Graphic Products

Task:
To design a team Identity through graphics and reflect sponsor input.

Introduction
Your team needs to have an identity. This is crucial in the world of sport and marketing. You need to use sponsor's advertising, in a manner proportional to the help you have received.

Research Section
What are some of the current designs for your style of boat hull?
What are the names of your school team and sponsors that you have to represent?
What materials and equipment are used to make graphics designs for boats?
Do sponsors have specific colours and typefaces that must be used?
Will the sponsors mind being shown on your boat together?

Design Section
Working in conjunction with the hull design team and sponsor team; using your entire research material, compile the information needed to: -
1. Design the background colours
2. Design the size, shape, type, colour and position of your graphics

Initial Design
Produce initial designs in two parts on paper. Firstly, the background. This is important as will make your boat stand out. You can use solid colour, two tone stripes or patterns and even more complicated shapes. Your design can be simple or complex at this stage.
Once you have done this, you must think about what logo's words and names are going to be used. These must be your sponsors, School and/or team name and anything else that you feel is essential. Don't forget these have to stand out against your background, so be careful when choosing the colours.

Testing Section
If your boat has been modelled on a CAD package, try to change to surface colour to match your design. This will get you part of the way to seeing what you design will look like.
Using a suitable CAD graphics package, design the lettering. You can then print out onto paper or cut them onto vinyl to try out or to attach onto your boat.

Manufacturing
To complete your design, you can manufacture words and simple graphic shapes in a wide variety of colours using a vinyl cutter. This will give you the ability to quickly and accurately produce your designs to a high quality.
To finish your background, you may have chosen the correct colour materials to use during manufacture. If not you can use a variety of sprays to achieve you design, using aerosol cans or an airbrush system.

Health and Safety
If using Aerosol paint cans, please see specific manufacture's safety instructions on the can and use in a spray booth or well-ventilated area.