

GRAPHIC DESIGN PROJECT 2

Project Title Sports Team Uniform Design

PROJECT DESCRIPTION

For your second project you must design your Sports Team Uniform (also know as a "Kit" in other parts of the world). You must show at least a front and back to your uniform and it must include everything that would be part of it if applicable (*helmet, jersey, pads, gloves, shorts, leggings, socks, etc.*). You do not have to do shoes since with most sports the shoes are whoever the player is sponsored by. Also you may note that in some sports you can see a logo from the manufacturer (*Nike, Adidas, UnderArmor, etc.*) **LEAVE THIS OUT** of your design, you don't have the rights to use the logo without the expressed written consent of the company.

Your mock-up can be done in either Illustrator or Photoshop, it must be high resolution (*300 dpi or better*). You will not need to print or mount this project as we will display them on the projector for final critique.

A WORD ABOUT MOCK-UPS. So in the world of graphic design it is often necessary to show (*sometimes in great detail*) what the end product will look like to the client. Clients want reassured that what they see is what they get (*because you will find unfortunately that a lot of people aren't very imaginative*). Since this has been going on for decades and now we have high-powered computers, graphics programs, and the world-wide-web, we can find some easier ways to make "magic" happens (*at least the client think its magic*). Welcome to the world of Mock-Ups. They are pre-made scale visual prototypes of just about anything, a mock-up of a car would give you a Photoshop file with a number of layers creating a blank white car and some extra layers where you can import your Photoshop or Illustrator files in order to create graphics that appear to be actually on the car. They take a little finagling to get looking perfect but they save designers a lot of time. (*We use them a lot in Portfolio*).

There are free mock-ups out there and ones you pay for so you can hunt around but remember you get what you pay for. A few places to find mock-ups include:

- <https://creativemarket.com/>
- <https://www.behance.net/free-sports-mockups>
(*I would also recommend looking around Behance beyond this one page*)
- <https://www.pinterest.com/saltshaker91/sports-mockups-psd/>
- <https://sportstemplates.net>

FINAL: The finals need also be saved in PDF format and uploaded to Canvas. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project2.pdf*