

Graphic Design 2 S1

Skateboard Name & Deck Design

Mr. Galins

CLO - SWBAT...Research an existing skateboard manufacturer. Once you understand that companies branding, product offerings and philosophies, and using the design cycle, you will create a new deck design and well as name it. Using the deck templates provided, you will use either Adobe Illustrator or Adobe Photoshop to create the new deck design. Championing your artistic voice, you will need to defend your new deck & name design both orally and in writing to the class during the project Crit.



**NO
CELL PHONE
USE**

AVISO



**No se
permiten
teléfonos
celulares**

Reorder: ANS-9547 www.ComplianceSigns.com

NOTICE



**No
mobile
phones**

Skateboard Name & Deck Design

Creative Brief

(How will I know if I am successful with this project?)

- ❖ Research a Skateboard Company
- ❖ Use Typography, Photos and /or Art
- ❖ Design needs to dovetail into product line
- ❖ Name needs to dovetail into product line
- ❖ You can use Adobe Illustrator or Photoshop
- ❖ Understand your Target Market
- ❖ You will have 2 designs, top and bottom
- ❖ Using the templates provided
- ❖ Think of Grip Tape on top of board...



“Do not recreate a deck already made.”

– *Mr. Galins*

Exemplars...

- ❖ How is this design successful?
- ❖ Can you tell there is a direction to the designs?
- ❖ If these were in your product line up how would you design yours?



Exemplars...

- ❖ How is this design successful?
- ❖ Can you tell there is a direction to the designs?
- ❖ If this was in your product line up how would you design yours?



Understanding your Target Market

- ❖ A particular group of consumers at which a product or service is aimed.
- ❖ There are over 10 million skateboarders in the United States, and approximately that many outside of the US.
- ❖ Of those 10 million skateboarders the vast majority are street skaters.
- ❖ Most of these skateboarders are around 14-15 years of age, and in addition to skateboarding they listen to punk rock, hip hop/rap, or indie music, watch skate videos, and read skate magazines.

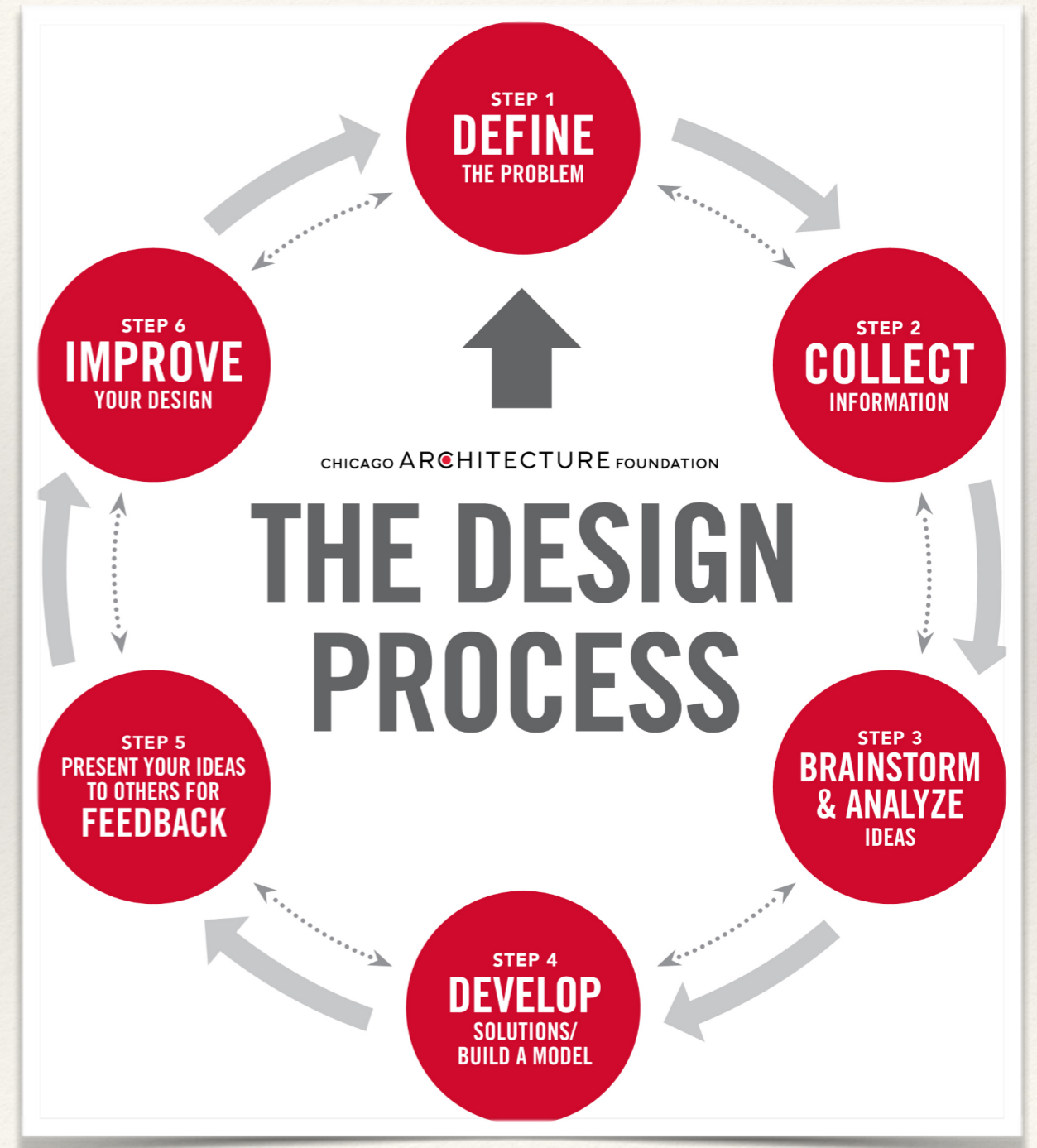


“Do not recreate a deck already made.”

– *Mr. Galins*

The Design Cycle

- ❖ The design cycle is a model and it is intended to be the central tool to help designers to create and evaluate solutions in response to a design challenge.



Step One...Research (DC)

- ❖ Find a company that you identify with
- ❖ Signature use of sustainably sourced wood and bamboo, continuing a 24-year tradition of balancing style with performance.
- ❖ Designs and Branding
- ❖ Complete the Research Online
- ❖ **Due Today**



Step Two... Thumbnails (DC)

- ❖ Generate multiple ideas
- ❖ Show your ideas evolving
- ❖ These are part of your grade
- ❖ **Due Wednesday the 29th**
- ❖ Complete and turn in your one page of thumbnails
- ❖ Grip Tape



Step Three...Initial Designs (DC)

- ❖ From your Thumbs begin to design your deck
- ❖ Call me over to review your initial designs, (feedback)
- ❖ This is part of your grade
- ❖ **Due Thursday the 30th**
- ❖ Grip Tape



“Do not recreate a deck already made.”

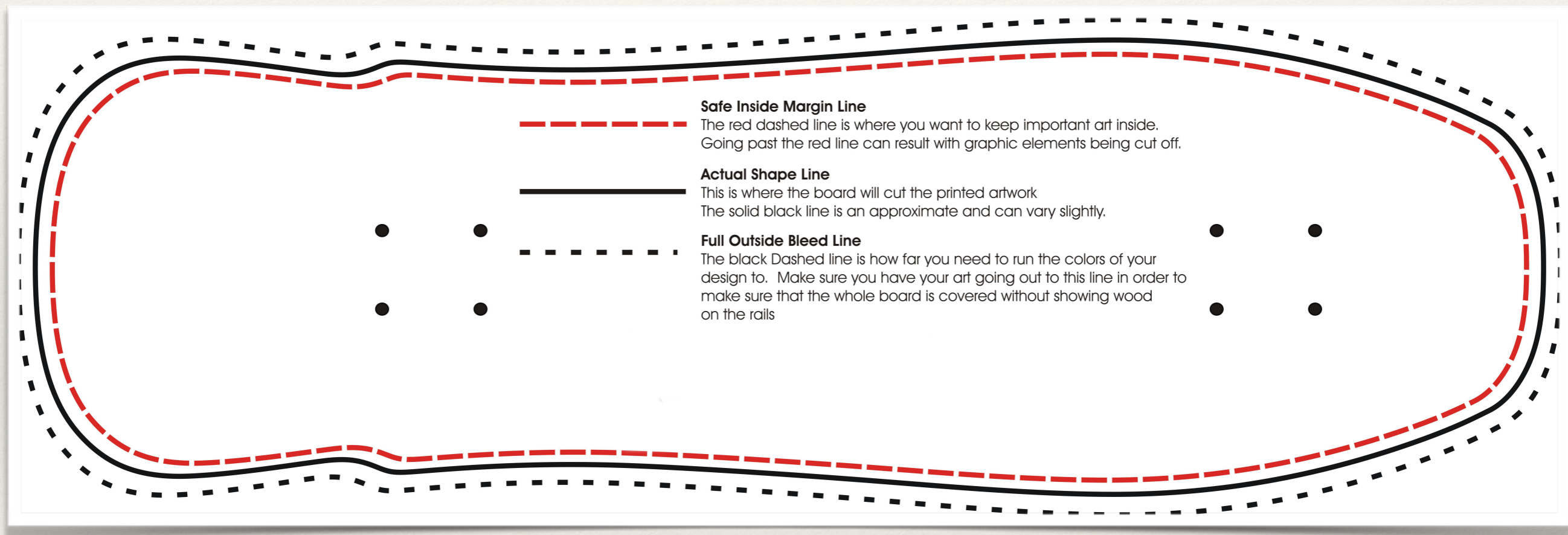
– *Mr. Galins*

Step Four...Final Design

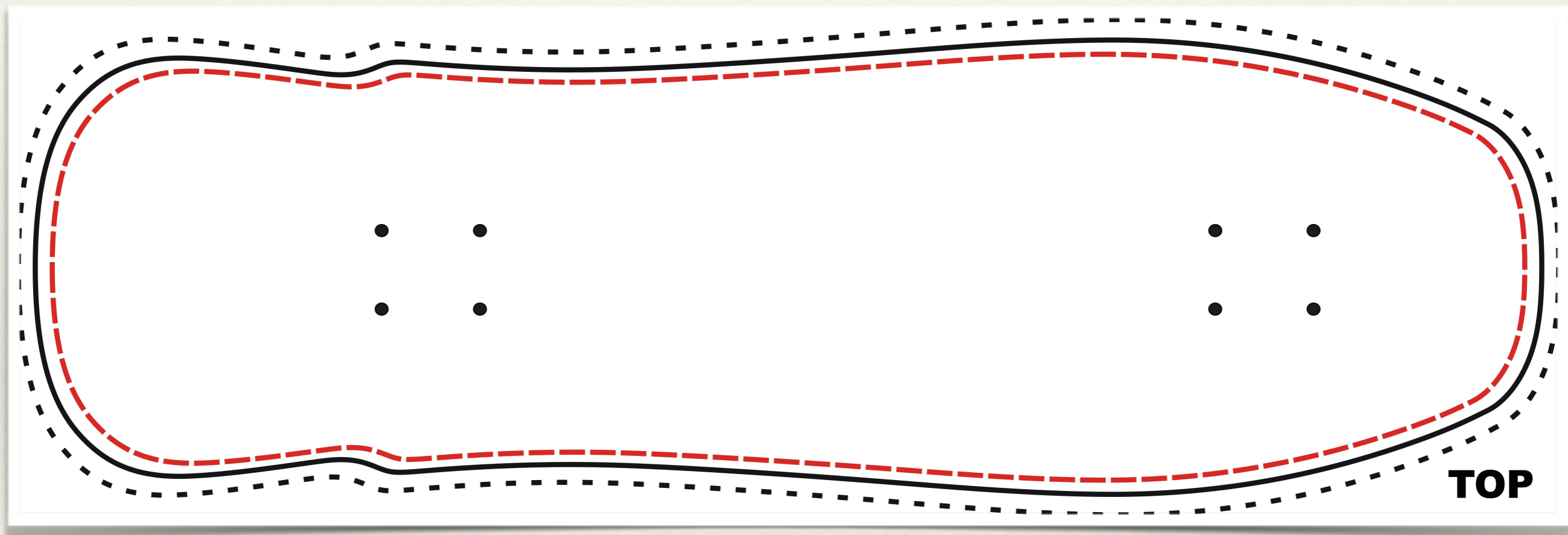
- ❖ From your initial design and feedback, finalize your design
- ❖ Name is due as well
- ❖ Upload .jpg to your Weebly site
- ❖ Submit .jpg to me via the Delta Visual Arts site
- ❖ **Due Friday the 31st**
- ❖ Grip Tape



Template you MUST use

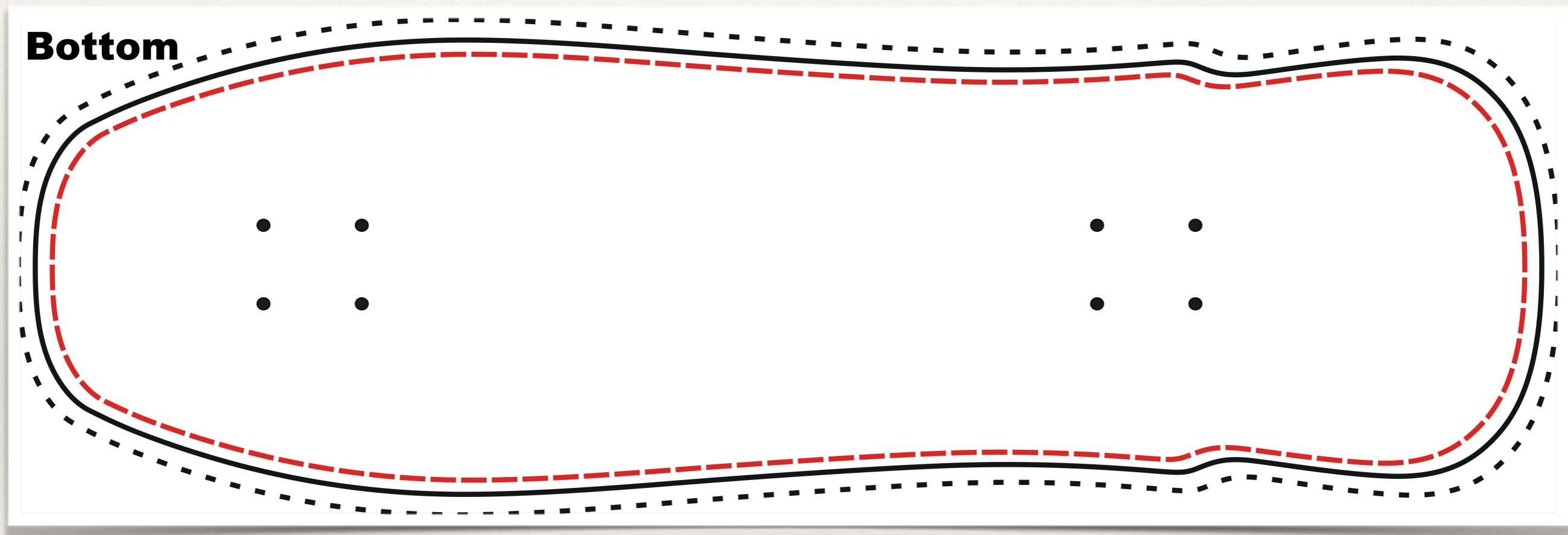


Template you **MUST** use



❖ Grip Tape

Template you **MUST** use



Questions?

Complete the Creative Brief Exit Ticket
&
Start your Company Research Paper Due Today

Found on the Delta Visual Arts Site.