

## GRAPHIC DESIGN PROJECT 3

*Project Title* Sports Team Souvenirs

### PROJECT DESCRIPTION

Whether its catching a fly ball, snagging a t-shirt shot to you from a cannon, or cheering on your favorite team with a foam finger held high, everyone loves leaving the stadium, field, or arena with a memory of the game to remember for years to come.

*“Nowadays, licensed sports products help not only to strengthen the identity ties between professional sports teams and fans, but also to generate significant revenue around the world.”*

*- Georgios Nalbantis author for the Journal of Sport Management*

For your third project you will need to design and physically create a series of souvenirs for your Sports Team. Your souvenirs must be fully built and rendered items that incorporate your brand into them. Which means nothing generic. You will need a minimum of 3 different items but one **MUST** be a reusable shopping bag\*.

*\*We want to promote beyond the field and here is a chance for a fan to show their spirit even at the grocery store after the fact, plus this way you all can just bring the other stuff in the bag.*

As an example some souvenir items are:

- Travel Drinkware.
- Coffee Mugs.
- Lanyards and Keychains.
- Stickers.
- Pennants, Signs, Flags, and Posters.
- Towels and Blankets.
- Hats and Scarves.
- Shirts, and Jackets.
- Phone Cases.
- Holiday Ornaments and Bobbleheads
- Anything you can put a logo on that someone will buy...

*<- This a real souvenir from the Pittsburgh Penguins (originally \$29.99!)*

That being said try to make souvenirs link in some way to the concept of your overall brand for your Sports Team.

You can buy items if necessary and create bands or wraps to get your graphics on them if you're not confident in your current construction skills. You can also utilize third-party vendors to have your promotional items created a few that are out there include:

<https://www.vistaprint.com>  
<https://www.zazzle.com>  
<https://www.stickermule.com>  
<https://www.rushorderteeshirts.com>  
<https://www.printful.com>  
<https://www.etsy.com>

**FINAL:** The finals must be printed in color and physically constructed. The finals need to 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-Project3.pdf*

