

A full-body photograph of Justin Gallegos standing in the center of a concrete tunnel. He is wearing a white Nike singlet with a large 'O' on the chest, black shorts with a Nike swoosh, yellow arm sleeves, a black headband, and grey sneakers. He is looking directly at the camera. Behind him is a set of yellow stairs leading up. The tunnel walls are covered in chain-link fencing.

JUSTIN GALLEGOS

FIRST ATHLETE WITH CEREBRAL PALSY TO SIGN A PROFESSIONAL CONTRACT WITH NIKE

NATE ROESE

CEREBRAL PALSY

DESCRIPTION



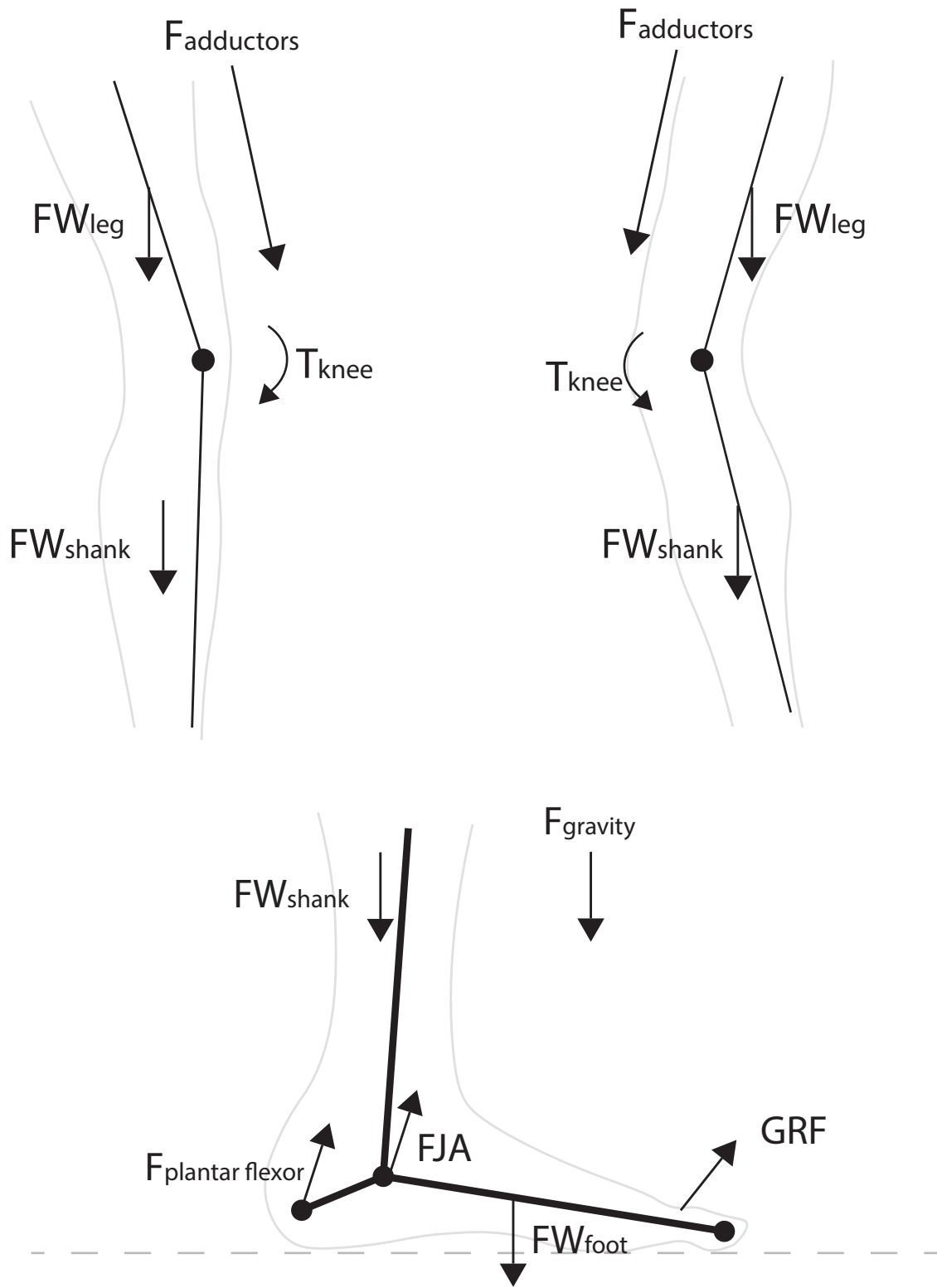
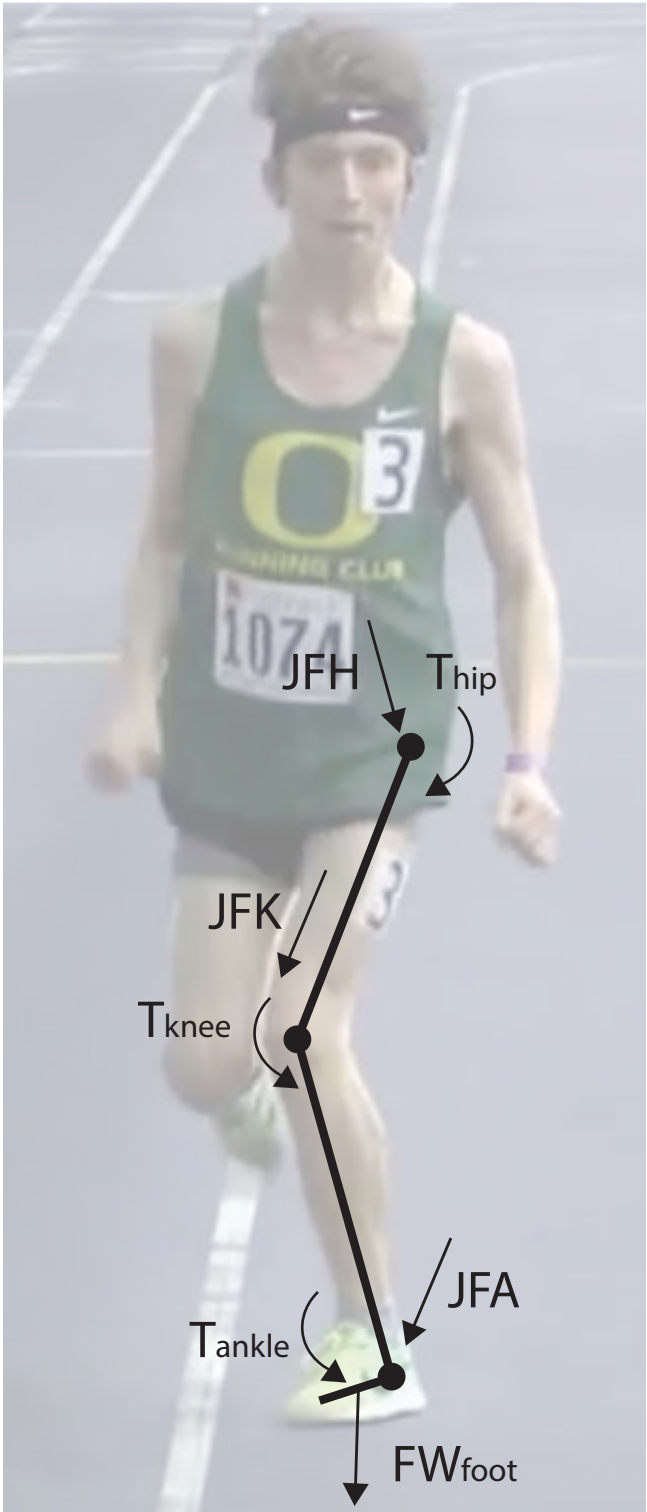
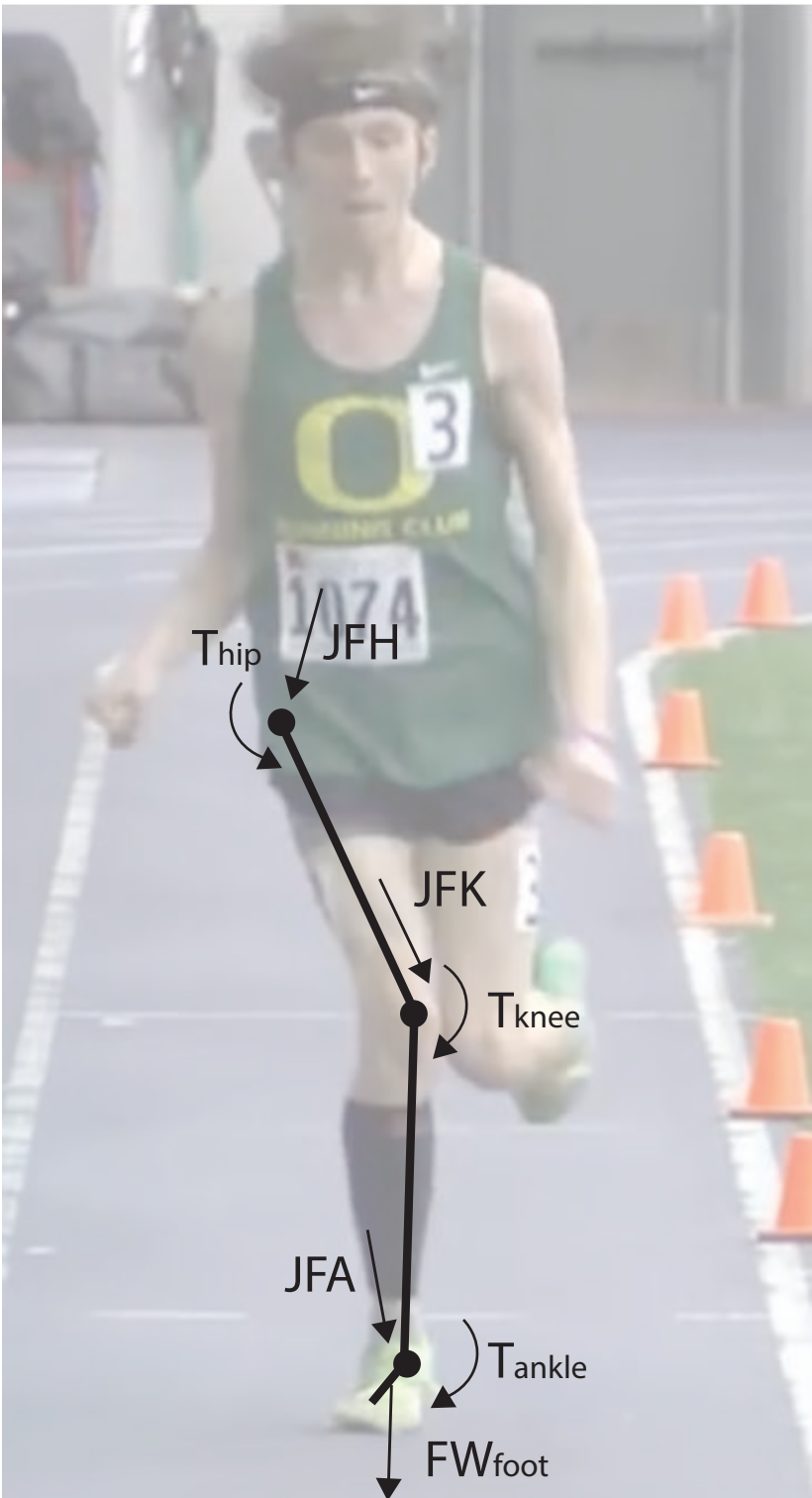
Cerebral Palsy is a developmental disorder caused by damage to the motor cortex of the brain which affects around 500,000 children and adults each year.

Manifestations of Cerebral Palsy:

- Improper muscle tone
- Difficulties with movement
- Abnormal reflexes
- Difficulties with maintaining posture and balance
- Impaired gross motor functioning
- Difficulties with fine motor control

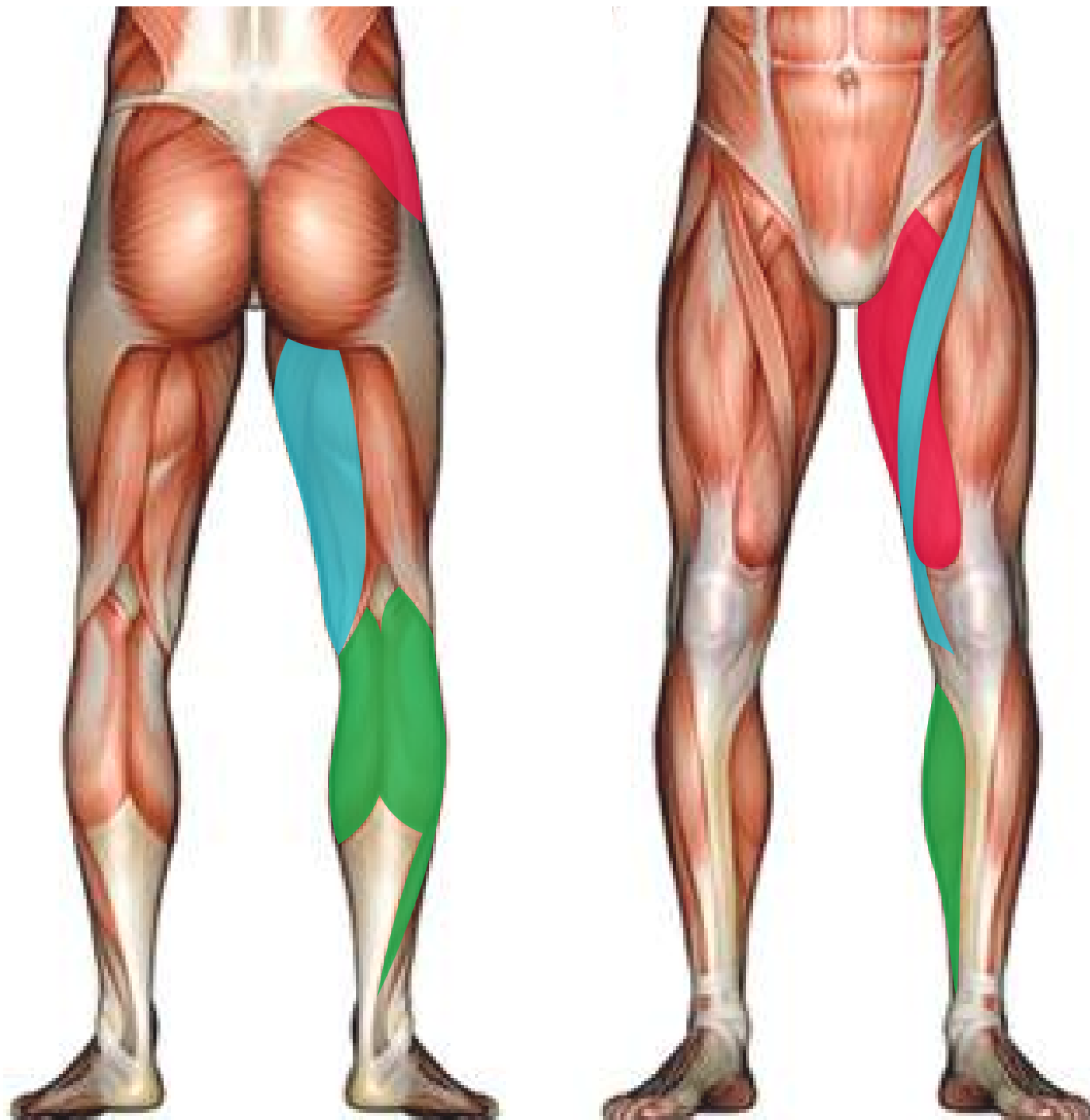
FREE BODY DIAGRAM

JUSTIN GALLEGOS



MUSCLE DIAGRAM

WHAT TO SOLVE



Cerebral palsy leads to hypotonic (under firing) and hypertonic (excessive firing) muscle activity.

HIP: INTERNAL ROTATORS

Tensor fasciae latae muscle (outer hip)
Anterior gluteus medius and the gluteus minimus (upper buttocks)
Adductor longus, brevis, and magnus (inner thigh)

KNEE: INTERNAL ROTATORS

Sartorius
Semitendinosus
Semimembranosus

ANKLE: EVERSION & ADDUCTION

Gastrocnemius and soleus

PRODUCT BRIEF

JUST GO KIT



JUST GO KIT

PRODUCT GOAL:

The Just Go running kit is designed specifically for Justin Gallegos, a professional runner living with cerebral palsy. To offset the strain caused by his adaptive stride, the running tights support his knees, calves and hips; additionally, this kit offers over the hand arm sleeves that better protect his arms in case of falls.

ENVIRONMENT: For Justin Gallegos running outside on concrete and dirt surfaces

FOB (TIGHTS): \$30

FOB (SLEEVE): \$10

DELIVERY: Spring 2020

PRODUCT DIRECTION

JUST GO KIT

FEATURES AND BENEFITS

Polyester for moisture wicking and breathability

Customized fit for a secure and comfortable feel

Over the hand arm sleeves for abrasion protection when falling

One way stretch around knees for extra support

Bioceramic infused fabric for muscle recovery

Body mapped reinforcements for muscle and gait support

STYLE



GRAPHICS & COLORS

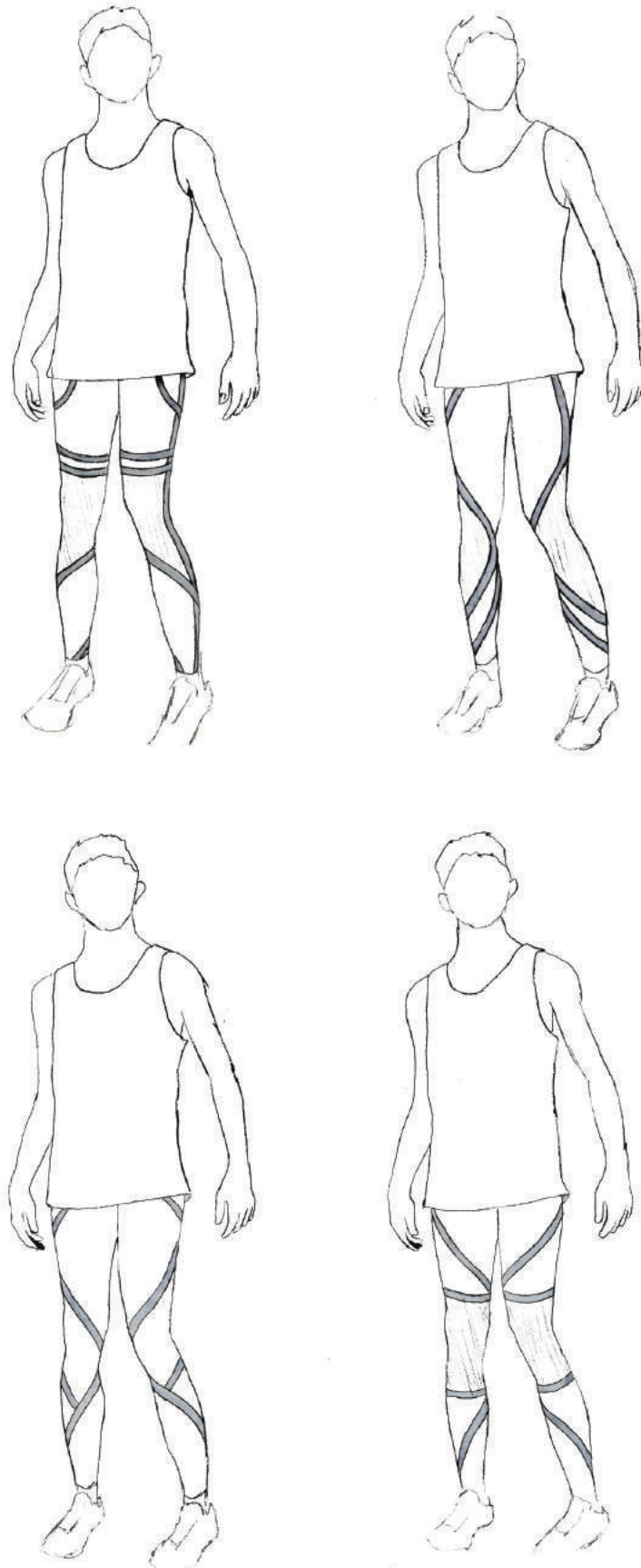
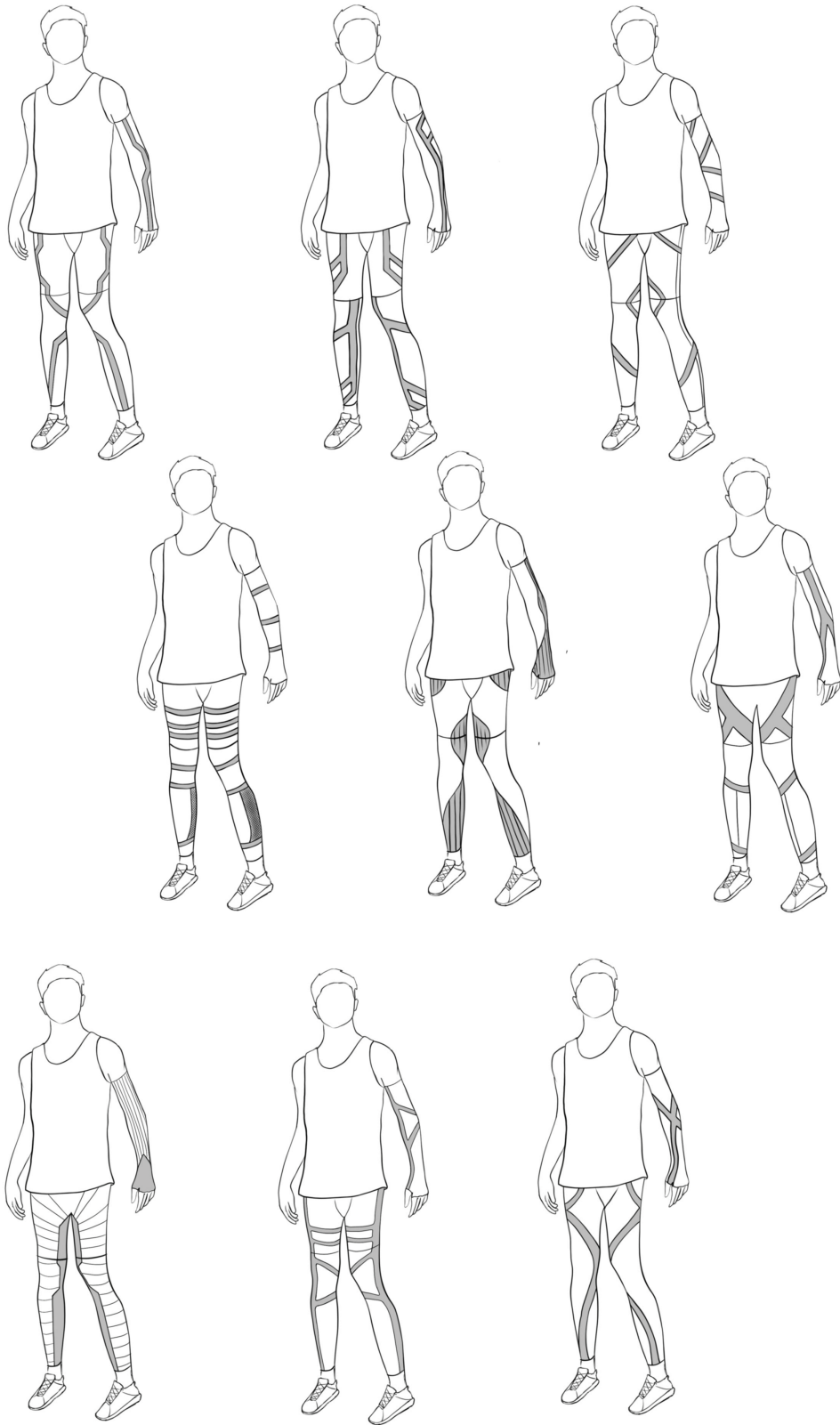


MATERIALS



CONCEPT SKETCHES

IDEATION



TESTING

BIOMECHANICS



PROTOTYPES

PROCESS WORK



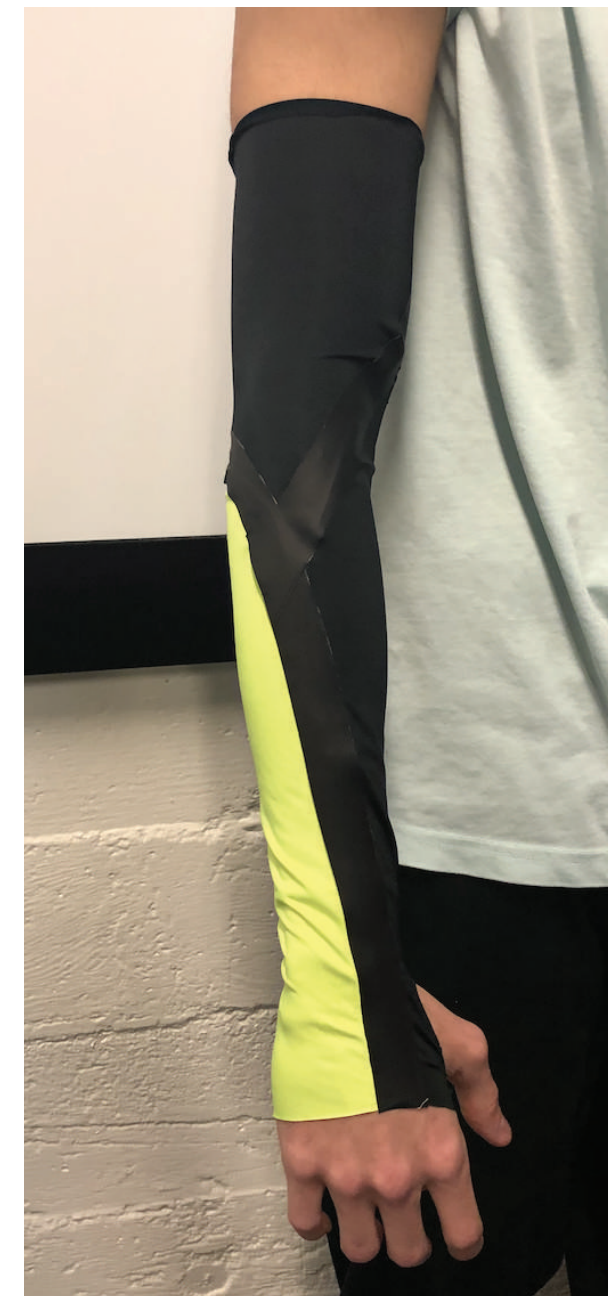
LAYOUT OF BANDING



FINAL PATTERNS WITH BANDING



NEW BANDING MATERIAL



ARMSLEEVE ITERATION

