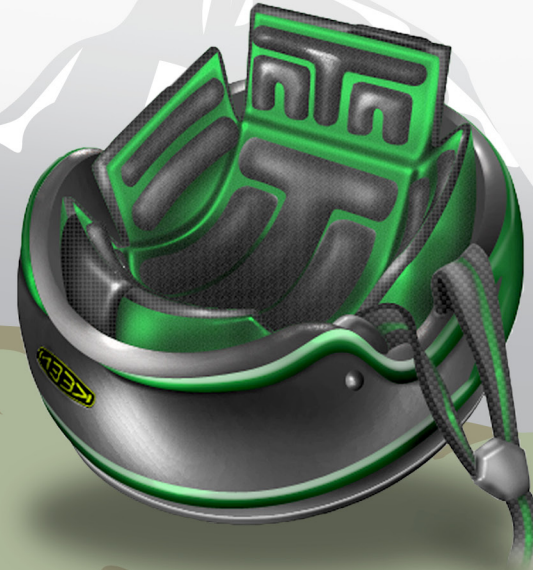


Staying safe and
enjoying the family
weekend outside.



ideation refinement

After creating a series of styling sketches, I chose the design that I felt fit the Keen brand the best. The final design incorporated details inspired by features of existing products in the Keen line. The exterior of the helmet pays tribute to the iconic rubber bumper on nearly all Keen footwear, and the

helmet straps resemble the straps that make up the exterior of the brand anchor, the "Newport". I produced renderings of the final sketch using Photoshop and by applying textures to the renderings I was able to create a more realistic representation of the final product.