

GRAPHIC DESIGN I: Snowboard Design

Vocabulary:

Mission statement

Demographic

Marketing

Role:

You are a graphic designer starting up your own snowboard design and manufacturing company. You need to come up with marketing strategies to promote your company. You start by designing your own logo to brand your company. After designing your logo, you need to create a website with an example of a snowboard design that will appeal to your target demographic that you design. You will write a company story (mission statement) for your company and include it on your website. You will also add snowboard related content to your website to engage the consumer.

Essential Questions:

Why is marketing important to a snowboard company?

What demographic would a snowboard company target?

What content and design/art elements would a graphic designer have to consider to appeal to that demographic?

Snowboard Design Criteria:

Content:

Create a design for the front and back of a snowboard that targets a specific demographic. The design must represent something about that demographic. Place your logo and company name somewhere on your board. The logo should take up a small space within the design but not be the main design.

Design Rules/Elements of Art /Principles of Design:

Follow the Design Rules for Contrast & Repetition.

Don't have your focal points where your boots/bindings go.

The logo and name of the company must be either on the front or the back of the board. Its placement needs to be well thought out and part of the design.

The design must go off at least 2 sides of your board and cover at least 60% of the board.

Color Tip:

Use warm colors for focal points and positive spaces; they tend to pop out.

Use cool colors for backgrounds and negative space; they tend to recede in space.

Technical:

Mrs. Hayes will provide the Snowboard Photoshop template.

Complete any line drawings and logo drawings for the snowboard to scan or photograph with your phone.

Photoshop and/or Illustrator: Clean up and then transfer the images to the Photoshop Snowboard template.

Use Photoshop and /or Illustrator tools to color snowboard and add effects with filters and specialized brushes.

Keep everything clean and professional.

Creative Process:

- ❑ **Create a goal:** Go to your Graphic Design Blog and create a new post called "Snowboard Learning Goal". Create a goal based on the essential questions. Think

about what you already know and what you want to learn more about.

❏ **Inquiry Blog:**

Name your new blog post: “Inquiry Snowboard Design”

Copy and paste the following into your post. Then complete it:

Define the term marketing:

Define the term demographic:

What is a company mission statement?

Where would you find the mission statement on a company's website?

Look up company mission statements from 3 different snowboard companies and paste them here:

- 1.
- 2.
- 3.

What do they all have in common?

Find a snowboard design image from each of those companies and paste them here:

- 1.
- 2.
- 3.

What do they all have in common visually? How do they connect to the companies mission statements?

Do an image search for top snowboard designs. Insert 5 of your favorite designs here. State the demographic each board design would appeal to. Describe the visual elements that make the board appealing.

- 1.
- 2.
- 3.
- 4.
- 5.

Your Company Story:

Write a fictitious company story (Mission Statement) about your snowboard

company.

Name of Your Company:

Answer the following questions in your story:

1. How did your company get started? (Make it up and make it interesting or funny)

2. What are your company's values as they pertain to the consumer?

3. What are your company's plans for the future?

How does the symbolism of your logo connect to your company story?

Share your finished blog post with a classmate. Comment on each other's posts with what you found helpful or interesting and add anything that you think your classmate would find helpful.

☐ [Extra Blog - Jake Burton](#)

☐ **Thumbnail Sketches:**

Complete 5 color thumbnail sketches of Snowboard design ideas for both the top and bottom of each snowboard. Get feedback from classmates and teacher and revise to have the strongest design.

☐ Complete Snowboard Designs - Get feedback from classmates and teacher and revise as you go.

☐ **Create a Website:**

After you complete your snowboard designs:

Go to Google Sites

Create a New Site for your snowboard design company with the following:

- Title: Company name
- Company Story (Mission Statement)
- Logo
- Your Snowboard designs
- Statement about how your design appeals to your target demographic.
- Link to your favorite snowboard designer

- Embed a snowboarding video

Follow the design rules for contrast, repetition, alignment, and proximity for your website design. Get feedback from classmates and teacher and revise the website to have the strongest layout design.

❏ Critique Post:

Go to your Graphic Design blog.

Create a new post.

Name your post “Logo/Snowboard Design Critique”

Copy and paste the following into the new blog post:

INSERT A SCREENSHOT OF YOUR LOGO DESIGN HERE:

INSERT A SCREENSHOT OF YOUR SNOWBOARD DESIGN HERE:

PASTE THE LINK TO YOUR SNOWBOARD COMPANY WEBSITE HERE:

How does your logo represent your company? Talk about its symbolism and how it relates to your company’s mission statement.

Who is the demographic/consumer your company targets?

How does your board design appeal to your target consumer? (Talk about imagery, symbolism, color, lines, shapes, images, contrast, repetition, etc.)

Why would proper marketing be important to your snowboard company?

What was some of the feedback you received on your snowboard design and how did you revise your design to make it better?

What was some of the feedback you received on your website design and how did you revise it to make it better?