



# FOOTWEAR DESIGN COURSE €950

## FOUNDATION

In 4 sessions, go from design idea to factory-ready spec sheet – with a portfolio piece and your own AI assistant to keep you moving forward. Starting with the Life Project principle of committing fully to one brand and one consumer, you will move through brand research, concept development, and CAD drawing. You will conclude the course with a factory-ready spec sheet and a portfolio-ready pitch. All four sessions are 1-on-1, online and outcome-led.

### YOUR LEARNING JOURNEY & OUTCOMES



A complete footwear concept – researched, designed and factory ready



A block of thumbnail sketches and one developed idea



CAD drawings in multiple views with a full tech pack and Bill of Materials



A professional pitch deck ready to present to an employer or factory

### WHY THIS COURSE IS UNIQUE



Industry methodology and academic theory



The same design thinking framework taught at University of Arts London



Trained by designer who worked with global brands



90-day action plan

## WHAT YOU GET



Sessions tailored to your current level, pace and creative direction



Personalised feedback on research, sketches, CAD and final outcomes



4 live 1-on-1 sessions – 60 minutes each, delivered online



Your own tailored AI assistant

## YOUR INSTRUCTOR



### EKATERINA SAVOSINA · CORDWAINERS / UAL

Footwear designer with 15+ years of industry experience, with designs sold across international brands in 120+ stores worldwide. She has trained professional designers at Nike, Adidas, Hoka and New Balance, and holds a BA (Hons) in Footwear from Cordwainers, University of the Arts London.

## TESTIMONIALS



“Learning the Course was incredibly inspiring experience with Ekaterina. Her passion for teaching, combined with her clear and structured approach, made even the most complex topics easy to grasp. I am truly grateful for her constant support and for helping me build both confidence and skills for my portfolio.”

Sanjana Kannan-Fashion  
Student



“Thanks again for your patience and helping me learn these amazing skills! The possibilities are endless and I’ll forever be grateful!!!”

Julius Leon - Independent  
Footwear Designer

# COURSE CURRICULUM

## SESSION 1

### RESEARCH, NICHE & MARKET INSIGHT

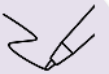


You will learn how to analyse a brand like an industry professional – understanding its values, consumer, price positioning and competitive gaps. You will learn how to map a market, spot a real commercial opportunity, and write a design brief that gives your entire project direction and purpose.

*Homework: Brand audit · Consumer persona · Four research boards · Competitor board · SWOT · Opportunity Canvas · Design brief*

## SESSION 2

### CONCEPT, IDEATION & SKETCHING



You will learn how to extract design ideas from research and translate them into sketches fast. You will learn the thumbnail method used by professional designers, how to evaluate and develop your strongest concept, and how construction methods and materials shape every design decision.

*Homework: 20–30 thumbnail sketches · One refined developed sketch · Detail board*

## SESSION 3

### CAD, TECH SPECIFICATION, DIGITAL DESIGN TOOLS & AI



You will learn how to communicate your design with precision using industry-standard CAD tools. You will learn how to build a complete tech pack with a Bill of Materials, construction and material callouts, and how to use AI to speed up specification writing and produce professional-quality renders.

*Homework: CAD file + complete tech pack document*

## SESSION 4

### FINAL PITCH, CAREER PATHWAYS & NEXT STEPS



You will learn how to present a design project in the format used by industry professionals – covering research, development, tech and commercial story. You will learn how to map your own career pathway and leave with a clear, personalised 90-day plan for your next steps in footwear design.

*Output: Pitch deck · 90-day action plan · Portfolio-ready project*

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