

Let's Make  Some Merch

The first step in any project is to gather all the information you might need up front.

Let's ask ourselves questions.

1. What themes or context do we have to build an idea around?
2. What brand elements need to be incorporated / adhered to?
3. What use-case are we designing for?
4. Who is this speaking to? What is it saying?

1. What themes or context do we have to build an idea around?

20 Year Anniversary of Katrina

60 Year Anniversary of Montgomery

2. What brand elements need to be incorporated / adhered to?

SAA, Crest, Blue, Gold, White

3. What use-case are we designing for?

T-shirt / Sweatshirts

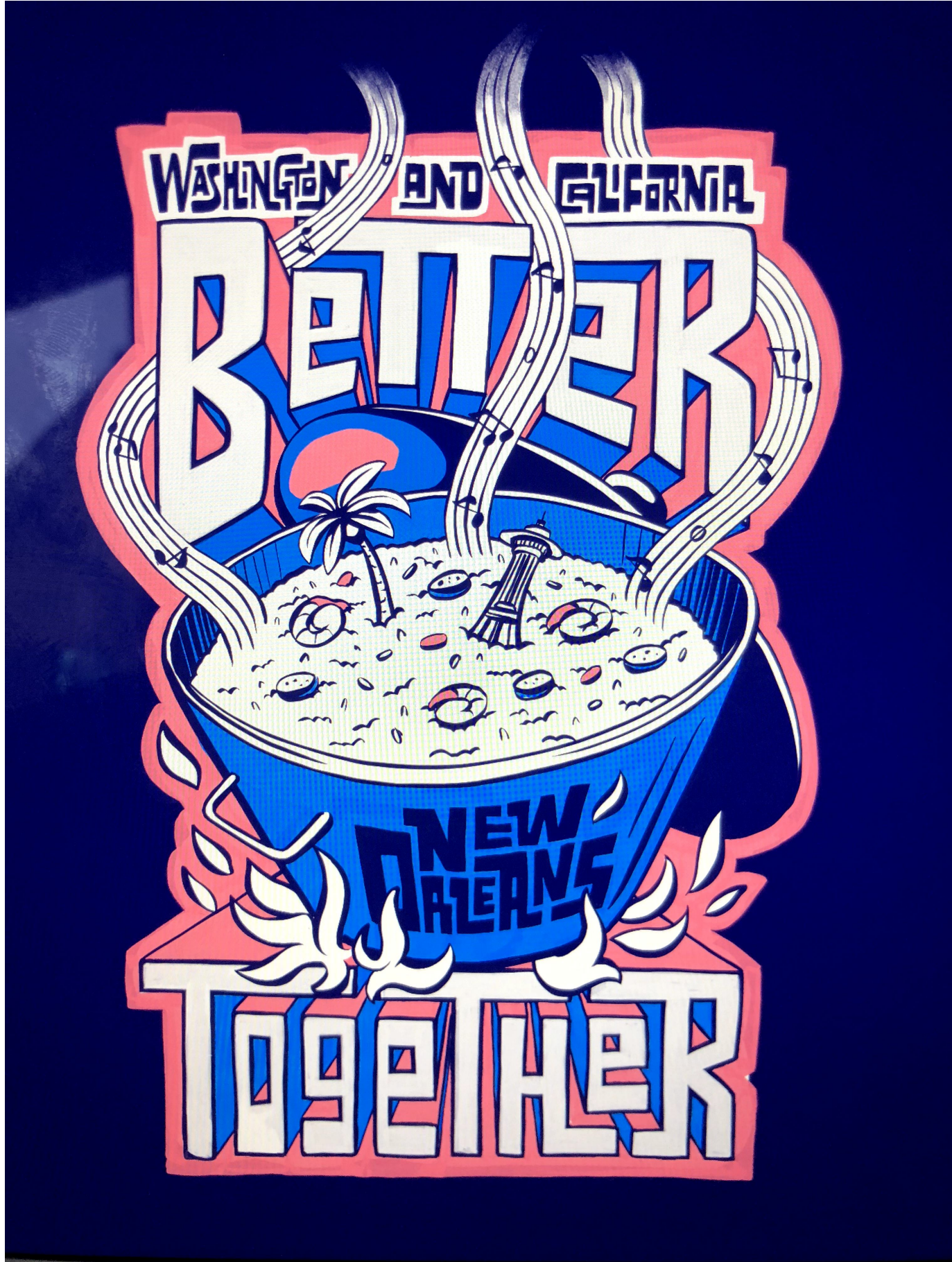
4. Who is this speaking to? What is it saying?

Team Members, New Orleans and Local Communities

Examples: Heart of a Nation



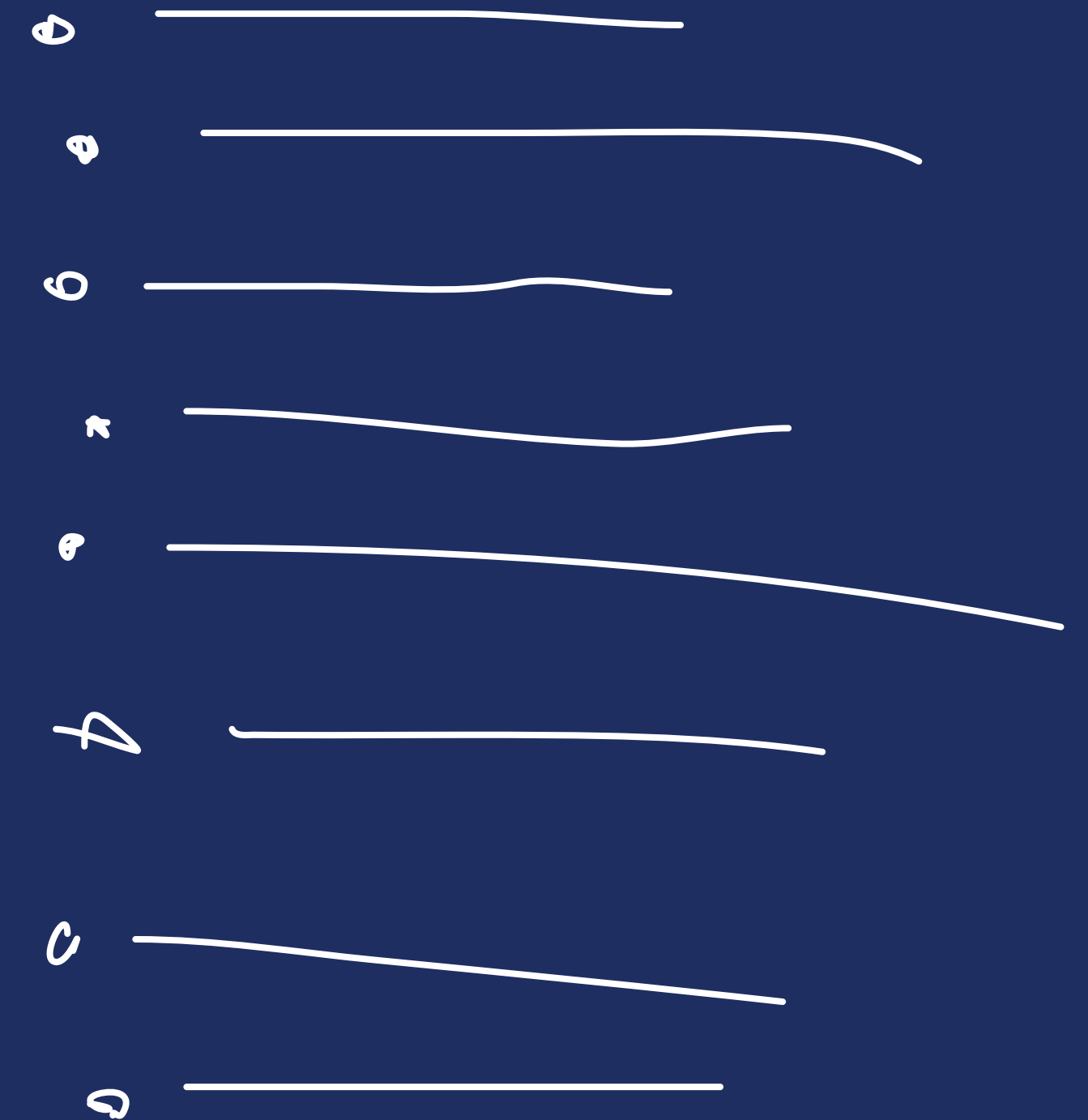
Examples: Better Together



Step 1:

Each team member will write down ideas. We'll have 10 minutes to get as many ideas as possible.

At the end of this process each team will review ideas and vote one or two to move forward with.



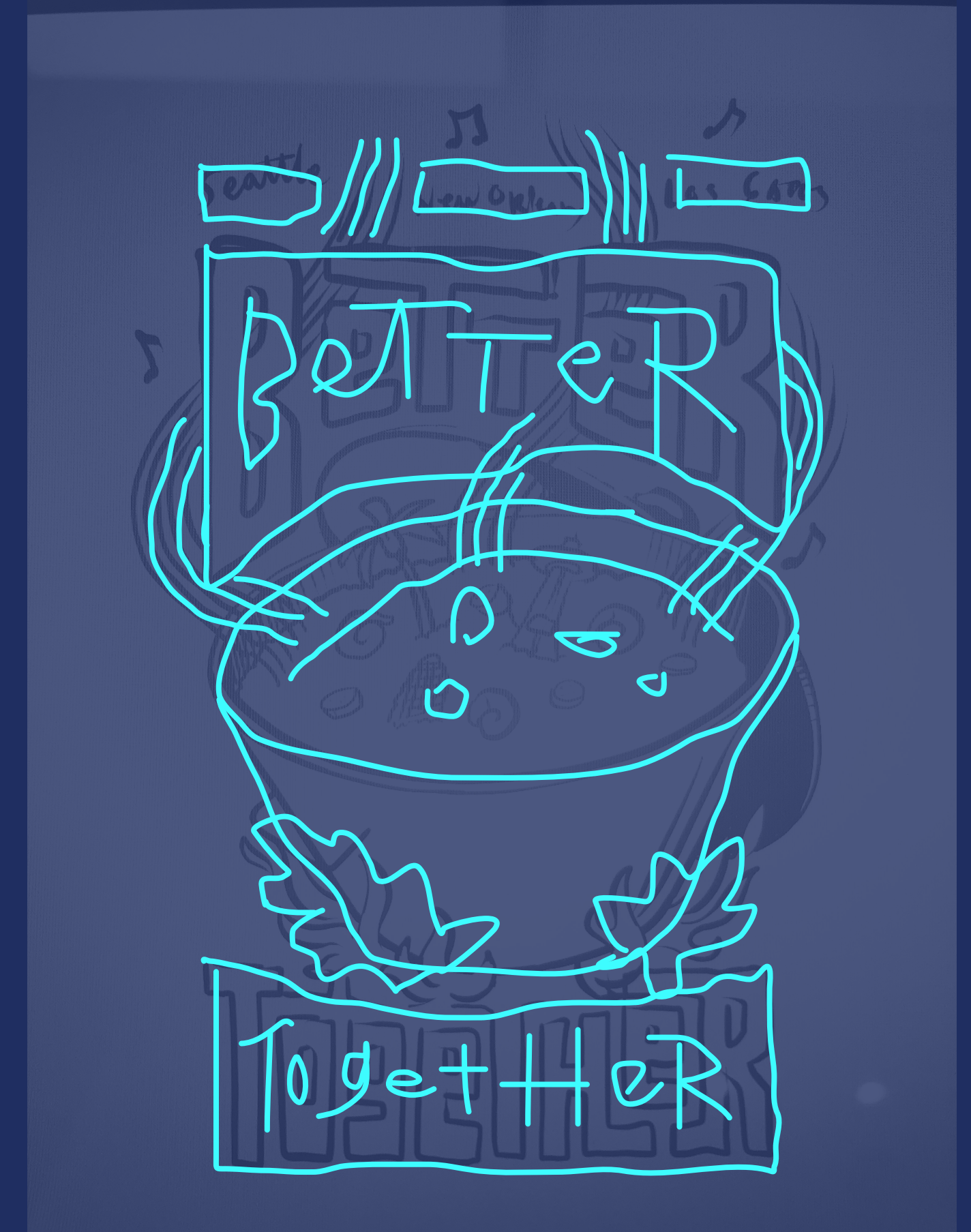
Things to keep in mind:

No idea is too small. Good to generate as many ideas as possible in this phase.

At this phase don't get hung up on visuals, think of phrases or concepts that speak to New Orleans, the work that SAA does, the 20th Anniversary of Hurricane Katrina.

Step 2:

Now that we have a concept, we begin the sketching phase. Keep in mind what type of garment you're designing for will determine what space you have to work with. Sketches don't need to be pretty. The goal of the sketch is to convey the concept and work out hierarchy of information.



Step 2:

Let's take the next 20-30 minutes to work on sketches, at the end of the time, we'll share and discuss the ideas generated. Then vote collectively on one concept to move forward with. The team that generates the concept with the most votes will work with myself to bring their sketches to life as a final design for this years merch.

Let's take a quick look at some design concepts that can help when approaching the sketching phase of a project

Things to keep in mind:

Define the space you're working with.

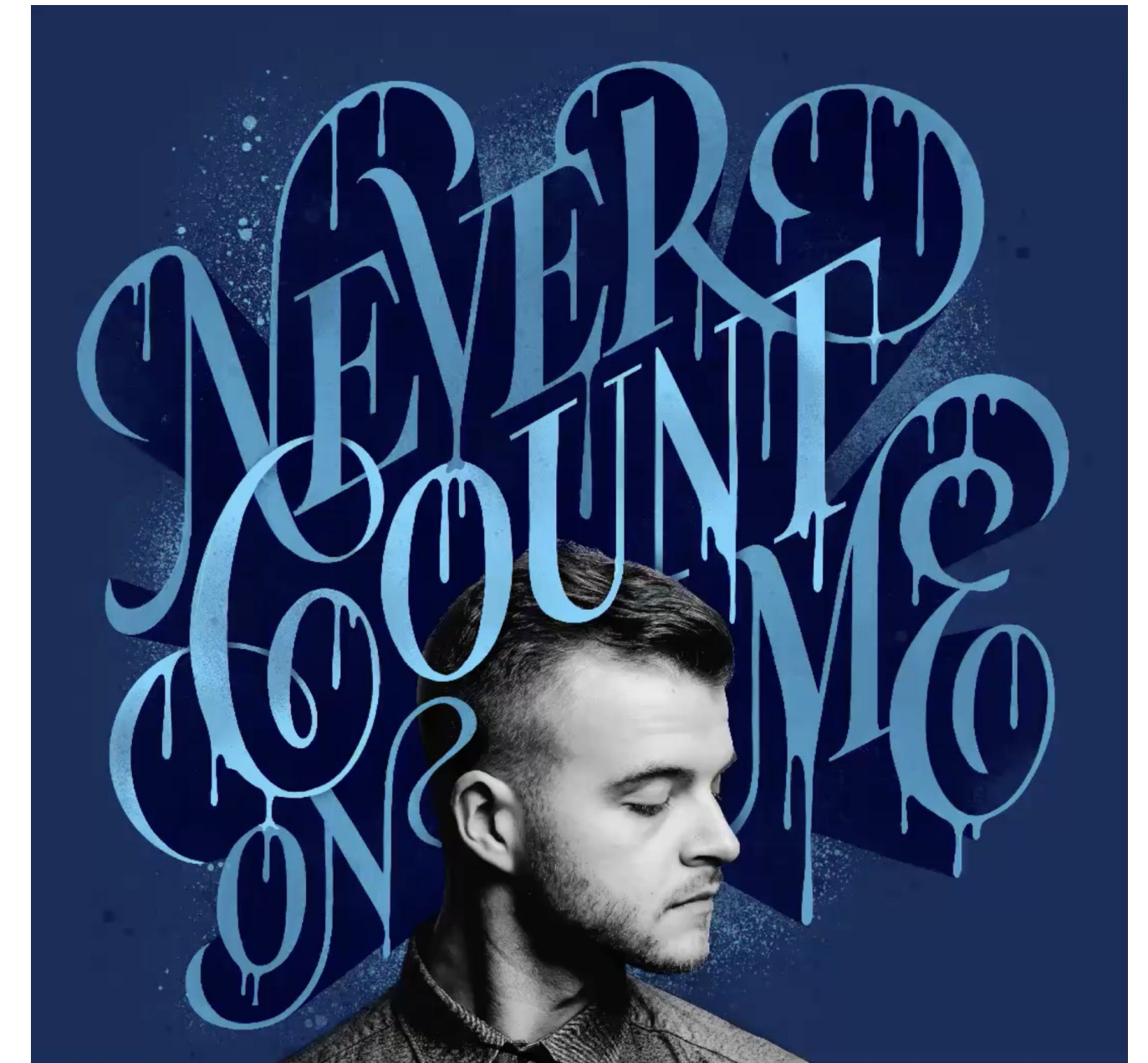
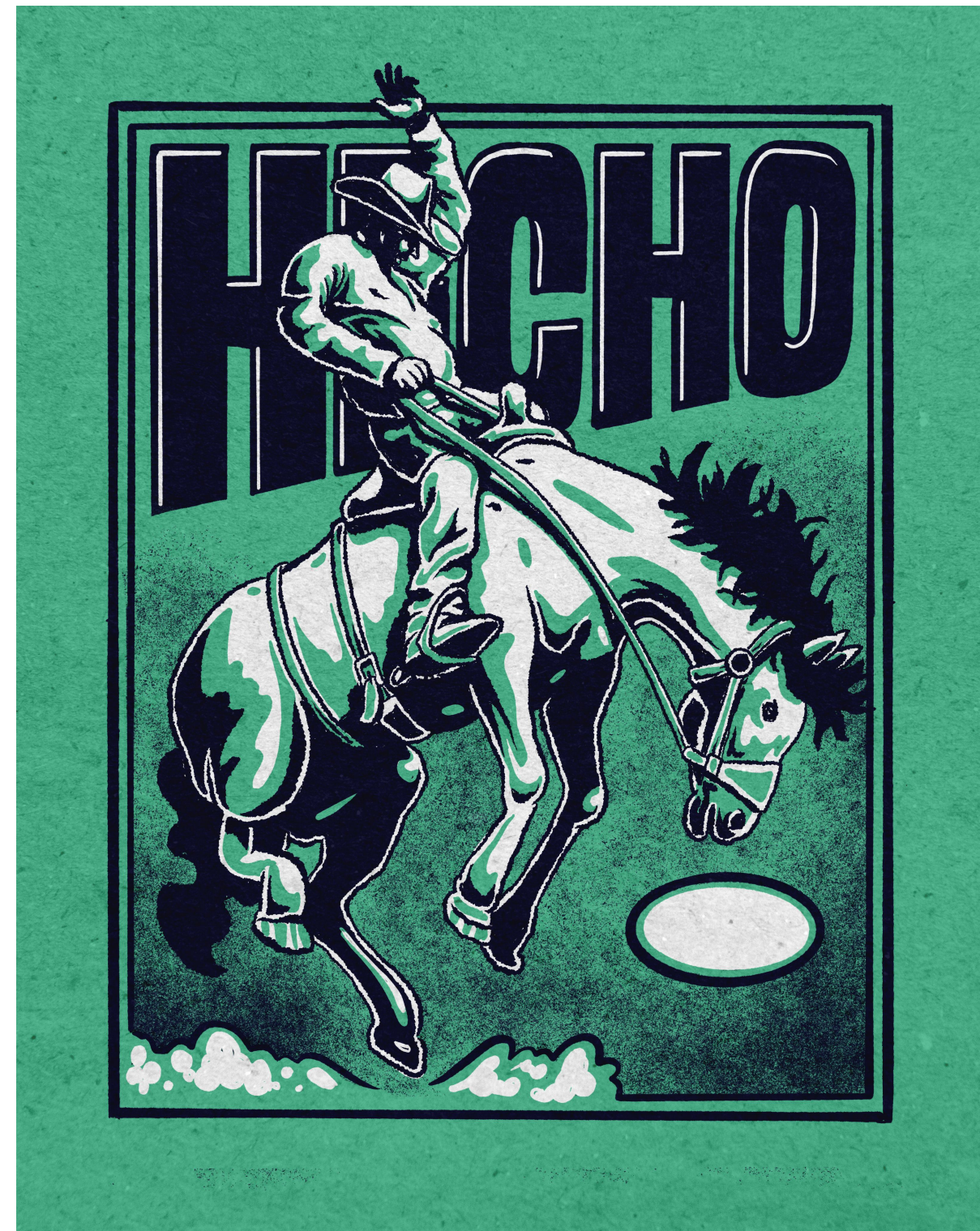
Identify key elements needed to express your concept.

Create hierarchy of information based on key messaging.

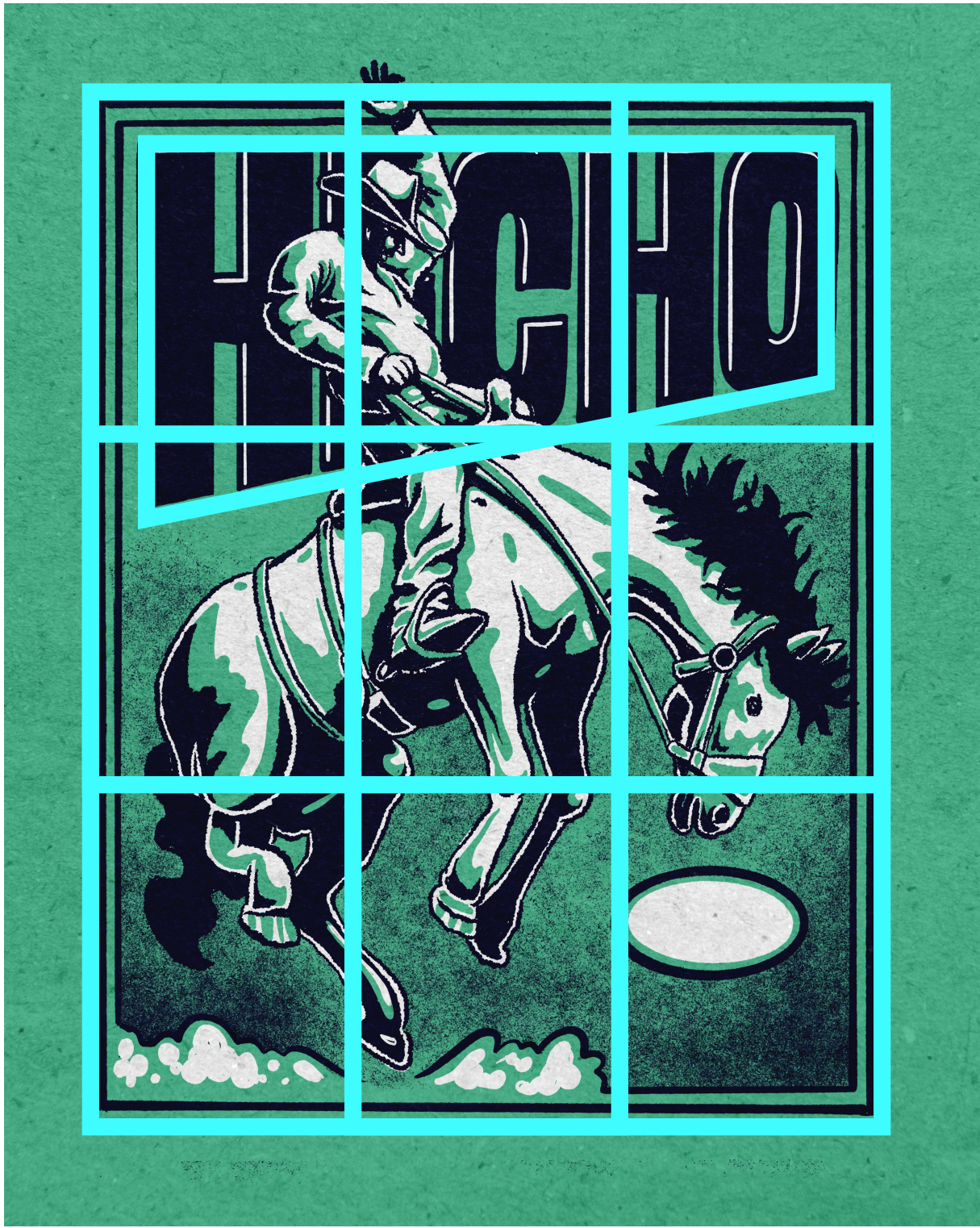
Try many ideas, have fun.

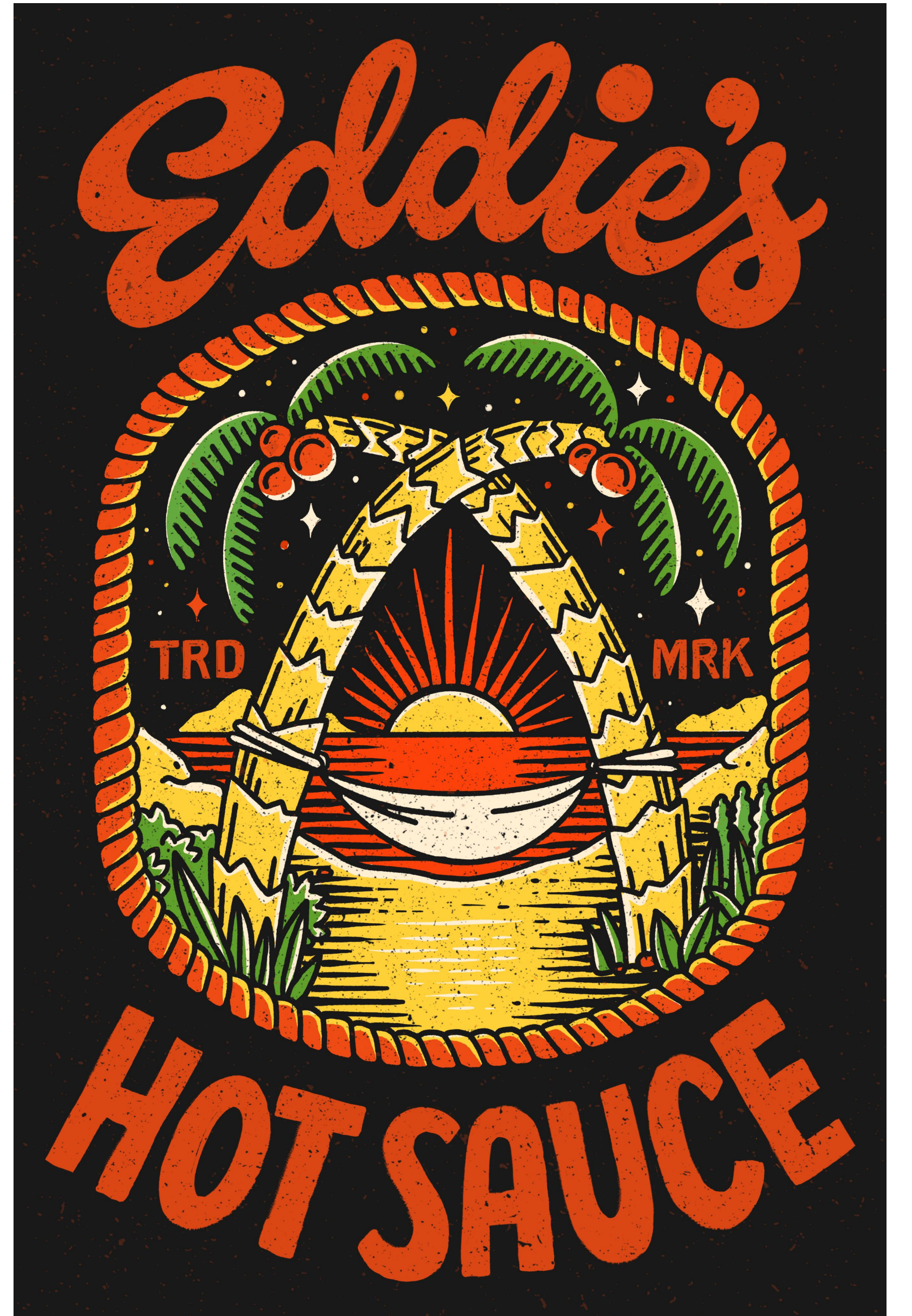
Composition:

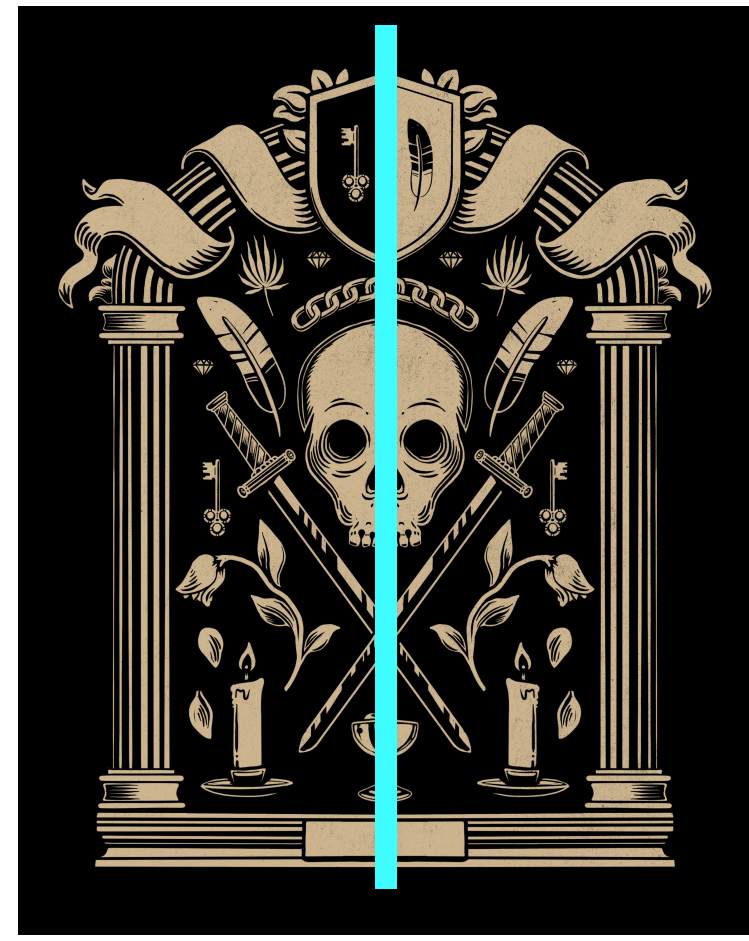
RISE
AND
SHINE



Composition:









Let's Go!