

As I am pursuing a major in graphic design and a minor in digital marketing, I want to create content that will encapsulate both. To work towards my future in these fields, I want to make a series of graphics for athletics that will be made digitally. Something that I am very interested in is pursuing a career in graphic design for an athletics administration or sports team. Creating this series will help me work towards this goal of mine and have content as experience to use in my career after I graduate. In creating a series, I would create content that follows the same themes and brand image as though I were creating content for a specific organization. I would take a possible interest in creating content for St. Norbert College athletics for this project, using images of our very own athletes. Content I would include in this series would consist of social media content design, an 8.5" x 11" sports poster, a magazine cover, a trading card, a promotional advertisement, and a t-shirt. I believe that having a range of creations would make the design content and portfolio strong because of the variety and fluidity that can be displayed among the content.

I want to create a specific branding image that will be executed through all of the content that is created with the use of fonts, colors, and stylization. To create my work, I will first create various sketches by hand to plan out the final products that I want to create. After creating a variety of designs, I will work to choose the images that I think are the strongest, and from there I will move towards working on Adobe Illustrator and Photoshop to create the final products. I will work on each product one by one to be able to focus on one design at a time. I will likely start with a poster where I can draw themes and designs to inspire my other work so that they are cohesive with each other.

I want to have the idea that I am creating for a brand that has a specific image that I need to adhere to. A graphic design artist that I admire and that I would like to draw inspiration from is Britt Davis who is currently a designer for AMP Sports + Entertainment. They have done impressive work with design for sports with techniques of design, illustration, print, and branding, and I would like to follow them and their work to see how they draw inspiration and the different ideas and techniques that they use to be successful in their work. As Davis is someone who is very successful in this field, I think that it is a good idea to learn from someone who has this kind of experience.

Regarding a timeline for this project, as I mentioned above, I want to begin with a multitude of sketches and layouts for this project. I want to come up with various ideas with themes and brand images and decide which one is the most successful. I want to draw inspiration from other works of art and design, but I also want to create something that is unique to me as a designer. I will make these sketches by hand using color, as well as black and white. Once I decide the path that I want to follow for branding and images for my work and decide which design I have sketched that I want to pursue, I will move forward and start to create the sports poster in Adobe Illustrator and Photoshop. I would expect my sketches to take maybe two weeks to complete. I want to be sure that I have a large variety of sketches and that they are well thought out before moving on to the next step. When creating the poster, I would expect this to perhaps take a week or two as well. Once I finalize this poster, I will move on to the other components of design that I listed that I want to pursue, and I expect a similar timeline for those as well. I want to take each component and make sure that it is successfully

crafted and captures the brand presented effectively. Once completed, all of the work will be physically printed out to be able to present and view.