# T-shirt Design

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# Design Brief

*"Wild and Wacky animals! Giraffes wearing scarves?! Penguins sunbaking?! A dog wearing sunglasses?! Elephants in the snow?! Your graphic could be just for fun or perhaps this is an opportunity to make a statement about animal welfare, climate change etc."*

The main idea for this task is to create a t-shirt design that features an animal with a twist. This could be anything, something silly, unusual etc. The t-shirt graphic and other design branding must include and follow Elements and Principles of Design, colour palette choices and Typography. In addition to the t-shirt graphic, swing tags, postcards, and an A4 magazine advertisement should be created.

Design Statement:
My t-shirt graphic and supporting branding will display an animal with a twist - in this case a whale stand up paddle boarding, which will feature a blue monochromatic colour scheme and a style that supports the target audience.

# Target Audience

The target audience for this t-shirt design is mainly teenage girls or boys. The specific age group is around 13-20. This specific target audience of teenagers has hobbies/interests centred around mainly the outdoors, water activities/sports, the beach/ocean and adventure. Many teenagers growing up around coastal towns would have a deep connection to the ocean, with the ocean or beach also influencing them and their styles, hobbies etc. Stand up paddleboarding (SUP) is a common water activity that is not as cliche as surfing that combines water with fun and adventure. As paddle boarding is not commonly seen in t-shirt designs or beach merchandise, this will help ensure the design is unique and stands out more to the target audience, including those who participate in the activity. As the target audience is teens with a love for the outdoors, adventure and water activities, SUP pairs well with this design demographic. Paddle boarding can be participated in at any age, "*Stand up paddle boarding is the kind of sport that doesn't have an age limit*" (Goosehill,2020), resulting in this t-shirt design being inclusive to people in the age group chosen and even outside of it.  Stand up Paddle boarding *"…is one of the fastest growing water sports in the world."(Singh,2022)* This growth in popularity in the sport will also mean a growth in people purchasing this t-shirt design.

MoodBoard

WHAT SUP?

Zoe Power
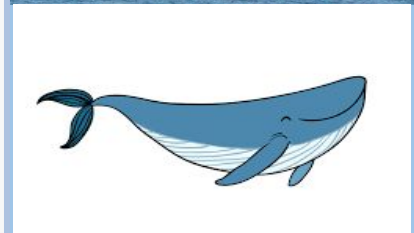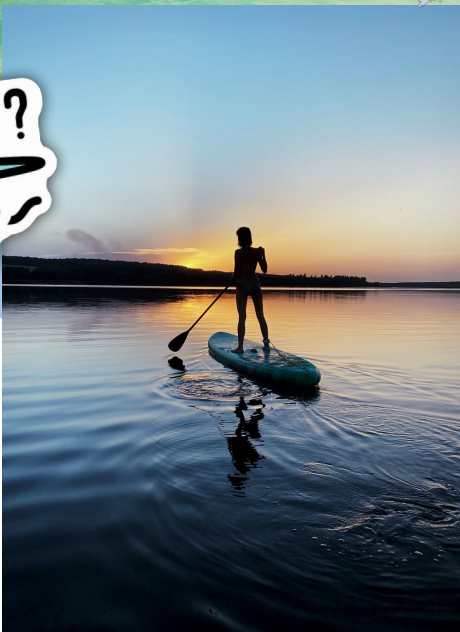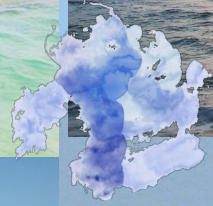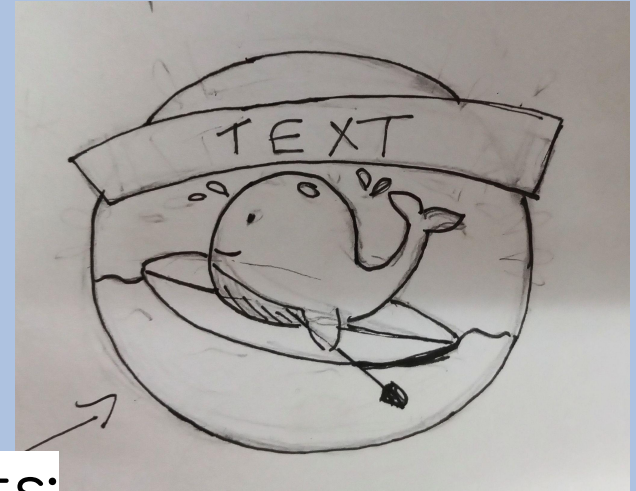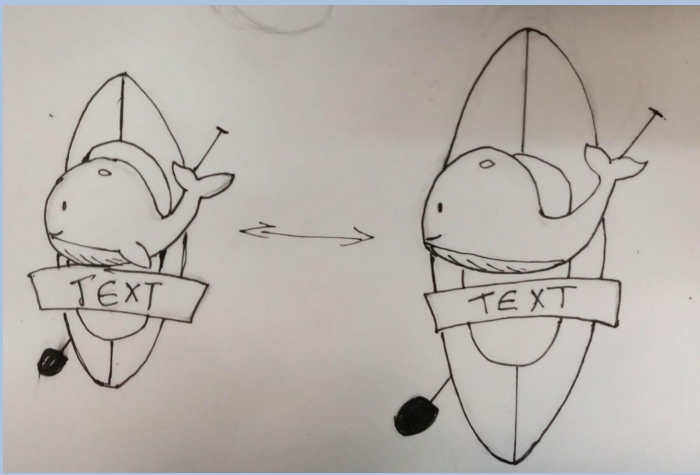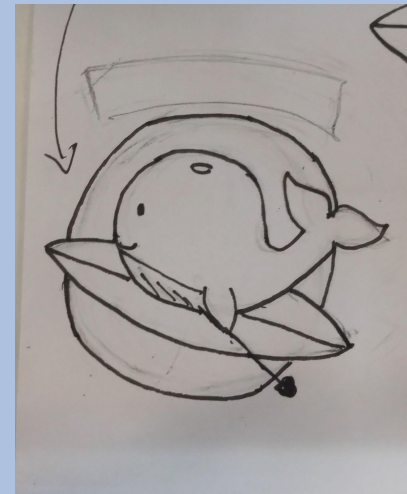
Design Concepts:

# Final Chosen Concept:



I have chosen this design sketch for my final design. This design sketch features the main animal with a twist, that is scaled largely, and goes outside of the circle to add emphasis to the animal design. Many different shapes are present, which is one of the elements of design. There is also space outside of the main design that will used for typography. I chose to leave some space for typography as that is something mentioned in the design brief. I have gone for a more simplistic, soft cartoon style as I do not wish for it to be too mature looking because the target audience is for teens. I also do not want it to be too busy with lots of things happening in one design making it distracting, but rather something that fits together nicely and would look good on not just a shirt, but on the other branding.

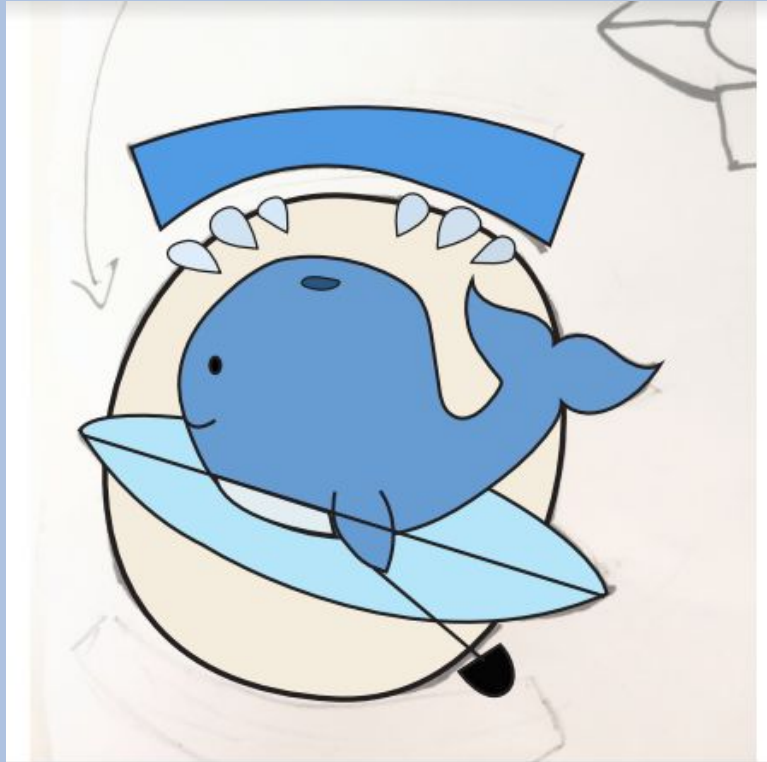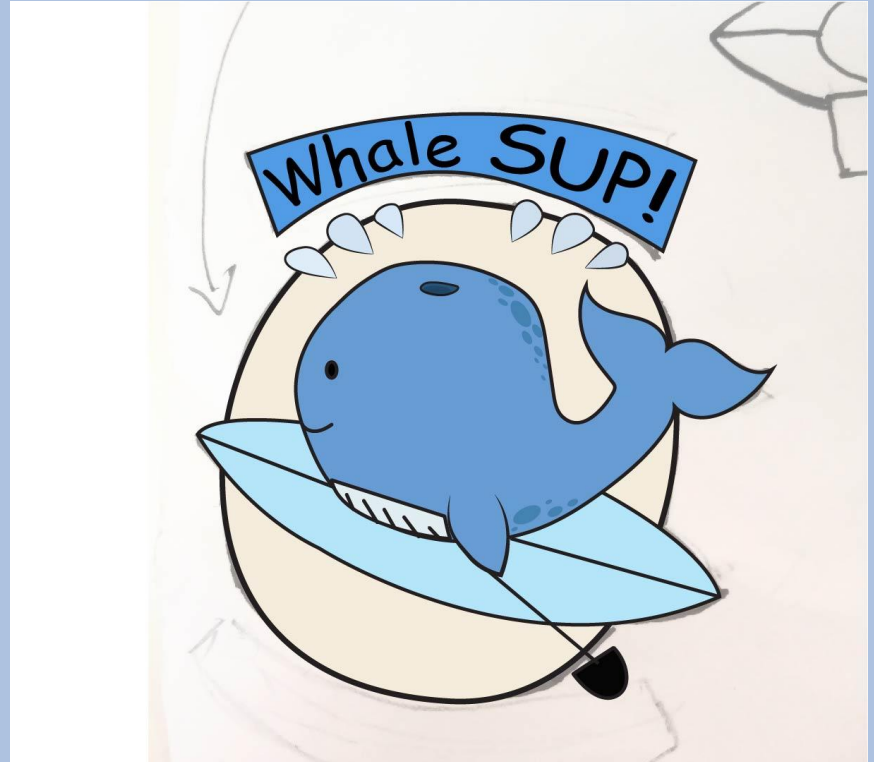# Progress Screenshot and Feedback
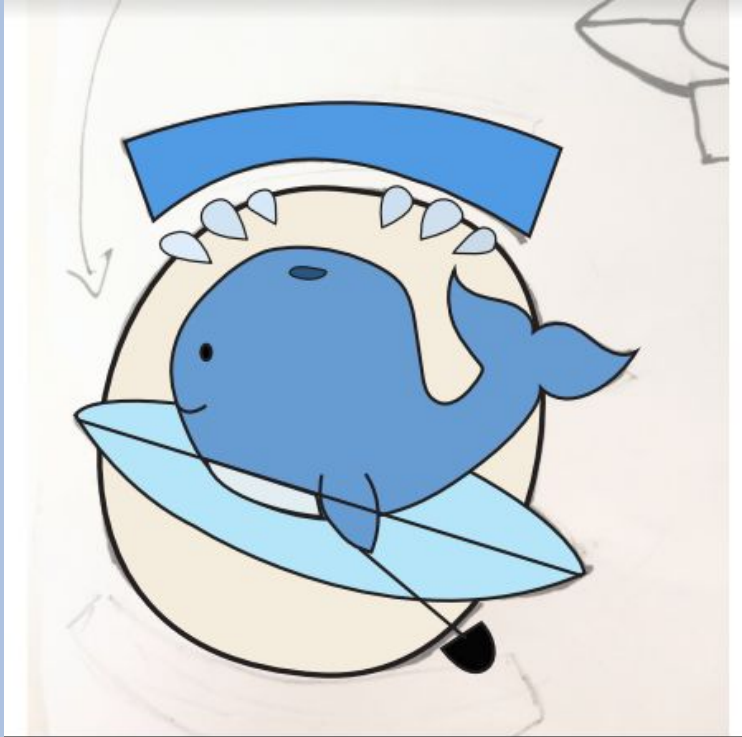


## Feedback

- Good choice of colours
- Line going through the fin to be removed
- Keep refining the path to make it smooth
- Adapting stroke types
- Texture or shadows might add dimension to the design
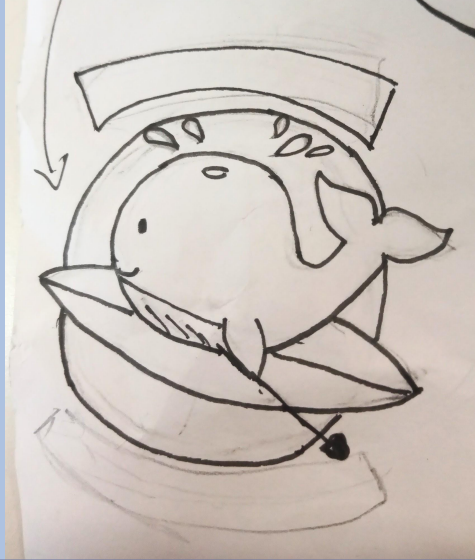
# T Shirt Design Halfway

Before:



After:

**Sketch**

**Final**

**Whale SUP!**

- Stuck to a monochromatic colour palette of blues, with additional beige, black and white
- Traced over the sketch with pen tool
- Experimented with stroke thickness and type. E.g not always the *Uniform* stroke type
- Added typography- a slogan that features a play on words. Instead of What's up? It is Whale SUP. SUP also happens to be an acronym for stand up paddle boarding.
- Shape and colour are strong elements of design used. Proportion and emphasis are principles also used to create a visually successful looking design.

- The "splashes" of water were changed to appear much bigger, adding emphasis to them . This and the whale overlap the circle to "pop" out and grab the viewer's eye and attention of potential buyers.
- Added detail to create visual interest by creating texture and "shine' by using lighter colours as highlight on the board and whale. Also used a variety of circles to create a simple texture on the whale that adds detail without the whale just being  entirely flat colours.

Whale SUP!
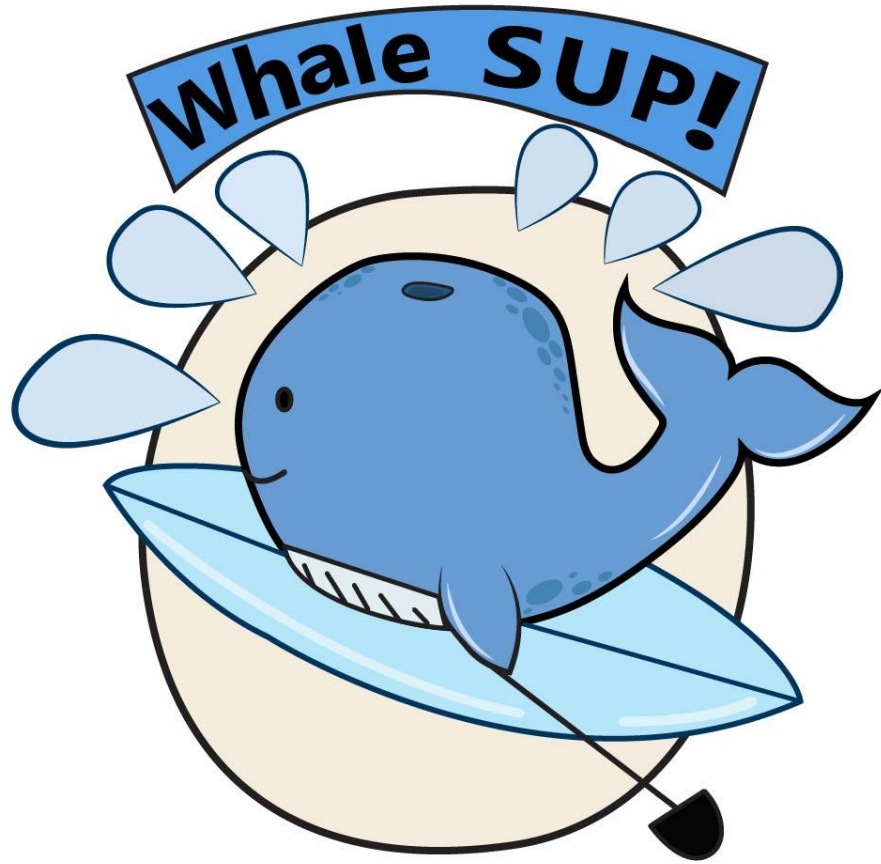
Final Design

# T shirt inspiration/Research



- Poster uses strong use of elements and principles such as contrast, colour shape, proportion.
- Big and bold typography to capture the attention of viewers that also fits with the colour scheme present.
- Colours are bol and bright to fit with the t-shirts and make the poster pop out
- Space for important information, everything is spaced out evenly to not make it too crowded and busy.



- Shirts feature good combination of elements and principles of design e.g shape, colour, line, proportion, repetition, movement, space.
- Above t-shirts have a beach or ocean theme that fits the main shape. Eg. the designs for some fit into a circular shape which gives it a smooth finish.
- Brands such as Billabong, Ripcurl and Quicksilver would be competition as they focus on water sport target audiences, mainly surfing. Other companies like cotton on would also be consisted competition as their target audience is mainly teens to young adults as well.

Swing Tag Inspiration/Research

Strengths:
- Bold contrasting colours
- Consistent colour theme
- The main subject is connected between the 2 tags
- Simple details and room for information

Strengths:
- Interesting shape of the swing tag
- Colour palette/scheme is shown
- Simple shape design not too busy or distracting
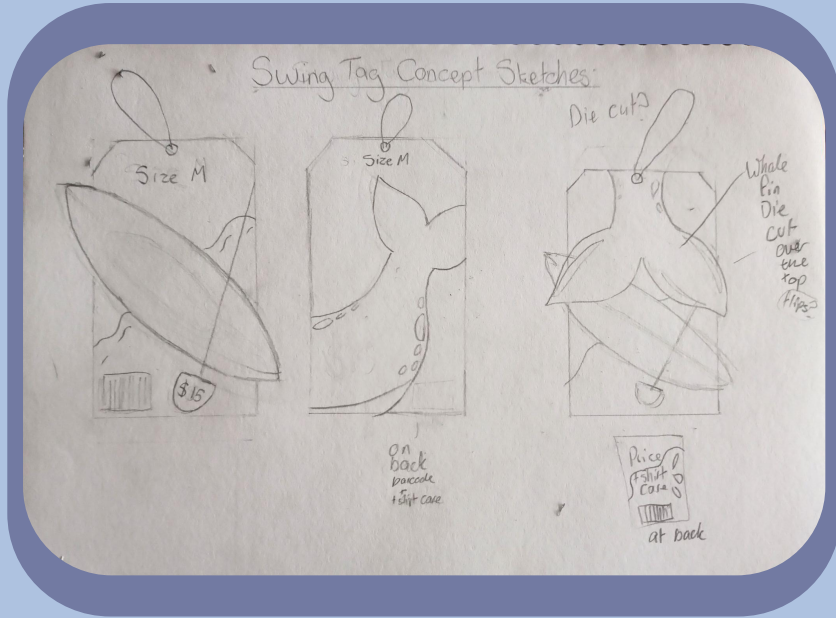- Space for information

Strengths:
- Unique shape
- Space for information
- Space for info and additional fox design ties it together well

Strengths:
- Nice bold colours and consistent
- Space for information
- Interesting shapes/elements

# Swing Tag Concept Sketches



Introduce wave like pattern that could be repeated in other branding to further connect the branding in a professional way.
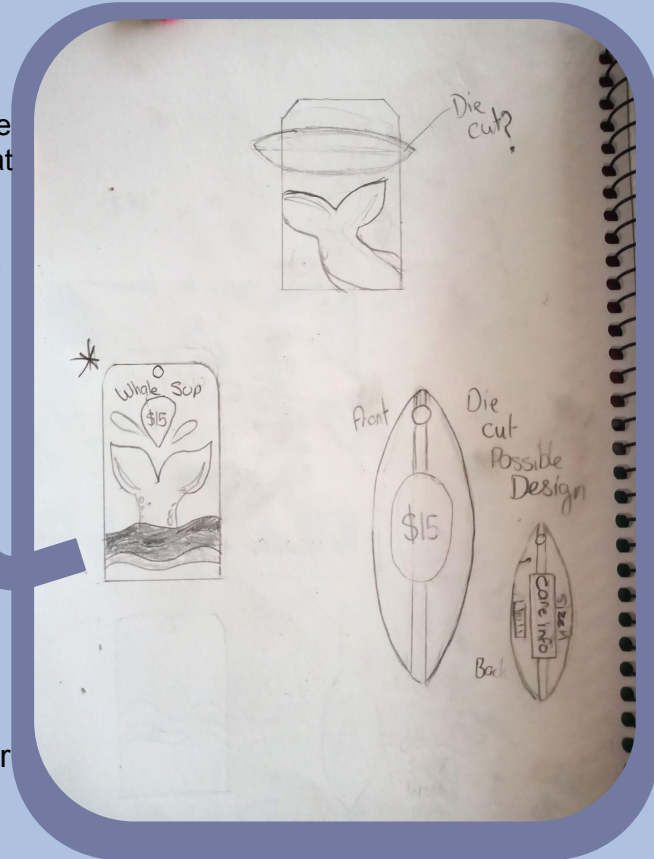


- Have to create 2 swing tags, one a die cut.
- Die cut ideas are a whale tale or a paddle board
- Want to have not the whole t-shirt design but just part of it to give space for text, and to also create visual interest
- Incorporate certain aspects of t-shirt design like the same colour palette-consistency, rhythm, repetition and a sense of unity

# Swing Tag Process:



- Created two swing tags including a swing tag that is a die cut in a paddle board shape.
- Used parts of previous t-shirt design such as a whale tale and the water splashes to help connect the swing tags with the rest of the branding, to create a consistent theme.
- Used a simple rectangle for the first swing tag. Both swing tags alos keep the same colour palette as the t-shirt design logo ,which aids with the connection between all branding and a sense of rhythm.

# Final Swing Tags:



- 2 swing tags that feature the colour palette also in the t-shirt design to create a sense of unity, and to make each design work seamlessly together.
- The slogan Whale SUP is also incorporated into both swing tags.
- Both swing tags incorporate parts of the t-shirt design like the whale, water splashes and board.
- There is enough space in the design to fit important information like size, price and care instructions.
- To improve on the designs, smaller details were fixed, such as adding drop shadows, making sure the holes were aligned, as well making the slogan on the die cut just on one side, to  make it more  realistic as the tag would be double sided.
- Cheap price to attract young target audience of teenagers.

# Postcards Final and Concept Sketches:
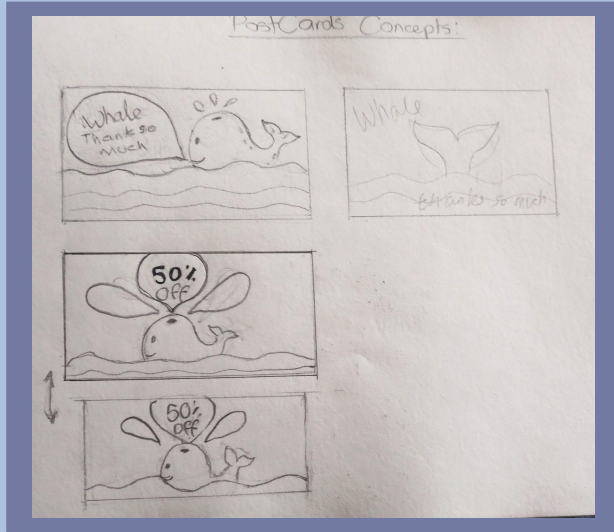


- Double sided Thank you postcards saying *"Whale Thanks So Much"* instead of *"Well thanks so much"* as a subtle play on words in keeping with the whale theme.
- Consistency and a sense of unity created by the repeated use of certain elements of the design, such as the splashes, whale and the wavy blue 'ocean" design. Consistency between all branding is illustrated through the use of the same colour palette choices.

# Progress of Assignment

# Magazine Poster concepts
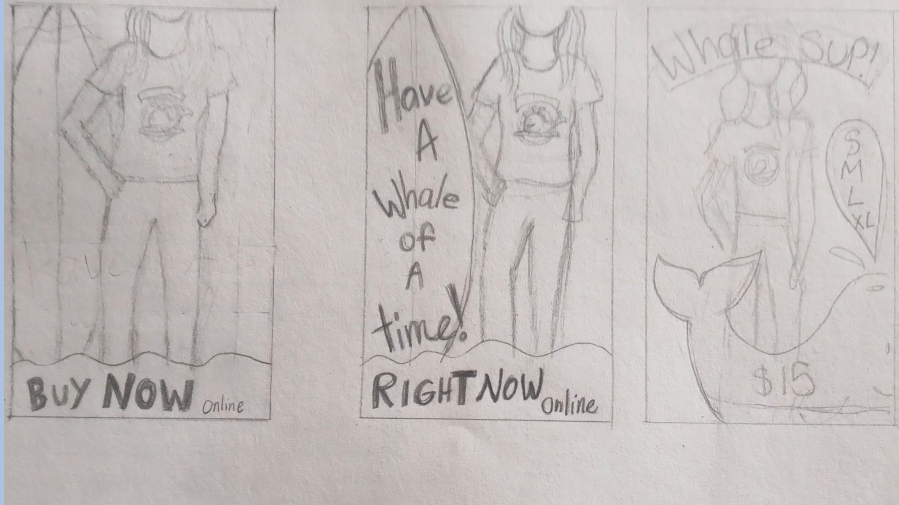


- Brainstormed ideas for slogans that relate to the idea and design:
- "Have a whale of a time today!"
- "Wear Right  Now to have a whale of a time!"
- "Paddle like a Pro in this!
- Whale SUP?
- Whale Hello There! BUY Right NOW
- Paddle like a pro, give this a go!

- To create a cohesive flow between all branding, certain elements  of previous designs aim to be incorporated into the poster.
- Stick with the chosen colour palette
- Feature  elements and principles such as colour, line, shape, repetition, emphasis.
- Leave space for important information such as price.
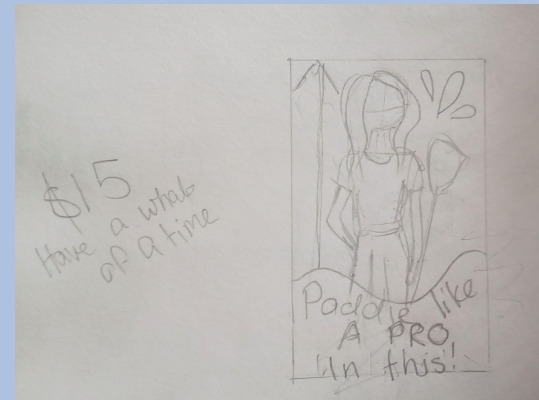
# Magazine Poster Final Design

- For the magazine advertisement, I chose to incorporate certain aspects of prior branding into the poster as a way to tie it all together.  This also helps illustration a sense of  rhythm by the consistent use of repetition of shapes, colours etc.
- By having the waves overlap, I also pasted in a part of the tail, to make it look like it was popping out of the 'water'.
- Typography is big to attract attention of viewers and creates a sense of movement as it goes along the direction of the "waves". The typography font is also used in previous branding to stay consistent.
- I chose to stick with a simple slogan that fits the whale pun theme and also can entice the audience to buy - by wearing this shirt it implies that you can have lots of fun, be cool etc. Why wear another shirt when you can have lots of fun wearing this one?
- Paddle board in the design repeating the idea that this is a shirt for teens interested in watersports, specifically Stand Up Paddle Boarding.

# Packaging and Shirt Graphic :

# Rationale

For this assessment, I responded to the brief by creating a t-shirt graphic that features a whale stand up paddleboarding. To create a twist, a whale was chosen as it is not too cliche like a dolphin as well as paddle boarding because that is a popular watersport yet isn't as cliche or stereotypical as surfboards. Surfboards and dolphins are commonly seen in ocean/beach design, so to create a twist on my design, and to truly make my design stand out from the rest, a whale is illustrated to stand up paddle board. As typography had to be included, a slogan with a pun was placed into the design: "Whale SUP!", which happens to be a play on words on the saying "what's up?" SUP is simultaneously an acronym for stand up paddle boarding, which creates more subtle detail in the design. My chosen colour palette features mainly a blue monochromatic colour scheme, with additional beige and white. This blue palette, with a mix of beige supports my beach/ocean and watersports theme as blue is often associated with the ocean. In addition to this, certain colours can evoke certain emotions, for example blue can create a calm, serene feel to it, which can aid in my branding communicate a soft, calm and cool vibe. The colours are mainly flat to keep it simple but patterns to create texture are also present to add further detail and visual interest to the t-shirt graphic, and other branding .eg the postcards and swing tags. Various elements and principles of design were used throughout each component of the assessment, mainly shape, line, colour, proportion, emphasis, repetition, rhythm and unity. Certain parts of the design, generally the shapes, and colours were repeated throughout each design to create an effective flow between all the branding, a sense of consistency, rhythm and unity. By using said repetition, it truly gives a connection between each design, making it also appear more professional and pleasing to the eye.

The target audience were teens that enjoy the outdoors, and hobbies that are water-sport related, as such I aimed to create a cool, smooth design, that does not appear too mature. This is why ocean inspired colours, and a more simplistic and cartoon like illustration style was created for the graphics. A younger audience would be more appealed to that style rather than something with much more fancy fonts, more mature and busy illustrations and the opposite of friendly pun slogans like "Whale SUP!" My design further supports the brief by adding a weird and unusual combination of a whale paddle boarding, because how often is that seen? It furthermore supports the target audience's interest in water sports.

Many Illustrator skills were used, learnt and improved on throughout the process of creating each component of the task. Using the pen tool, different stroke types and thicknesses, and other skills all aided both my designs, and my design knowledge. Throughout the task, I constantly strived to make this design appeal to my chosen target audience, and to create a visually pleasing design. This can be seen in small details such as the pricing for the product such as the pricing - being affordable would attract the younger teen audience, and therefore guaranteeing my t-shirt design's success. All in all the combination of elements and principles of design designed consistently throughout the branding, creates a cohesive, visually pleasing and professional result.

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