What is unique about your home that would be fun to highlight?

\*BONUS\* - Can you make this shoe from sustainable products? \$500 art supply gift card (from Yoobi) in it for you and Vans will donate \$500 to a sustainable organization!

## SELECT DESIGN

- Have a vote with the students or even open it up to your entire school to jury.
- Once you have the ideas picked, start thinking of what media you will use and how to pull it all together.
- Consider making the two pairs a collection by choosing unifying elements in your designs.
- Find reference images and inspirations, but be sure you are making something totally original!

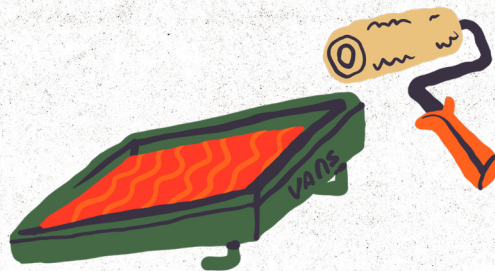
## PREP SHOES

- Remove laces.
- Stuff them with newspaper to give them a stiff form.
- Mask off areas with tape to protect areas you don't want the paint to cover.

### - VAN D(IY)OREN LEGACY -

- This past year the VANS family lost it's co-founder Paul Van Doren. An entrepreneur and innovator, his vision started in Southern California and now spans the globe. Everything Paul did for the brand was driven by authenticity and his Off The Wall spirit.
- Contribute to Paul Van Doren's legacy by showing your DIY take on our four pillars: action sports, art, music and street culture
- How can you make one of our pillars into your own authentic design?  
What is unique about you/your class that you would like to highlight?





## KICK START

- Prime the canvas with multiple thin layers of acrylic gesso (optional).
- Use a larger brush to start painting in the fill colours to create base tones for your designs.

## COMPOSE

- Draw designs on top of base colours with pencil or thin watered-down paint.
- Paint basic shapes and lay out colours with acrylic paints and medium size round brushes.

## ADD DETAIL

- Build layers. This is not limited to acrylic paint; use any other media to tell the story of your composition.
- Use liner brushes to add small details.
- Use fine tip (and ultra fine) Sharpies and paint pens to add your own finishing touches.

## KEEP GOING

- Don't stop here! Play to your strengths to make your shoes fresh and different!
- Use whatever materials and media you have access to. Draw, paint, print, collage, sculpt... EXPLORE!
- Build off of your shoes. Experiment with cardboard, wire, different clay bodies, paper mache, found objects, and anything else you can add to embellish your designs and give your shoes a better way to attract attention.

## FINISH STRONG

- Seal them with a water-proofing spray or a clear acrylic finish (matte or glossy).
- Take high-quality photos against a plain black or white background to showcase your shoes. Make sure they are well-lit and contrast with the background; you want to make sure they stand out in the crowd!



## DON'T FORGET!

- Originality is key! Do not use copyrighted images, logos, or celebrity likenesses.
- Know the deadlines so you don't miss out on your opportunity to participate.
- LATE SUBMISSIONS WILL NOT BE ACCEPTED (no matter how persuasive the reasoning behind it).
- READ THE RULES carefully to know what to expect and how to win!
- Download and use the templates, rules, FAQ's, and teacher tips BEFORE you begin designing.