SPORTS PROMOTION

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IDEA

The idea for the Sports Promo project came when project manager Kaleigh Adamson attended her first professional sporting event nearly two years earlier. While she was excited to be watching the game, she was especially intrigued by the promotional content she saw all around the arena. She instantly fell in love with the giant posters, the dramatic photography, the sleek design, and the epic hype video.

Kaleigh turned to her now husband and told him that it would be a dream come true to create this kind of content. Over the next couple of years, she attempted to get a team together to create such content but struggled to find anyone nearby who was as excited about it as she was. Finally, in the fall of 2018, she finally found a team with the passion, excitement, and talent necessary to create the project of her dreams.

Sports Promo Pitch

0:42 / 3:15   Scroll for details

PURPOSE

Sugar-Salem High School is a nationally recognized high school for academics and known across the state for stellar athletics and activity programs. The community is very supportive and works hard to honor the students' achievements, but it is still a small high school without many of the spirit promotional materials that are common in larger high schools and colleges.

The purpose of this project is to provide that recognition for the hard-working students who represent the high school so well. Coaches were asked to select students as the team representatives who were not only good athletes or performers but were also students who are good examples to their peers and younger students of leadership, integrity, hard work, and sportsmanship. By showcasing these students, the promotional materials would not only provide hype for their programs but would highlight students of excellent character.

TEAM

For this project, we as a team decided to not only make a hype video but to make posters, promotional content, and merchandise.
With a lot to be done we separated into three teams; Photography, Design, and Video.

PHOTOGRAPHY TEAM

Shooting the right picture is a group effort different members were given the responsibility of being in charge of lighting, cameras, equipment, backdrops, and posing models everyone was set up to take a dynamic image that fits within the set style guide.

DESIGN TEAM

To stay consistent with the design of logos, posters, and merchandise. The design team worked closely together to critique and give feedback on design elements of posters to stay consistent with the branding that was set in place for everyone to follow.

VIDEOTEAM

With the hype video being the main part of the promotional content, the most effort went into creating after effects for the video, clipping footage, and finding music. This team worked together to create a hyped-up video for the new display that Sugar-Salem High School just installed.

HYPE VIDEO

When you go to a sporting event, a hype video is typically what tends to get fans excited for the game. We wanted to evoke a similar emotion that you would have at a large sporting event, as you would at a high-school game.

PLAYER OF THE YEAR

POSTERS

Using our design skills we created posters that could be hung up as wall murals in the high school as well as in the gymnasium.

SUGAR SALEM HIGH SCHOOL

WE ARE ONE

DIGGER TOUGH

GO THE DISTANCE

NEED FOR SPEED

BREAK RECORDS

MERCHANDISE

The logos, posters, and designs created are versatile and can also be used in promotional materials and merchandise. Pictured are examples of T-shirts, mugs, and baseball caps that could be worn by fans at games, sporting events, and other school activities to promote school spirit, pride, and unity.

PICTURES

This style of lighting extenuated the muscle tone of the athletes, added to the drama and intensity of their serious expressions and drew in the focus to just the areas visible. The photography team decided to light part of the floor or ground to show that they were taken within their environment rather than just in a studio. The blacked out background created a similar effect of a spotlight on a stage bringing focus to the subject.

APPENDIX

RUN

CHANTEL ERCANBRACK

Having had previous creative director experience, Chantel was able to direct, shoot, edit, cull, and deliver the following images to our client at Sugar-Salem High School.

She served as an asset to the team as a whole, specifically in the photography and design team, and helped and run two large photo shoots. Chantel served as a team leader and played a large role in the design of the personal pages in this case study.

She also took responsibility to construct a minor release waiver form and get it legally approved by a local attorney.

Chantel's philosophy is to shoot what it feels like. She captured more than just a promotional shot. Rather, she captured individual athletes in their element, at their best.

Using various brushes and tools in Adobe Photoshop, Chantel masked out the background and added some contouring to the subject's face to make it stand out.

This was the first edit of this image. Chantel took the time to take out any potential distraction seen on the track, including leaves and debris.

Chantel added contouring to the subject's face to enhance her bone structure and intensity.

EDITING TECHNIQUES

Each photo required a different auxiliary light setup, as locations and lighting varied for each station. The team's Style Guide required that the background in the images remain black, which kept a professional feel for each image.

All of Chantel's images were edited in Adobe Lightroom and Adobe Photoshop. She took up the design elements of these personal pages throughout the case study in Adobe InDesign.

MOCKUPS

Mockups are used for teaching, demonstration, design evaluation, and promotion of a certain product or design. Chantel was able to display her images in a way to show purpose behind them.

By using mockups, she was able to test her designs to see whether or not they would be effective and efficient in the overall objective.

This is the RAW image, straight out of the camera and unedited. There are distractions in the background and her features aren't entirely distinct.

Chantel eliminated the distractions in the background and enhanced the subject's features, specifially her eyes. She also edited out the necklace and smoothed the subject's jersey.

This is a poster created for the school. The type was created in Adobe Illustrator. The type creates an intense look for the poster. It was created with the Pathfinder and text outlined tools. It was then dragged apart and duplicated in certain areas to allow the pieces to be breaking off.

JENELLE HOSTETTER

During the project, Jenelle was mainly apart of the design team. She also worked with the photography and video team. The individual worked on creating lighting set-ups, drafting images, creating a style guide, gathering ideas, creating sports posters, editing the video and taking photos of the sports teams. She was able to take photos of the boys wrestling, volleyball, track, and football. She assisted with the softball and girl's basketball photos. The editing was done on the drama photos but shot by a different photographer. There were many takeaways throughout the project. First being, a more in-depth understanding of studio lighting. Second is more experience on how to work with a large team and allow everyone to share their ideas. Working with a team can present its challenges, but Jenelle learned to take charge if something needed to be changed. Third, working with a client. This shows work is done efficiently.

The type was placed in the center of the text to make it look like the player is breaking the text. The text was masked on the A and O to portray an image of the text being broken in that area.

The shots were taken by creating a look with studio lights and creating a black background. The lights in the room were completely on, but by using this method a black background was accomplished when the flash was fired. The settings are around 1/60- 1/200 (shutter speed) with higher F-stop and flash white balance. This allows a studio quality photo when in a larger area without a background to cover. The photos were edited in post-production to achieve a completely black background. The only photo which the backdrop was used is the football.

GAME ON

BE LEGENDARY

-20 -30 -40 50 40- 30- 20-
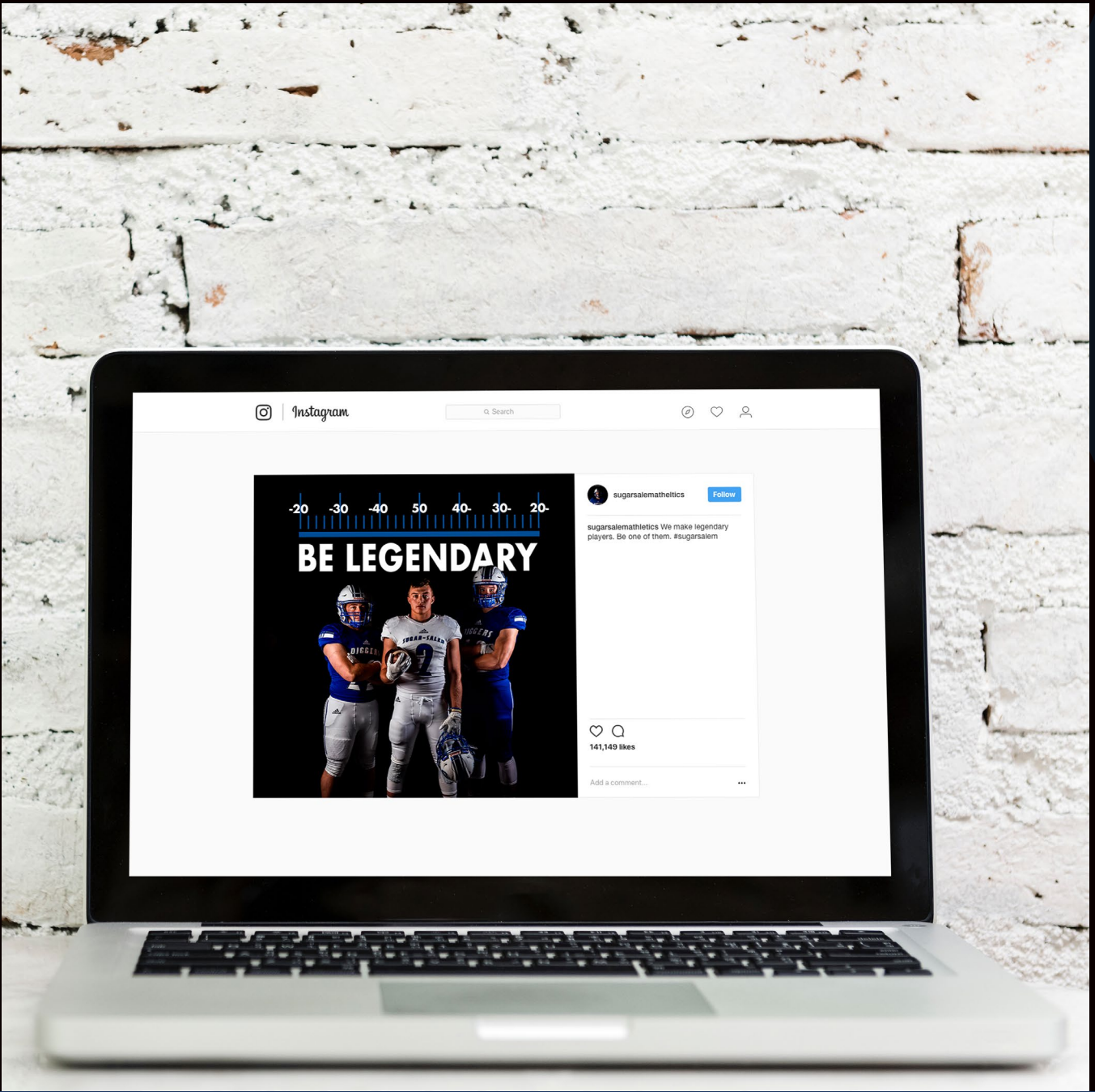
WE ARE ONE

DRESS WELL

PLAY WELL

Posters were created and designed for the school to use. Each poster was designed with the style guide colors and typography. Professional mockups were created to showcase the posters. Calendars, magazines, billboards, social media posts and outdoor posters are shown. These mockups represent what the school could do with the posters made.

GO THE
DISTANCE

OUTPLAY THE
COMPETITION

DIGGER
TOUGH

NEED FOR
SPEED

BLUE DIGGER
DIGGERS
BLUE
DIGGER
BLUE
DIGGERS
GO
DIGGERS
BLUE BLUE

Jenelle was able to help assist with lighting and editing for the hype video. The video was sifted and cut and then placed them in order on the timeline in Premiere. Certain cuts were made to create a stronger look from the players. The close-up details were just as important as the wide-angle shots. Morgan then took over the editing after the basketball footage was placed in the timeline. A style guide was put together to present to the team but, was not used in the final style guide.

ALEXIS MOSER

Alexis Moser helped create the original pitch video used to present the project concept to other designers, photographers, and videographers to have them join the project. Alexis contacted the principal and activities director of Sugar-Salem High School and helped establish communications through multiple points of contact to discuss the progress of the project, needs of the photography and film teams, dates to work with the students, and organize access to the school.

After connecting the team leader with the activities director, Alexis shifted her focus to the photography team. She participated in a practice lighting shoot at the Jr. High in Sugar Salem used to test all the lighting and to determine the style for all of the stations.

At each of the photo-shoots, Alexis was heavily involved in finding locations when the planned areas were being used by other organizations and setting up all the lights to get the dramatic light necessary for each station. She also assisted several other photographers in posing each group and adding extra effects, such as fog.

When she wasn't taking pictures of the athletes, Alexis was taking pictures of the photographers that were shooting the pictures of the students.

On the second photo-shoot day, Alexis took all of the pictures for the cross country teams outside by the track. Because there were lots of leaves on the grass, all of them had to be taken out in post. The lights used were able to create an almost complete black background, but there were parts of the sky that had to be edited out as well. The dodge tool was used to help accentuate each of the runner's muscles.

To the left is the edited image and above is the original image.

When Alexis shot these images, she left leading room around the subject to give flexibility in design. She also set the camera to a high shutter speed and aperture to keep the runners in focus as she had them run through the lights in a circle.

Lighting two moving runners was harder than lighting just one runner at a time. Alexis had the athletes run in circles around her the lights and her focus in manual so it wouldn't have to refocus each time they came around. This became essential as the sun went down and the only light source was a strobe.

Alexis used this image to create one of the long posters for the wall mural. The first version had the triangles ending at the grass with just the words on the ground. There was a disconnect between the two parts, so Alexis revised it to have triangles coming down in front of the runner and the grass as well. She then added the blue to keep it consistent with the other posters that were being created.

Alexis went back to the high school another day to take pictures of the high school itself to create mock-ups to showcase what the finished posters would look like. Along this entire hall there are small walls between the trophy cases that would be perfect for showcasing these long banners.
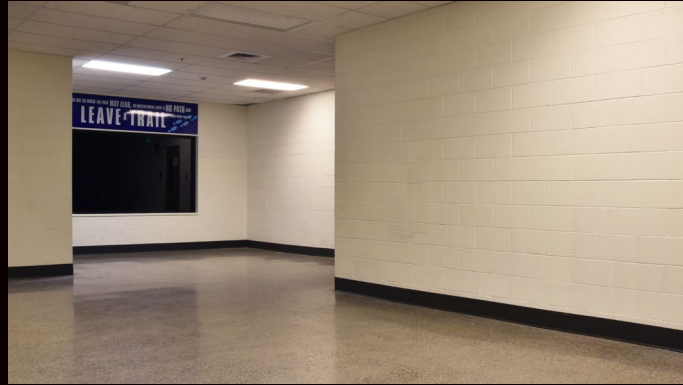
The upstairs of the school is full of blank walls. A full wall mural such as this would be a great way for the school to break up the white and show school spirit.

Alexis took a lot of the behind-the-scenes images on the day of filming the hype-video.

The mock-ups helped transform ordinary spaces, such as this drinking fountain in the commons to being an epic addition to the school.

EMILEE WRIGHT

Emilee helped organize two photo shoots and was in charge of setting up the epic auxiliary lighting for each station. Godox AD200 200Ws Speedlite systems along with Yongnuo YN-560 IV speed lights were used to capture all of the images. She also helped set up lighting for the video shoot using LED panels and Aputure lights as well as running the fog machine for other photographers.

Emilee took pictures of girls soccer, edited the images to have a completely black background, and created three interesting posters to highlight the sport. She was also in charge of contacting all of the students involved in the photo/video shoots and getting all of the minor release forms signed and organized. She was also a part of the editing team and helped edit the problem and approach section of this case study.

It's important to have a key light and fill light to get a good dramatic exposure on the subject, especially with action shots such as the one above with the player about to kick the ball.

The dodge and burn tools in Photoshop were used to enhance the soccer player's muscles and to draw the viewers eye to a specific area in the picture.

By selecting the subject in Photoshop and inversing the selection, a black background can fill in the remaining area to solely focus on the subject.

Due to the player quickly moving at the last second, this shot was taken a little to close to the edge of the frame. Content-Aware Fill is a technique in Photoshop to fix the composition by filling in additional space on the side of the image.


The leaves were taken out of the image by using the clone stamp tool in Photoshop. This eliminates the added distractions at the bottom of the image.

SCHOOL POSTERS

School spirit can be promoted in many ways. Creating visual posters is a great platform to help schools broadcast the various events and the students who are involved. These three posters were created using a technique in Photoshop called "masking" where part of the image or text can be hidden by using the paintbrush. By masking the images blend better into the background and look more intense.

It was important to work with the typography so it better interacted with each of the images as a design element rather than just being placed by the side as an afterthought. The volleyball and wrestling posters are very interactive and engaging because of the interesting angle and contrast of the text with the subject. It was critical to follow the style guide for consistency with fonts and colors.
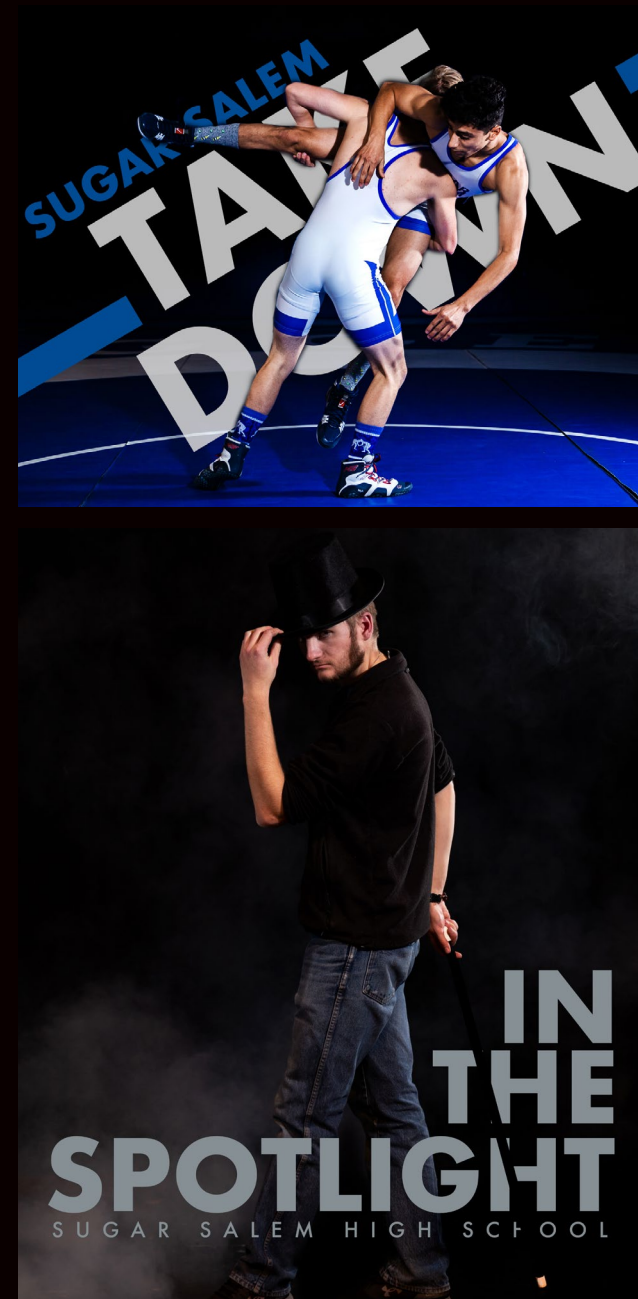
MOCK UPS FOR SCHOOL POSTERS

One of the most interactive ways to really be able to see how content will be presented in a professional way is through mock ups. Mock ups really help to bring each of the posters to life as they bring a visual richness to the content since they are included in real life situations.

A variety of indoor and outdoor mock ups were used in order to showcase the posters within the community as well as within the school. Seeing the posters in these real life situations adds an added dimension many designers wouldn't be able to see if only the image was used.

Emilee learned the importance of timing and organization when working on such a large project involving so many people. The second photo shoot went 10X better because everyone was more prepared and organized for how each station would work and how to interact with the students.

Getting a second and third opinion is vital to creating the best possible content. It resonated with her that it is also vital to have a clear vision and message you want to present and make sure each of the team members has that same vision in order to create cohesive content.

Prep Work

At the start of this project the team knew that they were going to be making a hype video. In fact before the photography and poster-work went into effect the "hype video" was the entire premise of the project. The team started first by watching different types of videos, the main goal was motion and overlays. The team decided to stick with a technological feel with circuitry and HUD's in a blue color to match schools colors. Check out these preliminary animations in the links to the right.

Background Circuit Animation
https://youtu.be/1Zdov0qeSEk

Dark and HUD Element
https://youtu.be/3FiP9H6sXtM

Growing Light Circuitry of Smoke
https://youtu.be/kqwa18beTPQ

Michael Judd: After Effects Animator

My role in this project was to help create a "hype video" for the Sugar-Salem Highschool basketball teams, with my main role as the person adding the animations, HUD, glitches, overlays, SFX and other needed fixes to the video after it was cut down. This job ended up being rather intensive with some elements taking hours to create before being put into a the final video. There were numerous elements created for the final video such as growing circuitry and HUD elements.

One of the most intensive things that were added to the video by the end were the glitch and RGB split screen. These needed to be timed with the music to make it feel like the beat of the song was messing with the visual aspect. Through after effects the overlays were added by using adjustment layers and displacement maps to add the glitch feel as you will see in pictures further on.
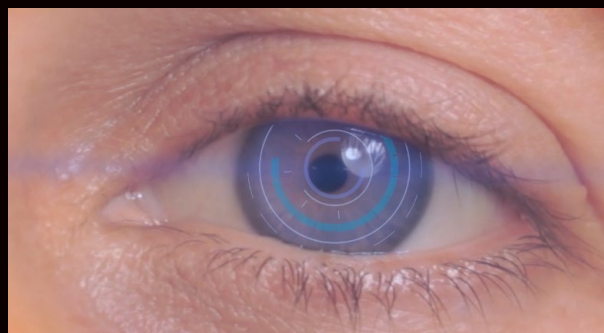
ASSORTED SCI-FI ELEMENTS
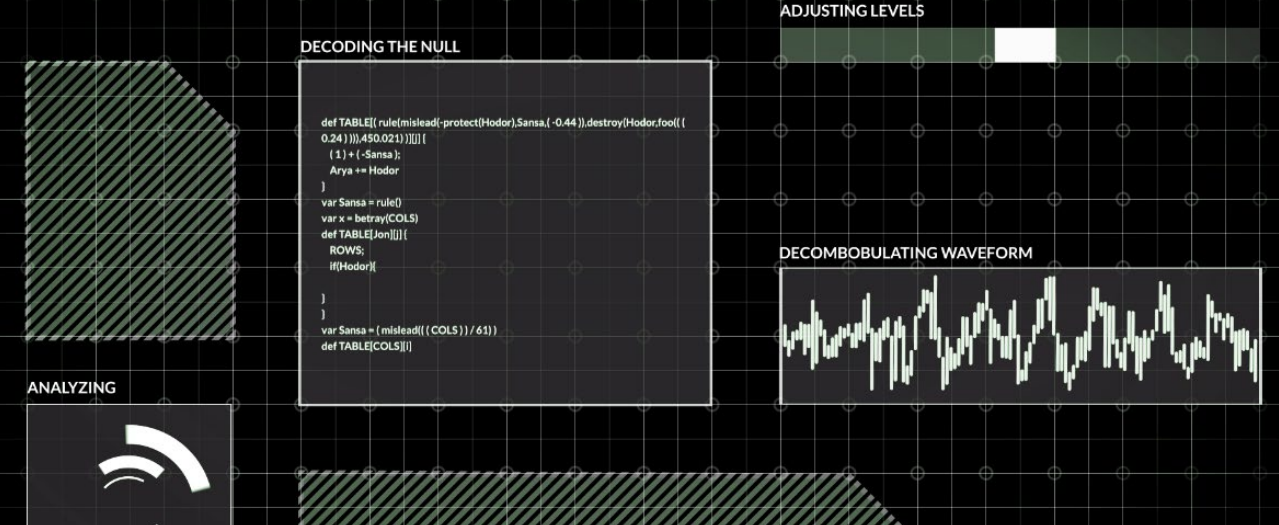
Additional Preliminary Animations

One of the difficult things about After Effects animations is not so much how they will look but how they will mechanically function in a composition. For this reason the team tested out various different types of HUD and glitch effects to make sure that the video would function correctly with them.

Top (Assorted HUD Elements): https://youtu.be/qvG-3jN8tpq8
Bottom Left (RGB and Glitch Effect): https://youtu.be/HYn1fHMhTu4
Bottom Right (HUD in Eye): https://youtu.be/UGyeL-r451oU
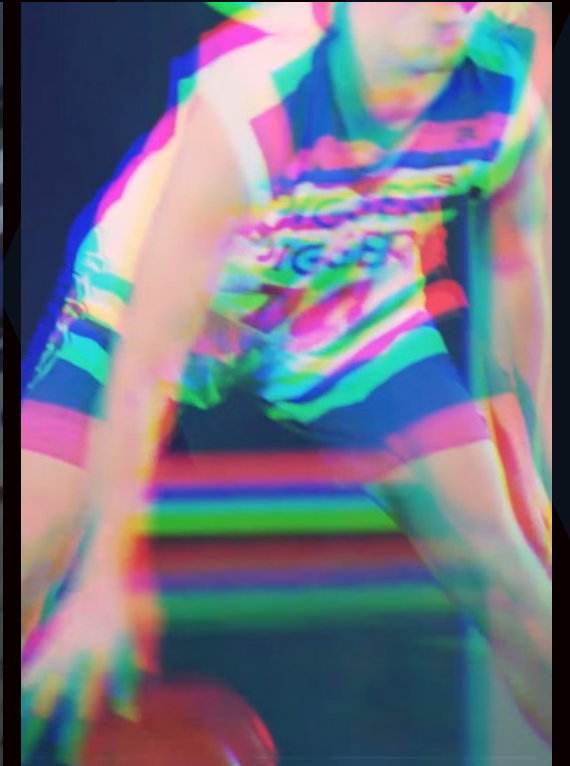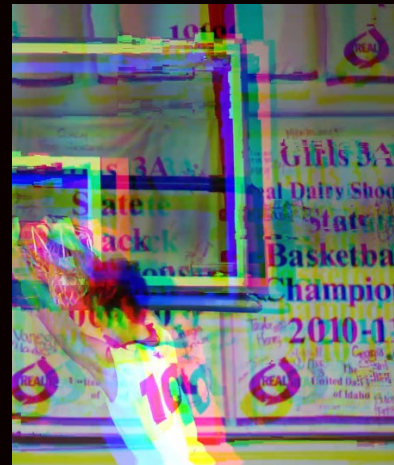

The Final Video

After the video had been filmed it was time to put all the different elements into the video to make it the "hype video" we had dreamed of. The elements that played the biggest role were the RGB glitch and the growing circuitry. The RGB glitch had the primary role as it was played on every down beat of the music to add a depth of visual distortion in relation to the music. The circuitry then accented as a bright overlay of motion through such action scenes as the players making a shot into the net or running around the court. As you will see on the next few pages the video ended up being powerful because of the visual connection or speed and motion that the effects play in time with the music.

One of the other big things that became apparent was the consistency the team wanted the video to feel throughout as well as the ending feeling very final. As you will see on the next page the elements that were used in almost every scene were to try and keep the video feeling like once piece without ever getting bored of certain elements as the video played along. The ending of the footage itself ends with a player making a final layup as the lyrics end sharply. The team added an end-slate with the words "Digger Tough" to end on a high note as the bass from the music fades out as the glitched words pop up giving the feeling of finality.

The prep work that went into creating all of this caused the adding to the final video to be not so difficult and incurred a lot less guess work and learning. The video turned out phenomenal with a great sense of pride, motion, and future as the main feeling of the final video. A great experience and one that taught the team a great deal about many aspects of After Effects, movie production and working in a team with many parts happening simultaneously.

Watch the Final Video Here:
https://youtu.be/N6wD9D6zNqk

Creating contrast on golf club

Using light and shadow to create focal points

Black Background

Remove distracting elements

Final Image

Straight out of camera

KAYLA TACULOG

Kayla Taculog played a role as a photographer and designer in the sports promotional team's 400-hour project. She used her skills in photography, post-processing, and graphic design to create compelling photos and banners to be used at sports events, community promotional events, and social media.

Kayla photographed two sports teams at Sugar-Salem High School: the boy's golf team and girls basketball team. The above photos are final edited images from boys golf and girls basketball photoshoot.

As a photographer, Kayla used photography techniques, lighting, and retouching skills in the Adobe Creative Suite software to create the photos seen. According to the group's style guide, the final look and feel they were trying to achieve were dramatic, low-key, and studio-styled images. The black background with well-exposed highlights created a great tonal contrast and dramatic tone for the photos.

In regards to retouching this particular photo, there were several things Kayla had to consider to create the final photo according to the style guide.
1. Creating a black background.
2. Removing distracting elements.
3. Creating contrast in the golf club.
4. Creating focus with light.

BEAR
THE NAME

DIGGERS BASKETBALL

Above are images taken at the photoshoot at Sugar-Salem High School. Kayla photographed and retouched the girl's basketball photos and designed the Sugar-Salem High School basketball banner. To achieve the final banner image Kayla used both vector and raster images to create a banner.

The previous page contains unedited images taken of the boy's golf and girls basketball teams. In the editing software, Kayla used her retouching skills to overcome obstacles to achieve the final look outlined in the group's style guide. Common problems can be found in the example in the previous spread.

The photo of this golfer was shot and edited by Kayla Taculog. The lighting consisted of a two-light system--one camera left as the key or main light and the other camera right as the fill or edge light. To process these photos, Kayla used Photoshop to darken the background, retouch the skin, and add some color grading to the overall image to correct skin tone.

Straight out of camera

Retouched Photo

Just as the previous image, Kayla had several elements
to consider as she was processing this image. This
photo was rather dark out of camera, so increasing the
highlights while keeping the background black was the
main obstacle to overcome. In retouching, Kayla used
her frequency separation skills to create consistent skin
texutre and tone of the athlete.

To make the athelete stand out more, Kayla used dodge
and burning to accentuate the athletes muscle tone and
bring out more light on the basketball. The final step
was to add more light to the athlete's eyes. They were
rather dark, so adding light and bringing more light to
her eyes brings more life to the image.

MORGAN WEAVER

Morgan Weaver was primarily responsible for the production of the video portion of this project. She was the key player in scheduling equipment, organizing storyboards and shotlists, directing the production on the video shoot day, and editing the final cut of the full-length video. Morgan also played a key part in this project by designing the key logo for the Sugar-Salem Athletic program. She also participated as a lead photographer in both of the photography shoot days.

photography shoots

One particular aspect of capturing these players during the photography shoot that became tricky was achieving the moody, "intense" look desired. The goal was to have the backdrop be as dark as possible, while still maintaining a "chiaroscuro" effect of each of the player's faces. Getting a shot that captured motion while still maintaining this dark look was no easy task, but with specific directing of the models and proper placement of the lights, acquiring this look became simple. Below is an example layout our light set up.
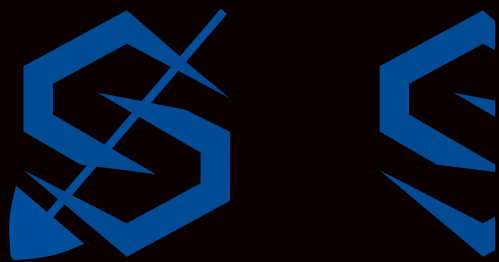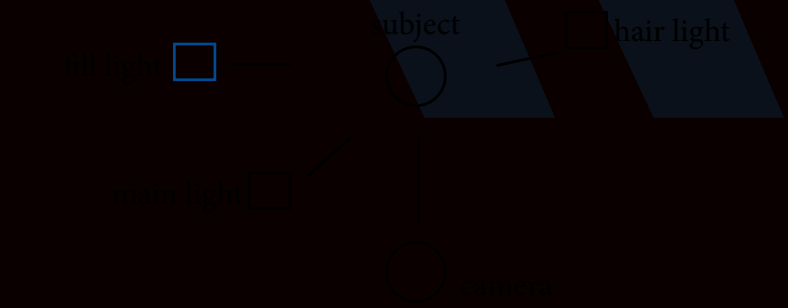
subject   hair light

logo design

The mascot of Sugar-Salem High School is the Beet Diggers. Unfortunately, they don't have a tangible mascot for their school, so designing a logo that represented their school was a bit difficult. In the end, three variations of the same design were determined to be the best option for the athletic department. The logo focused more on the intitials of the school
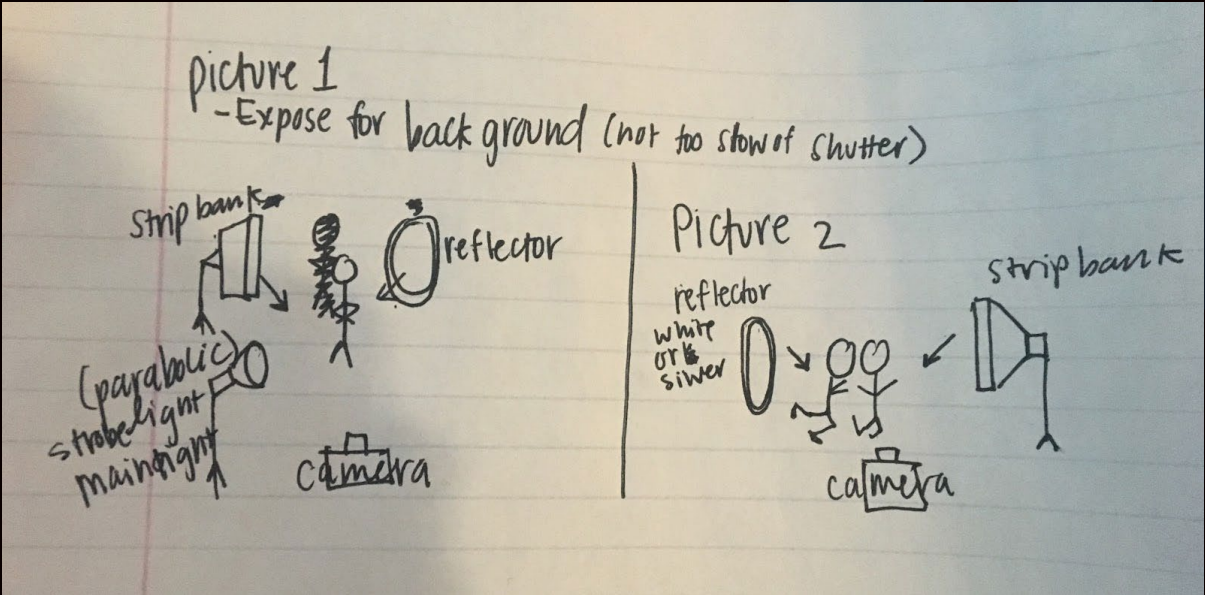
rather than a symbol. In one final variation, a shovel was included as an extra element in order to represent the "digger" aspect of their school pride symbols.

Bailey Bennett

Team Lead Responsibilities & Learnings

As Photography team lead, my duties included helping facilitate our group progression, organize the photography shoots with the school, and teach our team what would help us be on the same page as a team. Facilitating group progression included creating a Gantt chart with the other team leads and working with our team to accomplish and following up on the tasks given. Below is the photography teams Gantt chart, we tried to planning as best we could beforehand to prepare as needed. As we went we updated and re-adjusted in order to accomplish what needed to get done.

Practice Photoshoot

As the photo team prepared to do a shoot with the students, we did a practice photoshoot at the middle school gym with the other photographers on the team. We prepared for this shoot and our shoots later by organizing as a team the style of the photos and how we would go about that. I helped by drawing up the lighting set up as shown above, in order to get the lighting, we would want for a few specific photos. Above, you will see that in these two lighting set-ups the lights, camera and reflectors are positioned in relation to the model. By thinking it through and drawing it our helped us as a team be prepared and more effective when we were at the shoot.

At the practice photoshoot, we set up, set our settings and tried to get a black background with studio lighting. When we were there our shutter speed was 200 or 150 with an ISO of 100 but initially we couldn't get the background completely dark as we wantedby changing the aperture and were able to get the effect we wanted. We also tried to get a reflection on the glossy basketball court. We were able to get the reflection on the floor by bringing our subject closer to the floor. We wanted to prepare for this as this was an intended look we wanted to capture. This shoot also helped us to know that we would either want two or three lights at every station.

Tuesday Organized:

Check-in desk in the gym: **Michael**
- Check in on a paper with their name, sport, phone number to reach them at (if its not their own number make sure to have them mention that its their moms number or whatever), email (to send them their pictures?) Chantel is working on this form for friday and a blank for tuesdays event.
- Fill out Model Release forms THESE NEED TO BE PRINTED
- Take their photo with a paper that says what sport they are and their name BRING BLANK WHITE PAPER
- Send them to their location A DOCUMENT NEEDS TO BE CREATED FOR THIS

This list needs to be alphabetized by sport name for Michael to glance where to send the sports after they have filled out the documents

Sport	Location	Time
Baseball	Station3	5
Basketball *boy*	Station 2	4:20-4:40
Basketball *girls*	Station 2	4-4:20
Cheer	Station 3	4-4:20
Cross Country & Track	Station 2 but moved outside?	5
golf	Station 1	4:20-4:40
Soccer *(girls)*	Station 1	4:20-4:40
softball	Station 4	4
Speech and Debate	Station 3	4:25-4:45

Organization

As a team lead, I learned the photoshoots needed to be very organized, we had a smaller photoshoot with a few groups. We hadn't been to the school before and weren't fully prepared. The photoshoot wasn't very smooth and the photographers didn't get a chance to prepare for the specific sports/activities they were to be shooting. Following that shoot, we had a 2 hour shoot planned, that shoot was organized to give each of our team a chance to shoot at a specific station with a specific sport. Above, you will see the organization involved to accomplish our photoshoot efficiently and effectively. There was a check-in location where we had participants fill out forms and then they were sent to the location they were assigned to take photos at. We asked the school to inform us of the sports or activities that would be coming. I assigned a sport to specific stations based on the location the stations were located.

Station 1
Location: Outside/ grassy area?
People: *Kayla, Emily, *Emilee, Bekah
Lights: Sister esplins
Time Keeper: Emily

Photographer	Sport	Location	Times
Either emilee	Girls Soccer		4-4:20
Either kayla?	Golf		4:20-4:40
	Shoot people from our group		

Station two
Location: gym/ black background
People: Jenelle, Chantel, Danielle, *Bailey?
Lights: 2 alienbees
Time Keeper: Danielle

Photographer	Sport	Location	Times
Danielle	Girls bball	Gym	4-4:20
Bailey	Boys bball	gym	4:20-4:40
Chantel & (jenelle if she needs more shots)	Cross country and track	Do they have a track feild? Move out there	5

Station 3
Location: Gym? Another classroom
People: *Kaleigh, Madison, Morgan, *Lexie
Lights: 2 White lightings with parabolic reflectors
Time Keeper: Madison

Photographer	Sport	Location	Times
Kaleigh	Cheer	Black backdrop	4-4:20

	track	feild? Move out there
(jenelle if she needs more shots)		

Station 3
Location: Gym? Another classroom
People: *Kaleigh, Madison, Morgan, *Lexie
Lights: 2 White lightings with parabolic reflectors
Time Keeper: Madison

Photographer	Sport	Location	Times
Kaleigh	Cheer	Black backdrop	4-4:20

Lexie? Kaleigh?	Baseball	Same

Station 4 @4
Location: Anywhere?
People: Bekah, Morgan, Jenelle
Lights: Speedlights from light kits, dark background
Time Keeper: Jenelle

Photographer	Sport	Loca
Bekah	Softball	Black

Lights
2 sister esplin
4 alexis (2 white lightnings, 2 alienbees)
6 speedlights 6 rouge flash benders

Times everyone can be there?
People who have shot already: Morgan, madison, jene
People who need to shoot: kaleigh, emilee, me, kayla,

Cameras: Jenelle, Morgan, Emilee

Above you will see that I organized teams and did so based on the different strengths of the team members and who would work well together. I made sure to give everyone a chance to shoot photos and assigned them to a specific sport/activity; this gave them theopportunity to prepare ideas for the sport or activities assigned to them. I also organized the timing and assigned someone to be the timekeeper at each station so that we would stay on time. Although some activities came unexpectedly because we were prepared in other ways, we were able to adjust and the photo shoot went very smooth and efficiently wvwn though we did go over an hour because of the additional groups that came unexpectedly. Also, during the photo shoot, I helped photographers adjust their lighting and helped with lighting technical difficulties.

Tuesday Organized:

Check-in desk in the gym: **Michael**
- Check in on a paper with their name, sport, phone number to reach them at (if its not their own number make sure to have them mention that its their moms number or whatever), email (to send them their pictures?) Chantel is working on this form for fr and a blank for tuesdays event.
- Fill out Model Release forms THESE NEED TO BE PRINTED
- Take their photo with a paper that says what sport they are and their name BRING BLANK WHITE PAPER
- Send them to their location A DOCUMENT NEEDS TO BE CREATED FOR THIS

This list needs to be alphabetized by sport name for Michael to glance where to send the sp after they have filled out the documents

Sport	Location	Time
Baseball	Station3	5
Basketball *boy*	Station 2	4:20-4:40
Basketball *girls*	Station 2	4-4:20
Cheer	Station 3	4-4:20
Cross Country & Track	Station 2 but moved outside?	5
golf	Station 1	4:20-4:40
Soccer *(girls)*	Station 1	4:20-4:40
softball	Station 4	4

Post Photoshoot Organization

Post Photoshoot Organization: Following the photo shoot, we still needed to be in contact with the students and make sure their parents signed the release forms as the majority of the students that we photographed were under 18 years old. During the shoot we had them fill out most of the form and then we scanned it and sent it to them via email for their parents to sign and return. I spent the time scanning and created this chart to keep a record of who we received the form back from. Then I delegated the rest of the responsibility to Emilee. (In the image I blocked all the names for privacy reasons).

My Photographer Responsibilities:
As a photographer during the shoot, I was able to shoot boys basketball. I adjusted the player's poses and the lighting to match the photography and lighting style that we had previously decided on as a group. Side by side you will see the before and after of the following two shots. As you can see I worked on just basic edits by increasing the exposure and contrast.

The 4 photos on these two spreads didn't make it into the final cut as we wanted to be concise. I learned to really get your model to understand what you want them to see you must mirror what you want them to do.
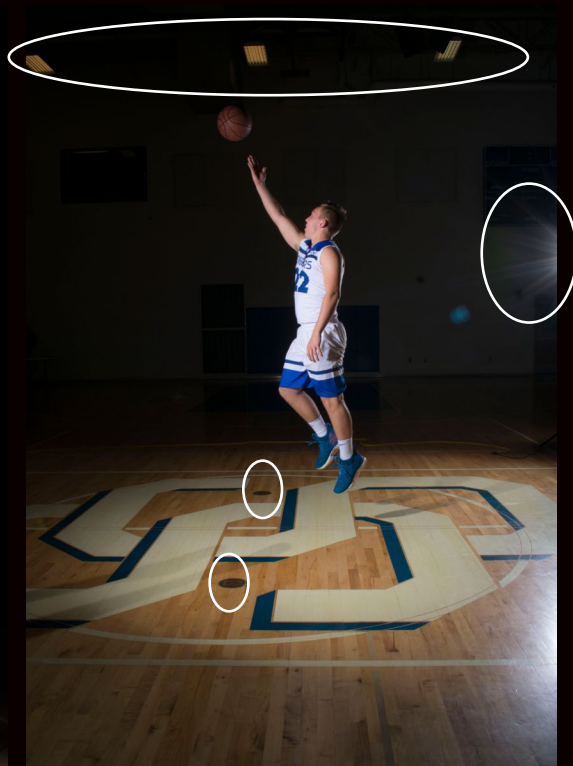
The following photos, I took them into photoshop. I cut out the subject and put them on a black background and made the images more contrasting. As you can see I removed the light flare, lights in the ceiling and a spots on the floor.

For the following image and the image above, I used the selection tool to select the basketball player and hoop in order to place them on a black background in photoshop. I kept the floor in both of the images because they give a sense of where the player was and it helps the image as a whole to feel complete.

With this photo I again did baisc edits of raising the brightness and the contrast. I then also chose to crop it horizontally which then in photoshop I had to create a black bakcground for him to be on because the original image didn't allow me enough room to just crop it horizonatally.

Another epic photoshoot with @baileyanncayas and the sports teams of Sugar Salem High School.

JUST RUN

Creating Posters

I created three posters with the intent to pump up the boys basketball team and the track team. Here is the first poster of three. I used verbs to help portray the movement and the intensity of the posters. I chose to use an effect on the player in this photo because athletes almost seem unrealiztic as if they were comic book characters. I also wanted him to be running through the text as if nothing could stop him from accomplishing his goal.

PLAY.

FIGHT.

WIN.

Sugar Salem Boys Basketball

PLAY.

FIGHT.

WIN.

Sugar Salem Boys Basketball

I received a critique on my posters. The following needed to be fixed. The first poster was that the lightest part of the lightning bolt was taking away from the words or basketball which would be the main parts of the image. I re-edited the image to have a linear gradient that leads your eye more to the basketball. I also lowered the opacity of the lightning bolt so it was complimentary to the image.

The second poster I was told that the words were a dominant part of the image. I lowered the opacity of the words so the focus was more on the girl.

EDITING TECHNIQUES

The raw image came out darker than planned. Leveling and the dodge tool were used to lighten upt her face, and create a more dramatic shadow

BEKAH SEVY

Bekah was on the photo and design team. She played a part in the process of pre-production, production, and post-production. Pre-production.

consisted of assisting to create a style guide, a shot list for photo planning, equipment checklist planning and actual testing of the lighting setups.

Along her arm and the bat, the dodge tool was used to brighten those area's, and once again, to create more dramatic shadows

The goal of this picture was to create a black background with dramatic shadows. On the left, is the original picture. While the raw picture is close to the end goal, it was not complete. Here I added a black background to get the look in mind.

PHOTOGRAPHY

Bekah had the opportunity to refine her knowledge and skill in studio photography. She learned more about lighting settings on studio lights and the best camera settings. Bekah was able to create different effects with the camera and lighting positions, in order to achieve a dramatic look, with
 obvious shadows and black backgrounds.

Post-production is where she was able to sharpen up to look and style of the photographs. To achieve the look of the photos in this spread, she used the levels tool, burn and dodge tool, vibrance tool, and sharpen tool.

PLAY
LIKE A GIRL

SUGAR SALEM
BASKETBALL

SUGAR SALEM
BASKETBALL

DESIGN

Post-production consisted of making posters, stickers, and mockups. Along with her design team, they created one to two posters for each sport and activity. Bekah was able to create posters for girls basketball, tennis, softball, and cheer. She used mockupsas a way to display some of the posters. The goal of doing this was to give people an idea of what the posters would be used for real life.
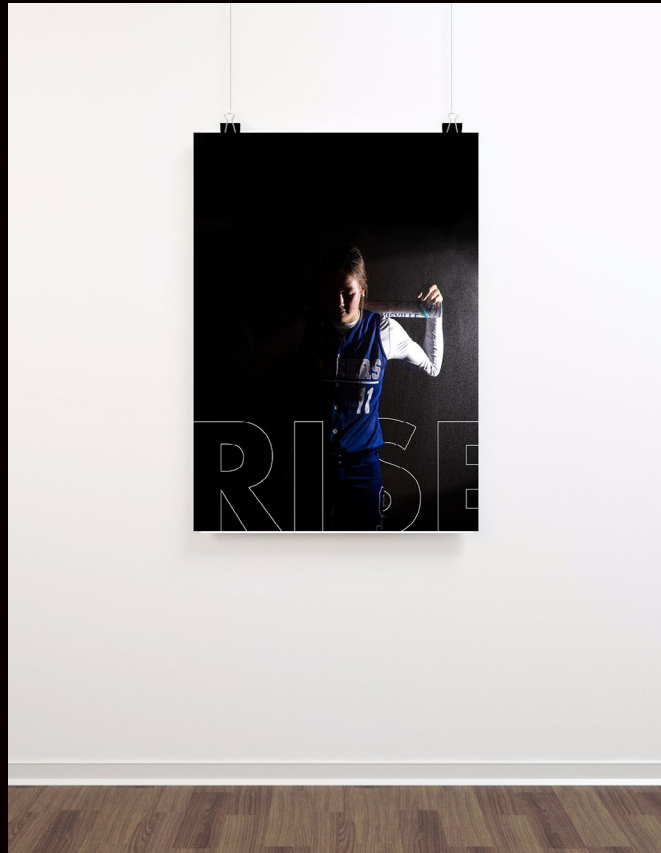
While posters were one of the main focuses for the design team, designs for apparel, merchendise, and stickers were also designed. The purpose of doing this was to create a various branding options for our client.

Add Page Numbers

#

Madison Smith

To keep the project consistent Madison Smith was designated as the design lead. This included the creation of a style guide, and ensuring all members are making their work align to the brand. The style guide included the basic information for the team to easily access and follow. This style guide included the vision for the project, colors, voice, photography styles and typefaces.

Smith helped with many aspects of the project. When the photography team went on photo shoots they asked Smith to

tag along to help with lighting, set up, and asked her to take a few images as the photographers were busy with other models.

Danielle Whitney, from the video team, also asked Smith for help in selecting new music, and some video editing tips to make the footage more exciting, with staying on brand to the style guide.
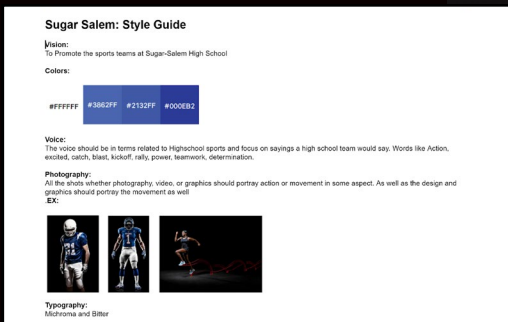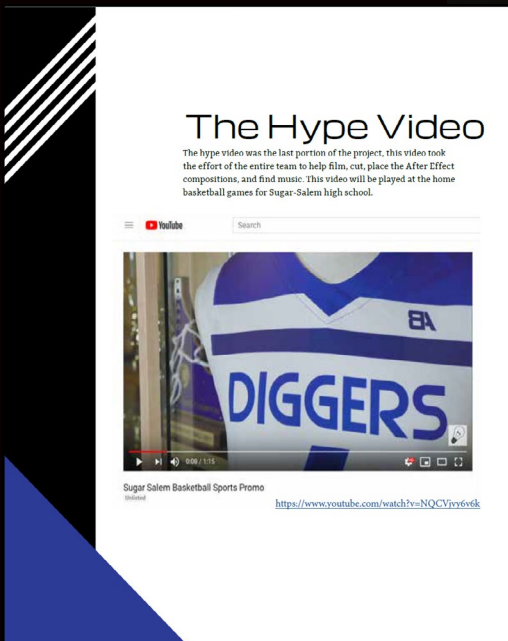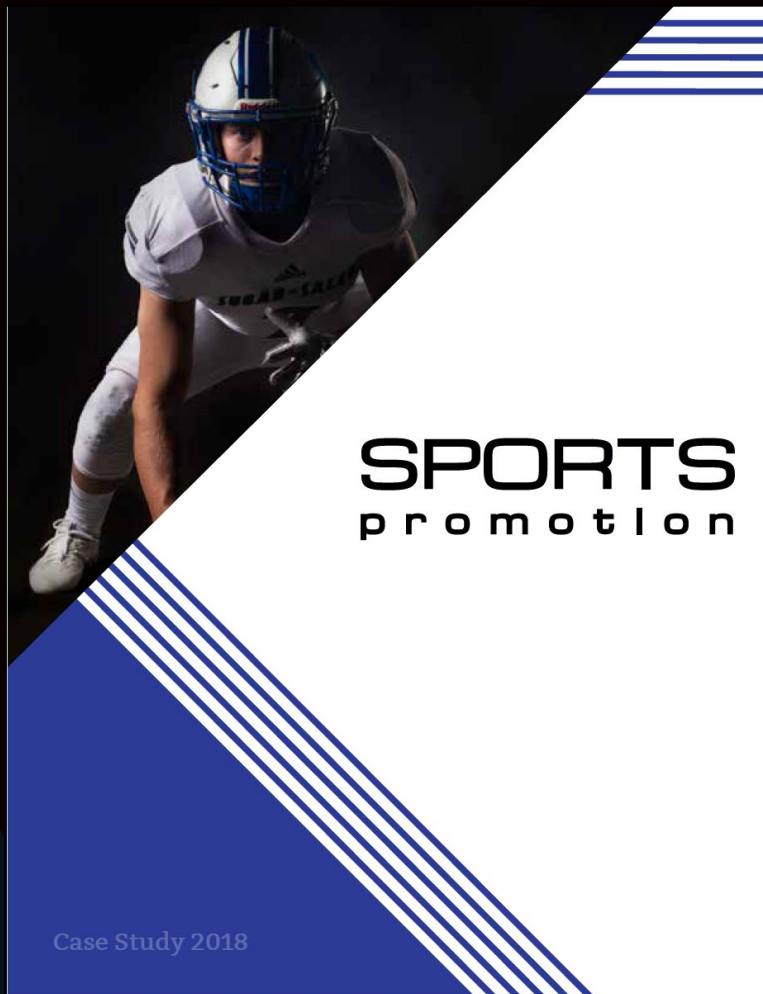
The main part about Smith's role as design lead is that she designed and formatted the draft case study as well as the final case study.

"With doing a project you normally aren't thinking ahead about how you are going to showcase the project at the end, I knew that at the end of the project there would be a lot of work to do in assembling everything."

Table of Contents

SPORTS
promotion

The Hype Video

The hype video was the last portion of the project, this video took the effort of the entire team to help film, cut, place the After Effect compositions, and find music. This video will be played at the home basketball games for Sugar-Salem high school.

Sugar Salem Basketball Sports Promo
https://www.youtube.com/watch?v=NQCVjvy6v6k

Sugar Salem: Style Guide

Vision:
To Promote the sports teams at Sugar-Salem High School

Colors:

#FFFFFF #3662FF #2132FF #000EB2

Voice:
The voice should be in terms related to Highschool sports and focus on sayings a high school team would say. Words like Action, excited, catch, blast, kickoff, rally, power, teamwork, determination.

Photography:
All the shots whether photography, video, or graphics should portray action or movement in some aspect. As well as the design and graphics should portray the movement as well
EX:

Typography:
Michroma and Bitter

DESIGN

I started working on the case study about three to four weeks before we were even finished with the hype videos," Smith said.

At the end of the project, the team felt that the originally agreed upon Typefaces and colors needed to change slightly to be more with the style that was created. Smith was working on the fixing and reformatting the

case study at the time, so she delegated this change to another member of the team. Smith said that "I learned that delegation is key, I know I could do everything but when it comes down to it I'm working with a team, which means we have a backup for when our load gets to be too much to handle."

DANIELLE WHITNEY

Danielle was responsible for some of the photography but did mostly videography. She learned a lot about the technical side of creativity. Learning how to work better with clients and making people feel comfortable so that they will be able to perform at their best was a huge lesson. Sports photography is so much fun and is something that she wants to get into. These are a couple of shots that she took with the jazz band and girls basketball. with the jazz band and girls basketball.

As for the video, she made two separate videos that the high school could show at the beginning of the game and during halftime. With the help of Madison Smith, they chose music to fit the mood of the hype video. Once they were able to find the music they were able to get the video together.

VIDEO & SOUND CHECK

Another lesson that was learned was that poses and stunts do not work for all athletes. You have to maximize that what is in front of you. The lesson is that you can make anything work, but you just have to know how to do it. Do your research and come prepared.
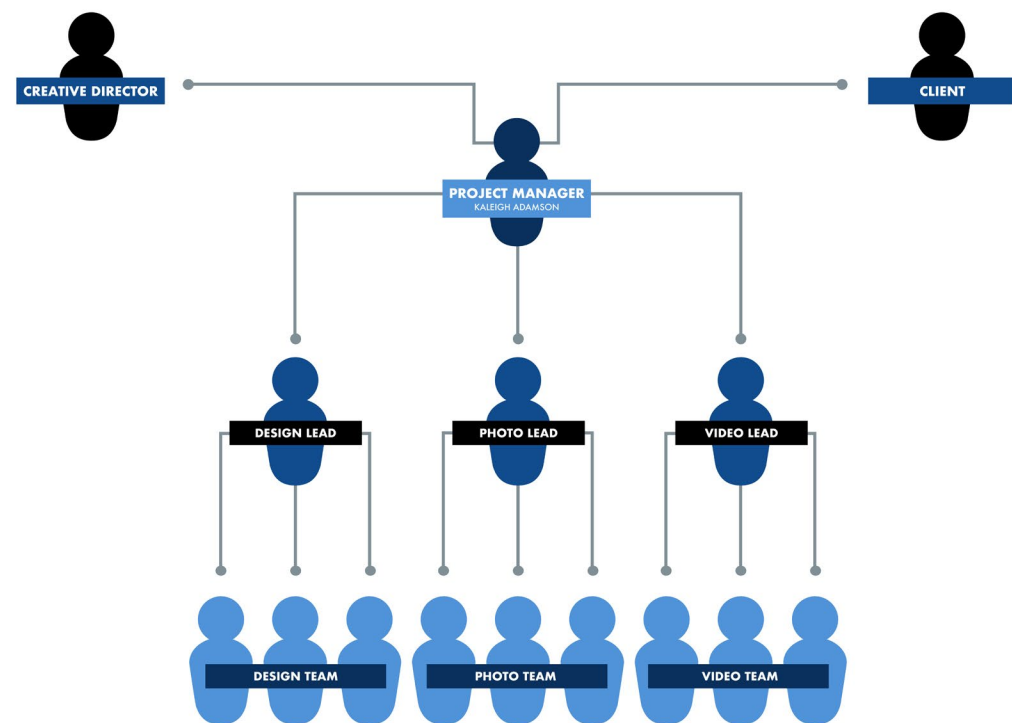
EMILY ORR

Throughout this project, I worked with my group to develop a storyboard. We initially had a lot of different ideas to work with, and I helped to illustrate those ideas for the video on paper. As we made changes, I made new storyboards, and we eventually used them during the final video shoot. I presented my storyboards to the group for review and critique, and did them many times over.
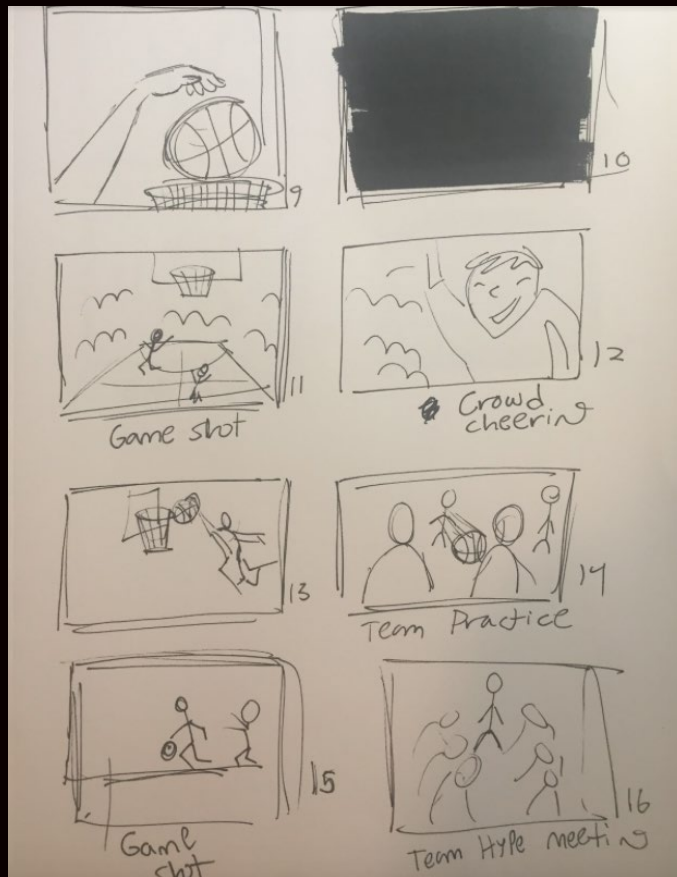
At the photoshoot, I used the storyboards to help direct the models. After the photoshoot, I developed more ideas for the special effects that we wanted to put into the video. Michael and I talked about the vision for the video many times, and thought through a lot of ideas.

I also spent time sketching out a logo for sugar salem high school. Below, you can see some of the sketches and the final logo that I came up with. I got inspiration from other sports logos and wanted to use bold letters and colors to get the message and feel across.

Finally I helped develop ideas for the effects we would try to create in after effects for the sports video. I drew out some concepts for the editors to go off of. I spent a lot of time doing research and watching other similar videos to see what inspiration I could find.

KALEIGH ADAMSON

Project Manager Kaleigh Adamson oversaw all planning, meetings, and flow of operations. This included the creation of the Gantt chart and schedule, meeting and coordinating with members of the team, the creative director, and the client, facilitating communication, managing group dynamics, problem-solving, delegating responsibilities, organizing and acquiring equipment, and organizing photo and video shoots.

Kaleigh's main creative responsibilities were photographing the cheer squad, football team, and girls basketball team representatives. She also helped with editing others' photos, logo design, style guide design, storyboard creation, and video lighting.
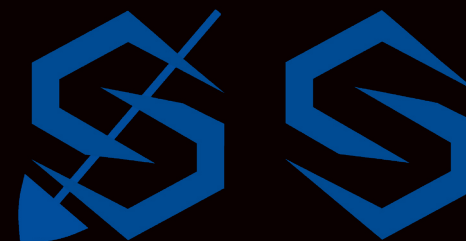
All photos previously shown were photographed and edited by Kaleigh. Photos of the wrestling team shown on the next two pages were taken by Morgan Weaver and edited by Kaleigh

Rounded corners and smoothed edges

Highlights to give depth and dimension

Kaleigh was responsible for refining the final logo design. The images shown to the left were the final logo concept design but they still needed detail and refinement. Information about details added can be seen above.

Lastly, Kaleigh was responsible for creating the style guide which can be seen over the next few pages.

SPORTS PROMO
STYLE GUIDE

THE VISION

To create promotional content for Sugar-Salem High School's athletic department (other school activities) that resembles content created for professional-level sports and activities. This includes a logo and branding for the athletic department, epic sports photography, promotional banners, posters, and advertisements, and a hype video for the school's basketball teams.

VOICE

Everything created should be motivational, empowering, and intimidating to opposing teams. The goal is to make Sugar-Salem high school appear to be the best at every activity. They should appear to be at a professional level rather than high school. Words should be action and power oriented.

COLORS

PRIMARY BRAND COLORS

#003160

#004b93

#4393df

SECONDARY BRAND COLORS

#7e8e96

#000000

#ffffff

FUTURA BOLD

Used for headings, posters, etc.

FUTURA MEDIUM

Used for secondary headings. May be used in some posters, etc.

EB GARMOND REGULAR

Only used for body copy.

The logo represents the athletic department of the school, not the school as a whole. It should only be used to promote sporting events or activities involving athletes. It may also be used on swag and merchandise invovling athletes and sporting events.

The main logo to be used in most instances is the Shovel Logo. This includes an S to represent Sugar Salem as well as a shovel to represent the school's mascot, The Diggers. The alternative S Logo is the same as the Shovel Logo but without the shovel. This is to be used in more formal situations or if spacing requires a simpler icon.
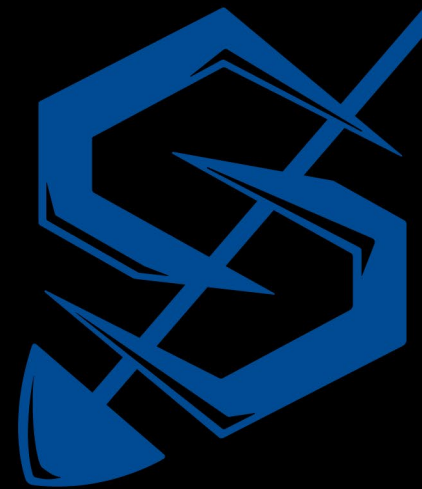
PHOTOGRAPHY

Photos should NOT resemble typical pretty portraits/high school senior photos where the model is smiling, holding a ball, etc.

Photos should be dramatic with high contrast lighting to emphasize muscles. Most photos should be action shots, but non-action shots may be appropriate. If this is the case, non-action shots should still be intimidating, dramatic, and powerful. All photos should have a solid black background or partially show the environment in which the activity is being performed.

EXAMPLES:

HIGH CONTRAST LIGHTING

MOVEMENT

BLACK BACKGROUND

PARTIAL ENVIRONMENT