

PUNKUATION CO.



PROCESS BOOK



**HAREBRAINED
CREATIVE**

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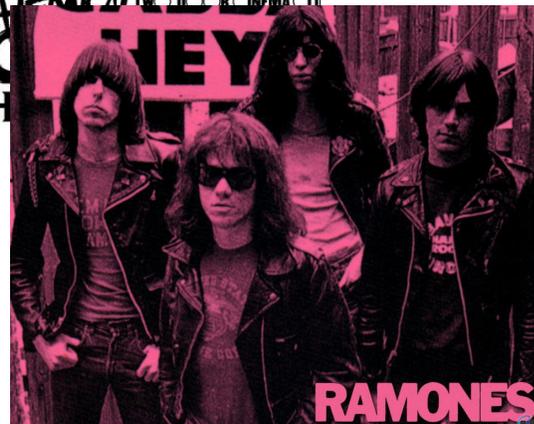
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PROJECT

The task at hand was to develop a unique and striking design to put on a skateboard that could be sold on shelves. Designs for top and bottom sides of the board were required. The dimensions of a skateboard had to be considered.

CONCEPT

This project had a specific tone and style in mind from the very beginning. I wanted an edge and wit to be present in the design. This skateboard design needed to have a few qualities that any common person could recognize and identify with skateboard culture and what that culture represents. The one thing that came to mind when thinking of what the design could consist of was underground or punk. Punk has evolved over the decades since its inception in the mid 1970s. However, the sentiment of edgy and fighting the establishment has been a constant through line. In order to get inspirations for my sketches, I looked at skate parks, skateboards, bands associated with punk like Sum-41 and The Ramones. I also looked at modern examples of that edgy, chaotic, and playful style that were present in the marketing campaign for the 2016 Suicide Squad film.

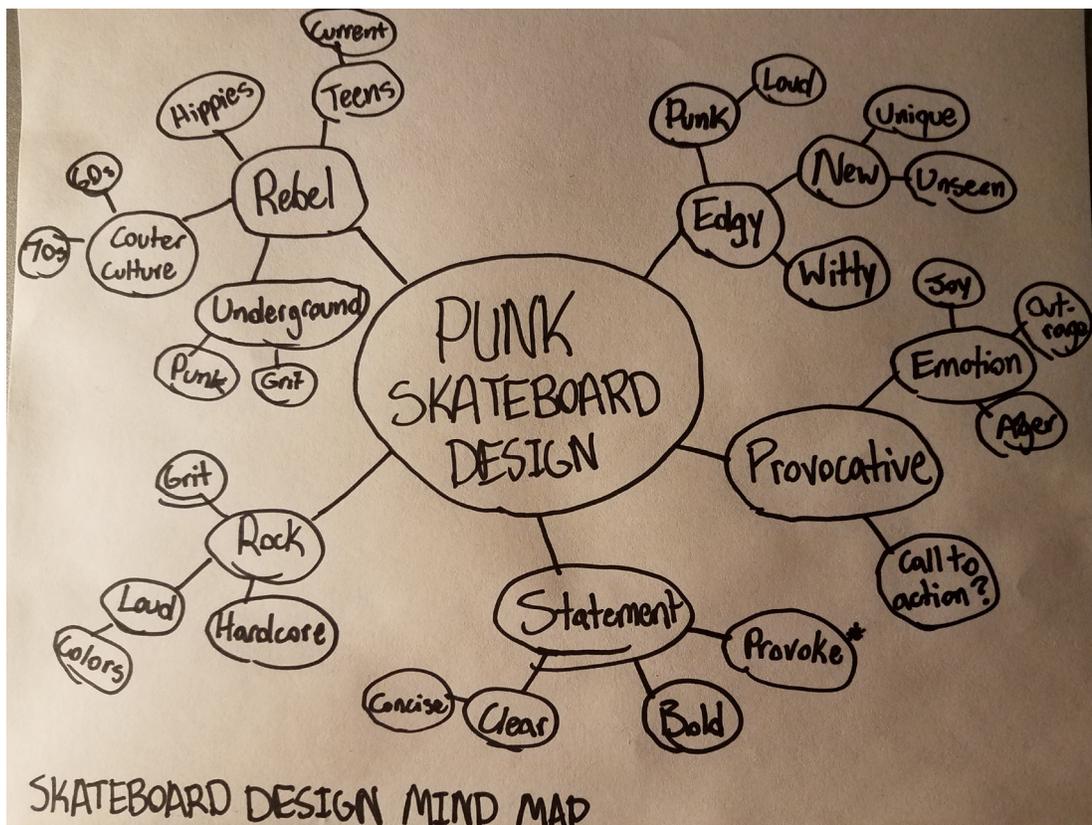


BRAINSTORMING

It is easy to come up with a concept. However, it takes a whole other set of skills to flesh out a concept all the way to the final product. Brainstorming is one of the most crucial parts of developing a concept. That is when you put your thoughts on paper to physically see. It helps organize and the narrow down your thoughts. It helps you grasp the foundations of your vision in an efficient manner.

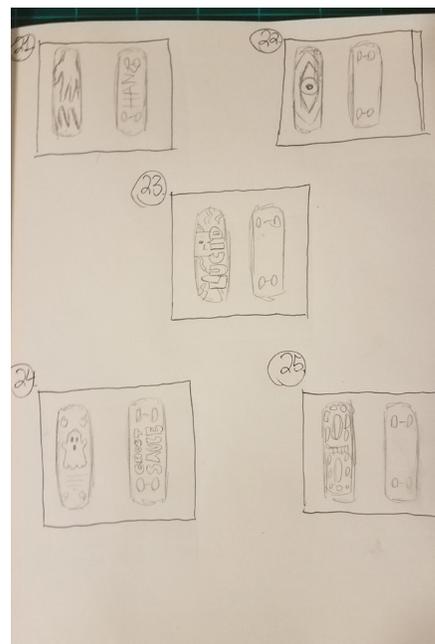
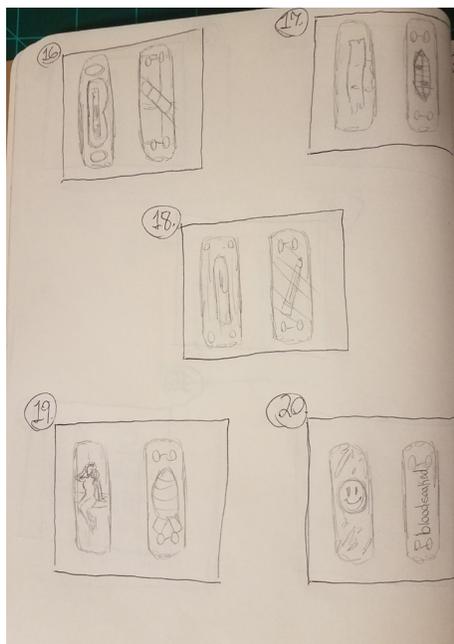
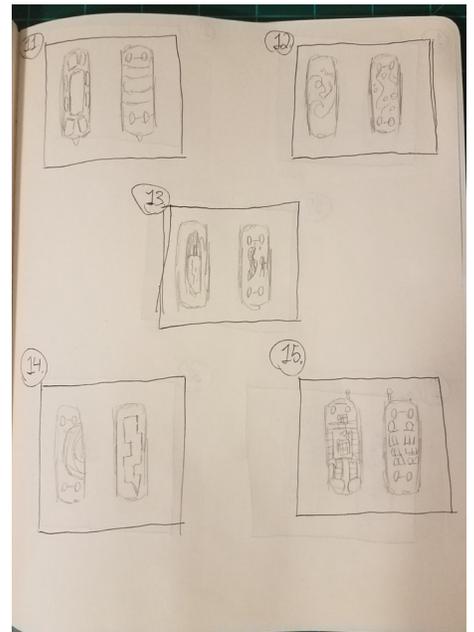
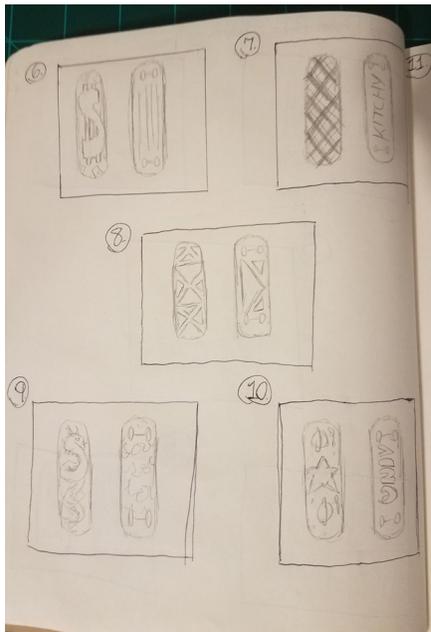
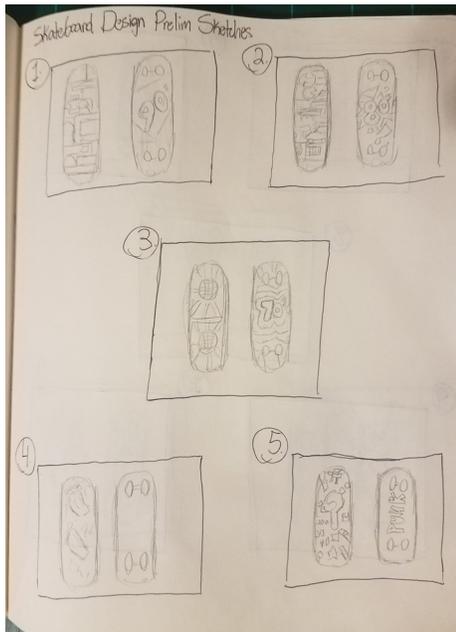
For this project, I created a mind map to layout all of my thoughts in front of myself. It also allowed me to pick out the important elements for this design.

I started with the project name in the middle bubble and wrote down vague and broad terms that came to mind that best described the direction I wanted to go in for the campaign. After that, I wrote more specific words that helped me figure out the exact tone and message I wanted out of this project.



PRELIMINARY SKETCHES

The brainstorming process was an important and necessary step. Once I analyzed and collected all of my ideas and thoughts, it was fairly easy to move on to the preliminary sketches. I knew quickly what I wanted for the design. Even though the details were not fully executed yet, the basis of what I thought the design should be was built here.



REFINED SKETCHES

The preliminary sketches ended up in some unexpected places, but it was good to exercise all of my ideas out on paper. Some of them were good and some were not. All in all, it was a necessary stage to learn from. I chose the top three designs that I thought best executed the vision I was aiming to project. While the designs in the sketches were very different and distinct from one another, they perfectly captured the spirit of what I wanted.



INITIAL BUILD

I ultimately ended up picking PUNKtuation as the design to go for because it encapsulated everything I wanted it to, but it also brought a level of wit and lameness (as a product of the pun) to the design which makes the design unique and fresh. The design had a quirky playfulness to it while still maintaining its roots in edgy punk, which I found striking and magnetic. The building of the design on the computer was fairly simple, given I just built what I had in the refined sketch. However, I did add a gritty and choppy texture to the design to reinforce the edginess. I also altered the structure and color of the PUNK text to make it resemble the type aesthetic punk had a little better.



FINAL DESIGN

This design did not need too many revisions. There were a few cosmetic fixes to be done. I made the stroke on the shape surrounding PUNK thicker so the text would pop more. For the bottom skateboard design, I changed the parts of the punctuation marks that cross over the pink and yellow rip to be black for better contrast. I also scaled down and multiplied the number of punctuation marks and lowered the opacity on them. Those marks went in between the big marks so that the space would be filled and that the bottom of the board would have a bit more dimension.



PROMOTIONAL MERCHANDISE

It is simply not enough for the design to exist on a single skateboard. That is why it was placed on these mock ups. A good idea can be easily expanded upon. It was difficult to expand a series of skateboards based off of this idea and most designers would have done that anyway. This is where my design went from a single idea and turned into a brand. This could be a concept applied to clothing, helmets, a line of soft drinks, and all other types of merchandise that are usually associated with skate culture.





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