2013

Sport prism

Scott Howard

Follow this and additional works at: http://scholarworks.rit.edu/theses

Recommended Citation

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Sport Prism

Scott Howard

A Thesis submitted to the Faculty of the
College of Imaging Arts and Sciences
in candidacy for the degree of

Master of Fine Arts
Computer Graphics Design
Rochester Institute of Technology

May 2013
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Review of Literature</td>
<td>4</td>
</tr>
<tr>
<td>Process</td>
<td>6</td>
</tr>
<tr>
<td>Summary</td>
<td>31</td>
</tr>
<tr>
<td>Conclusion</td>
<td>32</td>
</tr>
<tr>
<td>Appendix</td>
<td>33</td>
</tr>
<tr>
<td>Bibliography</td>
<td>53</td>
</tr>
</tbody>
</table>
Sport Prism

The Sport Prism explores the development and implementation of a cohesive brand identity metaphor for a sport complex across multiple media. The metaphor that significantly impacts the design of this brand is the geometric prism. The concept of geometric prisms is paired with sport imagery to create a unique and compelling brand experience.

The Sport Prism frames relationships between the sport complex and the prism in intriguing ways, creating new meaning and ultimately a unique brand identity.
Problem Statement

Most sport complexes have poorly implemented designs and marketing strategies, causing them to blend among the masses. This identity strives to bring a fresh perspective to the industry and stand out among the oversaturation of uninspired design concepts.

The Sport Prism accomplishes all it sets out to do by using a meaningful metaphor to drive the design and the concepts surrounding the brand. The Sport Prism brand is brought to life in many different formats including print, video and web. The website in particular has been designed to create a dynamic experience for users. The Sport Prism project demonstrates how a concept can be expressed successfully in different mediums, while still being unified in both design and communication objectives.
Thesis Statement

Design Ideation
The Sport Prism combines imagery associated with sports and the metaphor of a prism to create a new graphic identity. The idea of a prism influences the design in many ways, including the color palette and the graphic elements. For instance, prisms refract light, creating a rainbow of colors in the visible spectrum. The brand color palette is derived from this phenomenon. A prism is composed of multiple angular geometric planes, relating to the active nature of playing sports. These angular geometric shapes influence the design of the brand’s graphic elements. The influence of this metaphor and design of the brand has been explored across a variety of mediums, including print, web and video.

Target
The Sport Prism is designed to target a few different groups of people because sport complexes offers such a variety of facilities and services. The people that would use the facilities most often are young athletes, ages 10-20. However, the primary target will be the coaches or parents of the children. A few secondary targets include families looking for a fun time and older athletes looking to train.

Implementation
The design of the brand identity has been accomplished by utilizing a variety of software applications. The brand logo and graphic elements have been created with Adobe Illustrator. Printed work, including the business card, stationery and poster series have been designed with Adobe InDesign. The website has been coded in HTML, CSS and JavaScript using Adobe Dreamweaver. The website consists of four pages—home, events, rentals and contact. Two 15 second promotional motion graphics videos have been designed with Adobe After Effects.

Evaluation
In order to ensure the successful creation of the Sport Prism brand identity across the many different mediums, surveys have been conducted to gain feedback with regard to the clear communication of a singular brand. Additionally, usability testing has been used to ensure the ease of navigating through the website. All feedback gathered has been considered and implemented when and where appropriate.

Dissemination
Since the scope of the Sport Prism project is rather large, portions of the project have been submitted in different categories to different competitions, including the Rochester ADDY Awards and the Adobe Design Achievement Awards. It will also be featured in the Computer Graphics Design Thesis show on May 16, 2013.
## Literature

The research focuses on a few different concepts—the creation and implementation of successful brand identities, different design approaches for promoting sport events/organizations and the design of dynamic websites.

| Helen Vaid | This book explores the different aspects of branding and their importance. It has been useful when designing the Sport Prism brand across multiple formats. |
| Brand Identity | Designing Brand Identity. An Essential Guide for the Whole Branding Team  
| Alina Wheeler | This book explores the process of creating a brand strategy and carrying it through all implementations of a given brand. It has been useful when creating the Sport Prism brand metaphor and displaying it in all aspects of branding. |
| Sports Promotion | A Century of Olympic Posters  
| Margaret Timmers | This book showcases many examples of promotional posters that have been designed for the Olympics throughout the years. Many of these posters depict imagery relating to sporting events. This book has been useful in studying the different ways that sport imagery has been stylized, from photographic to illustrated representations of sports. |
| Web Design | Responsive Web Design  
| Ethan Marcotte and Jeremy Keith | This book explores CSS design principles and techniques for creating websites that provide quality experiences at different display resolutions. It has been useful when coding the website to format in relation to different screen sizes. |
# Literature

| Web Design | CSS3 for Web Designers  
| Dan Cederholm and Jeffrey Zeldman |
|-------------|---------------------------------------------------------------|
| This book explores the different ways to take full advantage of CSS coding. It has been useful when styling the Sport Prism website. |

| Web Design | HTML5 for Web Designers  
| Jeremy Keith and Jeffrey Zeldman |
|-------------|---------------------------------------------------------------|
| This book explores the different ways to take full advantage of HTML coding. It has been useful when coding the HTML markup for the Sport Prism website. |

| Web Design | The Elements of Content  
| Erin Kissane and Kristina Halvorson |
|-------------|---------------------------------------------------------------|
| This book explores the concepts behind content strategy for the web as well as different techniques for creating content strategy. It has been useful when organizing the content contained in the Sport Prism website. |

| Web Design | Designing for Emotion  
| Aarron Walter and Jared M. Spool |
|-------------|---------------------------------------------------------------|
| This book explores strategies to help designers create designs that invoke audiences to feel a human connection to a design. It has been useful designing the Sport Prism brand and website. |

| Web Design | Mobile First  
| Luke Wroblewski and Jeffery Zeldman |
|-------------|---------------------------------------------------------------|
| This book explores the concept of starting a web design by first designing for mobile devices and implementing strategies that allow the website to adjust for larger resolutions. This book has been useful when coding the website for smaller resolution screens. |
The graphic identity of the Sport Prism originally stems from the idea for the architecture of the main building that would house the many different sports. The building would be a unique take on a dome-building. It would be composed of many geometric faceted surfaces, allowing the building to take on an arc form. This unique architecture would create a large geometric prism, propelling the metaphor for the graphic identity— the prism.

The prism metaphor is carried through in the language as well as all visual elements of the brand. The name of the organization, the Sport Prism, utilizes the metaphor while keeping a parallel structure to the known phrase, “Sport Dome.” Further, the style of all visual elements reference the prism metaphor, including the logo, the colors, the geometrically stylized graphics and the pattern.
Grid

A geometric grid (Fig. 1) has been designed to serve as the basis for many of the different graphic elements of the Sport Prism identity, including the logomark, geometric shapes and a pattern. This grid has been structured to create an dodecagon, referencing the arc in the architecture of the Sport Prism building as well as the round nature of all sport balls.

Figure 1: Grid
Logo

The logo or corporate signature (Fig. 2) is the combination of logomark and logotype.

<table>
<thead>
<tr>
<th>Logomark</th>
<th>The overall shape of the logomark is derived from the dodecagon-shaped portion of the Sport Prism grid. The dodecagon has been systematically divided further to reflect the faceted nature of multi-polygonal prisms. The color palette derived from the refraction of the visible light spectrum through a prism is used in the logomark, again referencing the metaphor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logotype</td>
<td>The typeface, Bank Gothic, has been chosen for the logotype because it is geometric in nature. It has been designed in a neutral gray to balance among the wide array of colors within the logomark.</td>
</tr>
</tbody>
</table>

Figure 2: Logo
Color Palette

The color palette (Fig. 3) for the brand has largely been derived from the refraction of the visible light spectrum through a prism. The color palette allows the use of tints and shades of 6 primary colors. It is further supplemented by shades of a neutral gray.

Figure 3: Color Palette
Typography

The typography has been designed to be neutral, allowing other graphic imagery to be more prominent. For this reason sans serif typefaces have been selected for the brand identity. Further, the typography is often displayed in a light shade of gray that would not be suitable for a serif typeface.

Bank Gothic

Bank Gothic is used only in the logotype. It is an all caps typeface that contains geometrically stylized characters.

Univers

Univers is a neutral sans serif typeface that offers a variety of different weights to create hierarchy in printed text. It is used in all Sport Prism printed collateral.

Open Sans

Open Sans is a neutral sans serif typeface that offers a variety of different weights to create hierarchy in web text. It is used in the Sport Prism website.
Highly stylized sport players (Fig. 4) have been designed out of geometric shapes. The shapes that compose these players deviate from the grid, as the shapes need to be more flexible to create the human body form. Each sport has been depicted in its unique monochromatic color scheme. All sport players are placed over gray grounding shapes that have been derived from the grid.
Pattern

The grid has been repeated to create a pattern (Fig. 5) that is used to flood large areas. It may be used in white or any of the brand colors.

Figure 5: Pattern
Stationery

The stationery package (Fig. 6) has purposely been designed to be simple, allowing focus to fall on the logo as well as the relevant text. It has been designed to be highly functional and efficient in communicating necessary information.

Figure 6: Stationery Package
Collateral

Sport Prism collateral (Fig. 7) has been designed to operate as a unit separated by each individual sport. The collateral consists of league schedules, league rankings and promotion cards.

Figure 7: Collateral
Promotion Cards

Sport Prism promotion cards (Fig. 8) have been designed as a fun print take-away that implement the prism characters. These cards are designed to promote the brand and generate excitement among families and children participating in the different sports.

Figure 8: Promotional Cards
Posters

Sport Prism posters (Fig. 9) have been designed with the sport player illustrations coupled with large bold text calling out each sport.
**Website Planning**

Before designing the Sport Prism website, it was important to determine the content and map out the different sections of the website.

**Flow Chart**

This flow chart (Fig. 10) displays how the website functions. The website is composed of four main pages accessible through a primary navigation system. There is a secondary navigation for the homepage, allowing smooth transition to the six different sport sections on that page. Initially, there were plans to have secondary navigation systems for the event and rental pages as well. Once the content for the website was finalized, it became apparent that there was not enough content on those pages to warrant secondary navigation systems.

Figure 10: Flow Chart
Website Design

At the start of the web design process, many different designs and page structures were explored through quick pencil sketches. Feedback from other designers as well as thesis committee members encouraged the exploration of two design concepts in particular. These two concepts were developed further, using Adobe InDesign to create mock ups with actual content.

Mock up 1

The first option (Fig. 11) is based on the brand grid. The grid echoes the logo in the center of the webpage, while the shapes that the sport players exist above are placed in relation to the grid. The text content then shifts around to space that is not occupied by the sport players. The navigation is placed statically in the upper-left corner of the screen. This option is much more experimental than the second option.

After much consideration this idea was scrapped because it is not as functional or consistent as the opposing option. Further, this option does not lend itself to responsive design as there is too much variation between pages.

Figure 11: Mock Up 1
Website Design

Mock up 2

The second option (Fig. 12) was based on a more standardized column structure. The leftmost column is designed to house the navigation and the logo, while the primary text content of each page flows in one major column. Rather than using the grid as the background, this option uses the brand gray. The sport players break out of the column structure and are placed in different locations to give each section variation.

This option was chosen to be the starting point for the development of the website as it is highly structured, while maintaining a nice variation. Its structure also lends itself well to responsive design and creating mobile versions of the website.

Figure 12: Mock Up 2
Website Implementation

Once the starting point for the design of the website was decided upon, the implementation of the website through HTML, CSS and JavaScript began.

Using HTML, the structure for the website was coded first. The content of the entire website has been coded in one HTML document (Fig. 13). The reason for this is so that dynamic transitions could be easily implemented with JavaScript. Standard coding conventions have been used to keep the HTML markup clean and easy to comprehend and edit.

```
<div id="navtop">
  <nav id="primarynav">
    <ul>
      <li><a id="sports-click" href="#sports">Sports</a></li>
      <li><a id="events-click" href="#events">Events</a></li>
      <li><a id="rentals-click" href="#rentals">Rentals</a></li>
      <li><a id="contact-click" href="#contact">Contact</a></li>
    </ul>
  </nav>
  <div id="logo">
    <img id="logomark" src="images/logo.png">
    <h6>Sport Prism<br>420 Bollantyne Road<br>Rochester NY 14623<br>585 889 2000</h6>
  </div>
</div>

<nav id="secondarynav">
  <ul>
    <li><a id="golf-click" href="#golf">Golf</a></li>
    <li><a id="soccer-click" href="#soccer">Soccer</a></li>
    <li><a id="lacrosse-click" href="#lacrosse">Lacrosse</a></li>
    <li><a id="volleyball-click" href="#volleyball">Volleyball</a></li>
    <li><a id="football-click" href="#football">Football</a></li>
    <li><a id="tennis-click" href="#tennis">Tennis</a></li>
  </ul>
</nav>
```

Figure 13: HTML Sample Code
**Website Implementation**

**css**  
Once the structure and content for the website had been coded in HTML, the next step was to style the website using css. The css document (Fig. 14) has been coded to both format and add visual styling in-line with Sport Prism brand standards to the HTML content. The formatting and the visual style have been coded largely based on the mock up that preceded. Throughout the process, the styling has developed further, improving significantly in comparison to the original mock up. Further, css media queries have been used to format the website according to different screen resolutions. Standard coding conventions have been used to keep the css markup clean and easy to comprehend and edit.

```css
#contents{
    width:1440px;
    position:relative;
    display:block;
    z-index:1;
    background-color:#f1f1f1;
    overflow:hidden;
}

article{
    margin-left:100px;
    padding-left:150px;
    position:relative;
    background-color:#f1f1f1;
    clear:both;
}

#default-head{
    margin-left: -100px;
    background-color:#555;
    height:228px;
}
```

Figure 14: css Sample Code
Website Implementation

**JavaScript**

The last step in coding the website was adding some dynamic functionality using JavaScript. The JavaScript code (Fig. 15) makes changes to the HTML and CSS documents based on certain events that anyone viewing the site triggers.

Some of the functionality that the JavaScript allows includes fading between different pages, animated scrolling between different sections on the homepage, and animated sliding of the secondary navigation. Standard coding conventions have been used to keep the JavaScript markup clean and easy to comprehend and edit.

```javascript
$(document).ready(function(){
    height = $(window).height();
    width = $(window).width();
    containingwidth = width - 138;
    $('.nav').css({'height': height});
    $('#contents').click(function(){
        $('#secondarynav').animate({'left': '-150px'});
    });
    $('.sports-click').click(function () {
        $('#secondarynav').animate({'left': '0px'});
    });
    $('.secondarynav').hover(function () {
        $('.secondarynav').animate();
    }, function() { $('.secondarynav').animate({'left': '-150px'});
    });
    $('.golf-click').click(function () {
        $('.secondarynav').animate();
    }, function() { $('.secondarynav').animate({'left': '-150px'});
    });
});
```

Figure 15: JavaScript Sample Code
Website Realization

**Desktop and Laptop**

The largest format of the website (Fig. 16) is 1440 pixels wide. When the browser window exceeds 1440 pixels the brand pattern fills the remaining portion of the screen. Additional styling has been implemented since the mock up, helping to provide better user orientation and hierarchy within the content.

*Figure 16: Desktop and Laptop Website*
Website Realization

**iPad Horizontal Orientation**

When viewing on an iPad (Fig. 17) at a horizontal orientation the website is 1024 pixels wide. At this size some of the space around elements begins to diminish and some elements begin to shrink in size.

The mobile format is a major reason for having the navigation along the left side of the screen. With the exception of holding a phone in a vertical orientation, most people use two hands to grip both sides of any given mobile device. This allows easy access to both the left and right sides of any touch screen, making either side an ideal location for navigation.

Figure 17: iPad Horizontally Orientated Website
Website Realization

iPad Vertical Orientation

When viewing on an iPad at a vertical orientation (Fig. 18) the website is 768 pixels wide. At this size some elements begin to relocate and some elements diminish in size even further.

Figure 18: iPad Vertically Oriented Website
Website Realization

**iPhone Horizontal Orientation**

When viewing on an iPhone at a horizontal orientation (Fig. 19) the website is 480 pixels wide. At this size the major column for content shifts flush with the right edge of the navigation element and flush with the left edge of the screen, completely hiding the gray background.

![iPhone Horizontally Oriented Website](image)

Figure 19: iPhone Horizontally Oriented Website
Website Realization

When viewing on an iPhone at a vertical orientation (Fig. 20) the website is 320 pixels wide. At this size the major column for content shifts flush with the right and left edges of the screen, while the navigation element reformats horizontally along the bottom of the screen.

The navigation shifts for two reasons—limited screen real estate and functionality. Typically when someone is holding a phone vertically, he or she is using one hand to cup the phone at the bottom. This allows the thumb to easily access the lower portion of the touch screen rather than either side.

Figure 20: iPhone Vertically Oriented Website
Motion Graphics Planning

Two 15 second motion graphics clips have been designed to be displayed as transitions between information, such as schedules, on television monitors in the facilities.

**Storyboard**

The first step in creating these motion graphic videos was to develop a concept. The idea was to have the many geometric shapes that compose the sport players fly together to echo the action that each sport player is performing. The sport ball then would fly from player to player changing its shape and size accordingly. The storyboard (Fig. 21) was designed in Adobe Illustrator using many of the brand graphics previously created.

Figure 21: Storyboard
Motion Graphics Implementation

Adobe After Effects

After planning out the motion graphics clips, the assets were brought into Adobe After Effects (Fig. 22) to be animated. The animations have been accomplished through the use of key frames as well as a few expressions.

Figure 22: Animating in Adobe After Effects
Motion Graphics Realization

The finished motion graphics videos (Fig. 23) have been designed to be displayed in context. There is informative text between the videos, allowing the videos to be seen as the transitional animations they are intended to be.

Figure 23: Stills of Motion Graphics Videos
Feedback

Once the entire project was initially finished, qualitative feedback was gathered from designers and potential customers through conversation and questionnaires. People were thrilled with brand style and graphics as well as its implementation across different formats. Even so, there were suggestions and while all have been considered, only a few seemed necessary and appropriate. These changes have improved the website and the motion graphics videos.

| Website Improvements | There have been two improvements to the animated scrolling aspect of the website. Initially, the website did not scroll back to the top of the events, rental and contact pages when leaving the homepage. This has been corrected by the addition of some id elements in HTML markup. These id elements are then targeted by the navigation links.

The second technical issue criticized was that the responsive design caused the scrolling animation to stop at the wrong locations when the browser width changed. After doing more research this project was corrected with some conditional JavaScript statements. The new JavaScript causes the page to reload at the same widths specified in the css media queries. |

| Motion Graphics Improvements | The changes implemented to the motion graphics videos have primarily been small refinements. These include zooming out from the “golf” ball at the start of the first animation instead of starting zoomed out as well as refining a few contact points between the balls and the sport players in both animations. |
Conclusion

The Sport Prism project is a completely original take on a sport complex brand identity and the implementation of that identity across different mediums. It successfully creates excitement for the brand by using the metaphor of a prism as the base for the design. The Sport Prism demonstrates that good design is rooted in a cohesive and well executed concept.

The true learning experience that the Sport Prism provides is determining how to effectively balance consistency and variation in the brand delivery. While it is important for brands to be cohesive and have consistency, this project demonstrates that having variation in the different applications of a brand is just important. The variation allows viewers to maintain interest across the many implementations of the brand.

All brand elements are not always appropriate for every application. For example, it does not make much sense for the stationery to contain the sport player illustrations because the communication objective of the stationery should focus on information. Determining which graphic elements are appropriate for which design situations is a large aspect of the exploration in this project.

While the scope of the Sport Prism project explores the implementation of the brand in print, web and video situations, the exploration could be expanded upon. Branding itself should influence every aspect of any branded organization. The Sport Prism project could be expanded upon by exploring the brand implementation in many additional design situations including, architecture, environmental design, product design and apparel design, to name a few.
Qualitative Research

Qualitative research was conducted to gather feedback regarding all aspects of the Sport Prism project. Various excerpts from the interviewed have been gathered to demonstrate the overall reaction to the project. Revisions were then made in response to this feedback.

<table>
<thead>
<tr>
<th>Brand Identity</th>
<th>The brand identity is eye-catching, cohesive and well designed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Identity</td>
<td>The stylized images of the different sports are cool. The different colors also help make the imagery stand out.</td>
</tr>
<tr>
<td>Brand Identity</td>
<td>I love the logo and how the pattern echoes the shapes in it. Actually, I like how all the branding elements are created from geometric prism shapes, tying back to the name, Sport Prism.</td>
</tr>
<tr>
<td>Web Design</td>
<td>The clean aesthetic and responsive design of the website is nice.</td>
</tr>
<tr>
<td>Web Design</td>
<td>The scrolling aspect of the website makes it feel modern and dynamic, but when the page size changes the page doesn’t scroll to the right sections.</td>
</tr>
<tr>
<td>Motion Graphics</td>
<td>Breaking up the sport players and having them form from the different shapes was a great idea.</td>
</tr>
<tr>
<td>Motion Graphics</td>
<td>I think having the ball be passed from player to player was a cool way to transition from one sport to another. However, some of the timing when the players are interacting with the ball seems a little off.</td>
</tr>
</tbody>
</table>
SPORT PRISM

Scott Howard
November 14, 2012

Rochester Institute of Technology

A Thesis Proposal submitted to the Faculty of the College of Imaging Arts and Sciences in candidacy for the degree of Master of Fine Arts
THESIS COMMITTEE

Chris Jackson, Committee Chair
Associate Professor
Computer Graphics Design

Signature of Committee Chair      Date

Dan Deluna, Committee Member
Associate Professor
Computer Graphics Design

Signature of Committee Member      Date

Lorrie Frear, Committee Member
Associate Professor
Graphic Design

Signature of Committee Member      Date
Abstract

This thesis will explore the development & implementation of a cohesive brand identity metaphor across multiple media. Specifically, this brand identity will be designed for a sports complex. The metaphor that will significantly impact the design of this brand is a geometric prism.

This thesis will frame relationships between the sports complex & the prism in an intriguing way, creating new meaning & ultimately a unique brand identity.
PROBLEM STATEMENT

There are many sports parks that already exist in the world. Most have poorly implemented designs & marketing strategies, causing them to blend among the masses. This identity will bring a fresh perspective to the industry & it will stand out among the oversaturation of uninspired design concepts.

This thesis will bring the brand to life in many different formats including print, video, & web. The website in particular will be designed to create a unique experience for users, rather than acting as a traditional static page that provides information. Overall, the thesis will demonstrate how a concept can be expressed in different ways, while still being unified in its design and communication.
SURVEY OF LITERATURE


An example of a website by Nike that uses interaction as a story telling device, creating a unique user experience.


An inspirational example of a single page scrolling website for the sport of badminton. This website uses some strong diagonal shapes & interesting interaction techniques to create a unique user experience.


This book explores the different ways to take full advantage of CSS3 coding. This will be helpful when creating the website for this thesis.


This book explores the different ways to take full advantage of HTML5 coding. This will be helpful when creating the website for this thesis.
SURVEY OF LITERATURE


This book explores the concepts behind content strategy as well as different tools & techniques for creating content strategy.


This book explores CSS design principles & techniques for creating a website that provides a quality experience at different display resolutions.


This book showcases many examples of promotional posters that have been designed for the Olympics throughout the years. Many of these posters depict imagery relating to sporting events, making the book relevant to the design of a sports complex branding campaign.


This book discusses the different aspects of branding and their importance. This is relevant as this thesis will explore many aspects of branding in different formats.
**SURVEY OF LITERATURE**


This book discusses strategies to help designers create designs that allow audiences to feel a human connection to the design.


This book discusses the process of creating a brand strategy and carrying through the development of a brand. This is relevant, as the thesis will be built around a brand strategy/concept that uses the metaphor of a prism.


This book covers the concept of starting a web design by first designing for mobile devices & implementing strategies that allow the website to adjust for larger resolutions.
This thesis will combine concepts associated with sports complexes & the metaphor of a prism to create an entirely new graphic identity. The idea of a prism will influence the design in multiple ways, including the color palette & graphic elements. Prisms refract light, creating a rainbow of colors in the visible spectrum. The brand color palette will be derived from this phenomenon. The prism is also composed of multiple angular geometric planes, relating to the active element of playing sports. These angular geometric shapes will influence the design of the brand’s graphic elements. The influence of this metaphor & design of the brand will be explored across a variety of mediums, including print, web, & video.

The design of the brand identity will target a few different groups of people because a sports complex offers such a variety of facilities & services. The people that will use the facilities most often will be young athletes, ages 10-20. However, the primary target will be the coaches or parents of the children. A few secondary target markets include families that are looking for a good time & older athletes looking to train.

The design of the brand identity will be accomplished by utilizing a variety of software applications. The brand logo and graphic elements will be created in Adobe Illustrator. Photography capturing the different sports offered at the complex will be given a specific & unique treatment with Adobe Photoshop. Printed work, including the business card, stationery, & the poster series will be laid out in Adobe InDesign. The website will be coded with HTML, javascript, & CSS using Komodo Edit. The website will be a five page website with sections for home/sports, events, rentals, putt-putt, & contact. Finally, two 15 second promotional motion graphics videos will be designed using Adobe After Effects. These videos will feature animations of graphically stylized players participating in the different sports & they will be added to the Sport Prism website.
In order to ensure the successful creation of the brand identity across the many different mediums, surveys will be conducted to gain feedback in regards to the clear communication of a singular brand. Additionally, usability testing will be used to ensure the ease of navigating through the website. Further, if there are any design or technical issues, seeking the advice or expertise from others will be helpful. All feedback gathered will be considered. Two weeks to implement any necessary changes have been built into the timeline for this project.

After the completion of this thesis project, it will submitted to various design competitions and presented at the end of the year in the Computer Graphics Design thesis show. The presentation of the work will include both digital & printed work.
LIST OF DELIVERABLES

1. Logo (print)
2. Stationery package (print)
3. 3 Posters (print)
4. Website (web)
5. Two 15 second motion graphics promo pieces (video/web)
PRAGMATIC CONSIDERATIONS

The main pragmatic consideration for this project will be time. The thesis project will be designed and fully realized by the end of Spring quarter at Rochester Institute of Technology. There will be a monetary budget for the printed components of the thesis. This will cost between $60-$150.
DISSEMINATION

This project will be promoted through many different venues. The thesis will be displayed at Rochester Institute of Technology’s Computer Graphics Design Thesis Exhibition in Spring 2013. The project will be submitted to design competitions as well. These include the following:

1. Rochester Advertising Federation ADDY Award Show
2. Adobe Design Achievement Awards (Deadline June 2013)
3. Communication Arts Design Competition (Deadline May 10, 2013)
4. American Design Awards (Deadline is May 2013)
SUPPORTING DOCUMENTS

The required skillset to successfully accomplish the many things outlined in this project is evident in past work. In Production Pipeline a similar project was designed in regards to creating a cohesive brand across different media. For Production Pipeline a branding campaign was created for the Chili Fitness Center. It includes print, web, & motion graphics designs.
In regards to designing a unique interactive web experience, a project designed in the Summer of 2012 showcases these necessary abilities. The Assorodus Project, demonstrates the knowledge required to use HTML, CSS, & javascript to create an interesting dynamic website.
DESIGN CONCEPTS

1. The logo will be designed by combining geometric prism-like shapes & the idea of sports balls.

2. The stationery will also be designed using geometric prism-like shapes.

3. The posters will feature photography of people participating in sports as well as the use of geometric shapes.

4. The website will have 5 pages. Each page will have secondary navigation in order for users to quickly navigate to a section of that particular page. It will also feature dynamic movement of graphic elements, relating to the action of playing sports.

5. The motion graphics pieces will each be 15 seconds long and feature action shots of characters stylized with geometric shapes playing different sports. The animations will end with the logo.
DESIGN CONCEPTS

Brand Style:

SPORT PRISM

BANK GOTHIC MD BT
Univers LT Std Light
Univers LT Std Bold
Site Map:

- home/sports
  - golf
  - soccer
  - lacrosse
  - tennis
  - baseball
  - volleyball
- events
  - leagues
  - tournaments
- rentals
  - field rentals
  - planning
- contact
DESIGN CONCEPTS

Motion Graphics Storyboard (for one of the animations):
TIMELINE

Timeline according to the 2012-2013 calendar.

Week of November 25  Work on logo & brand graphics
Week of December 2  Finalize logo; work on brand graphics & stationery
Week of December 9  Finalize brand graphics; work on stationery
Week of December 16  Finalize stationery
Week of December 23  Take photography; start working on posters
Week of December 30  Take photography; continue work on posters
Week of January 6  Finalize poster designs
Week of January 13  Begin design concepts & layout for website
Week of January 20  Finalize the idea for website
Week of January 27  Create assets for website
Week of February 3  Continue creating assets for website; start coding website
Week of February 10  Continue coding website
Week of February 17  Continue coding website
Week of February 24  Continue coding website
Week of March 3  Finish coding website
Week of March 10  Start working on motion graphics pieces
Week of March 17  Continue work on motion graphics pieces
Week of March 24  Continue work on motion graphics pieces
Week of March 31  Add motion graphics pieces to the website
Week of April 7  Perform usability testing & gather feedback
Week of April 14  Continue gathering feedback
Week of April 21  Revise project according to feedback
Week of April 28  Finalize revisions to the project
Week of May 5  Prepare everything for presentation
Week of May 12  Prepare everything for presentation
Works Cited


