

# THE HERSCHEL WORKSHOP

## DESIGN CHALLENGE



# OPTION 1: COLOR/GRAPHIC DESIGN

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## ADD COLORS AND/OR GRAPHICS TO AN EXISTING BACKPACK

This document contains:

**SUBMISSION BRIEF:** in-depth instructions to submit for this category

**TEMPLATES:** for applying color and/or graphics and describing your design

**SUBMISSION EXAMPLE:** reference of what is expected in a submission

# OPTION 1: COLOR/GRAPHIC DESIGN

## ADD COLORS AND/OR GRAPHICS TO AN EXISTING BACKPACK

**From Herschel Supply. Choose one of the following: *the Heritage Pro, the Little America Pro, or the Dawson.***

- Use ONE of the provided backpack TEMPLATES to apply your color and/or graphics
- You can color the template digitally in your program of choice or print it out and use color pencils, markers, crayons, pens, paint, etc.
- Provide an INSPIRATION PHOTO or DRAWING for your design. You can cut and paste this or draw it into the provided space.
- Create a COLOR PALETTE for the colors you are using (3-5 colors).
- Provide a DESCRIPTION telling us about your design.
- DO NOT use logos or trademarks from other brands/companies outside of Herschel Supply.

## SUBMISSION REQUIREMENTS

- Include your first name, last name, age, and grade in the bottom left hand corner of your submission.
- Submit your design in a JPEG, PNG, or PDF file format.
- Save your file as Yourlastname\_Yourfirstname.

## HELPFUL TIPS

- You can pull inspiration from a wide range of subjects, including people, places, animals, hobbies or interests, culture, sports, TV shows, etc.
- You can refer to the “Color Blocking” page from the accompanying *BACKPACK KNOWLEDGE GUIDE* for ideas for placing color and graphics on different parts of the backpack.

**PLEASE BE SURE TO REVIEW THE SUBMISSION EXAMPLE AT THE END OF THIS DOCUMENT >**

# HERITAGE PRO TEMPLATE

(FOR OPTION 1: COLOR/GRAPHIC DESIGN)

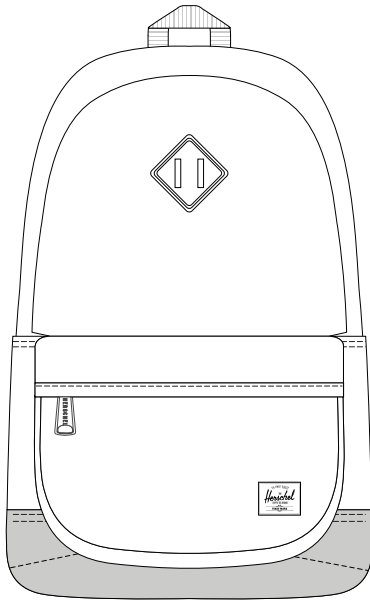
INSPIRATION:



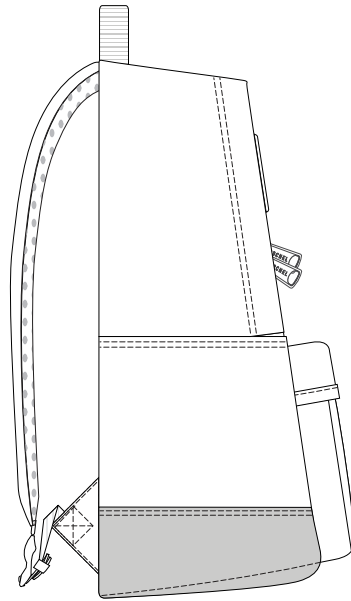
COLOR PALETTE:



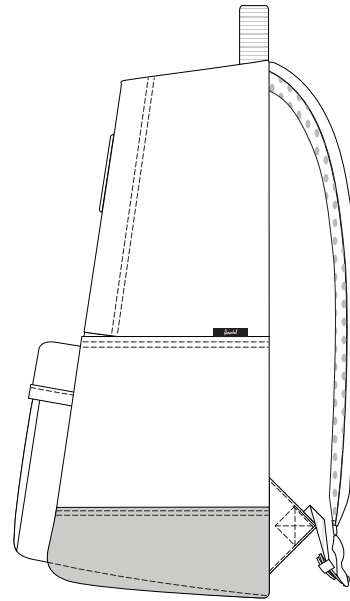
DESCRIPTION OF YOUR DESIGN:



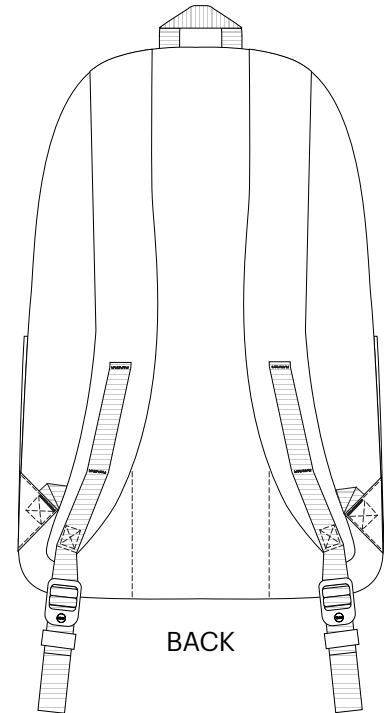
FRONT



LEFT



RIGHT



BACK

STUDENT NAME:  
AGE:  
GRADE:

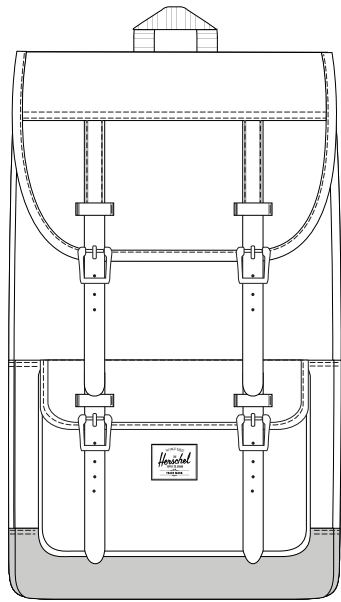
# LITTLE AMERICA PRO TEMPLATE

(FOR OPTION 1: COLOR/GRAPHIC DESIGN)

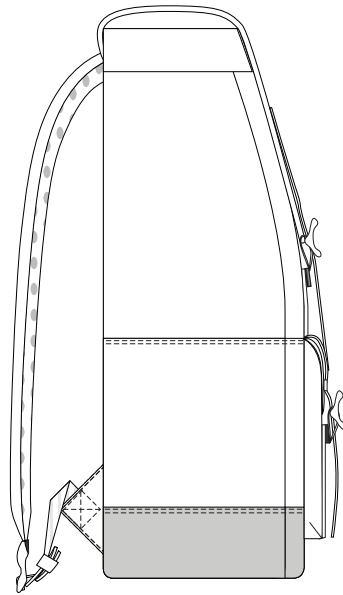
INSPIRATION:

COLOR PALETTE:

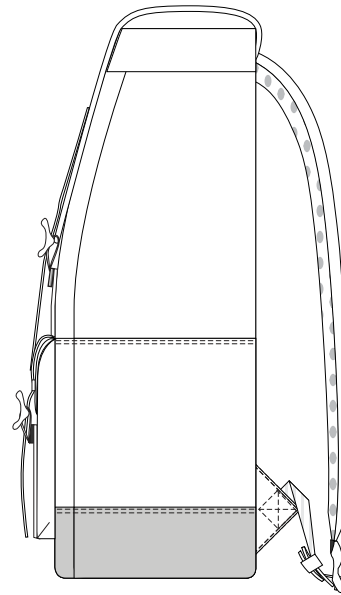
DESCRIPTION OF YOUR DESIGN:



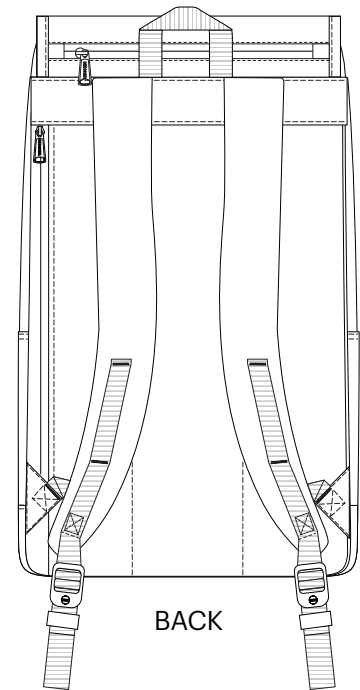
FRONT



LEFT



RIGHT



BACK

STUDENT NAME:  
AGE:  
GRADE:

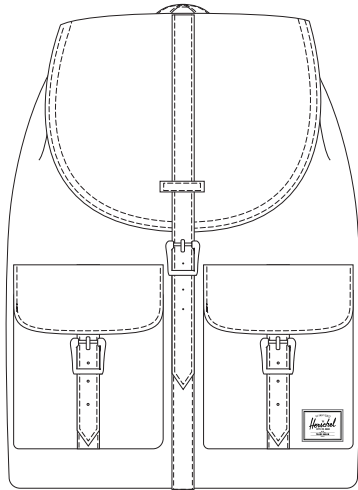
# DAWSON TEMPLATE

(FOR OPTION 1: COLOR/GRAPHIC DESIGN)

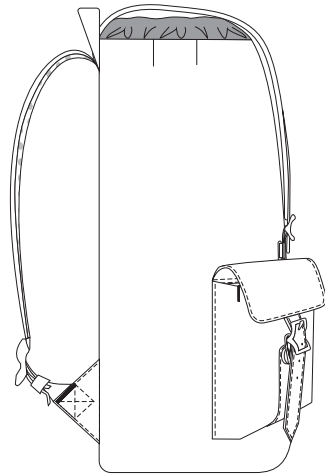
INSPIRATION:

COLOR PALETTE:

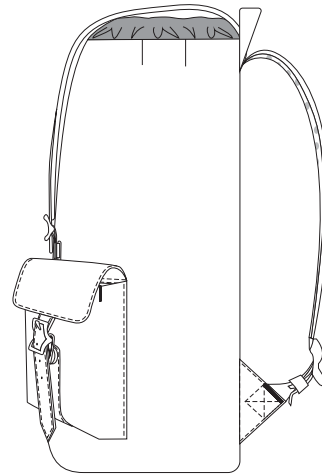
DESCRIPTION OF YOUR DESIGN:



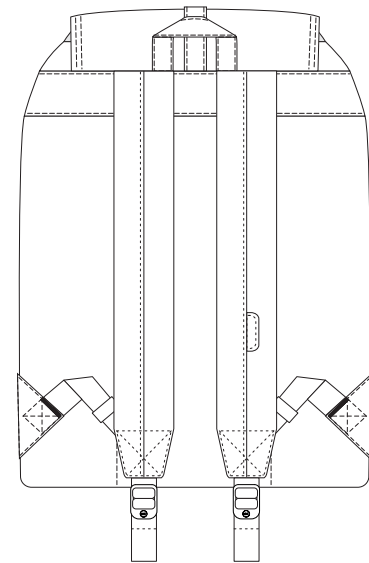
FRONT



LEFT



RIGHT



BACK

STUDENT NAME:  
AGE:  
GRADE:

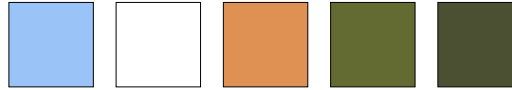
# COLOR/GRAPHIC DESIGN SUBMISSION EXAMPLE

Remember, it is not necessary to use all 5 squares for your color palette. However, it is recommended to have at least 3 colors in your palette.

## INSPIRATION:

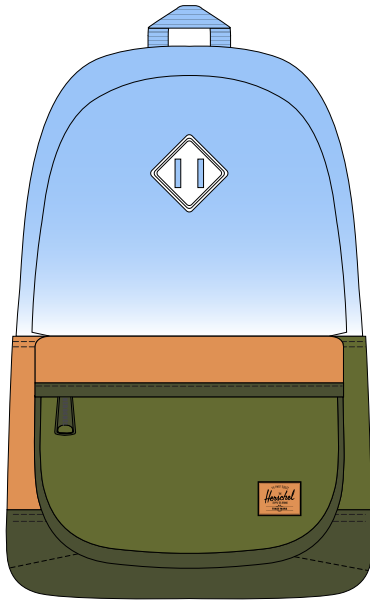


## COLOR PALETTE:

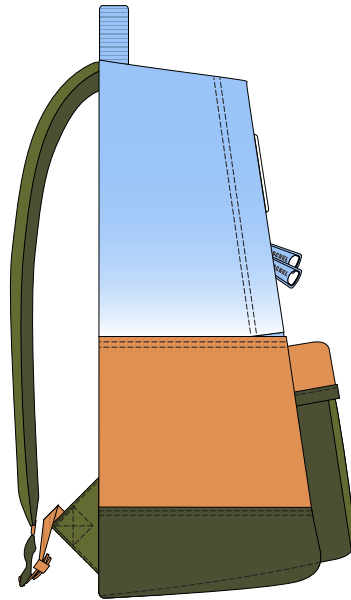


## DESCRIPTION OF YOUR DESIGN:

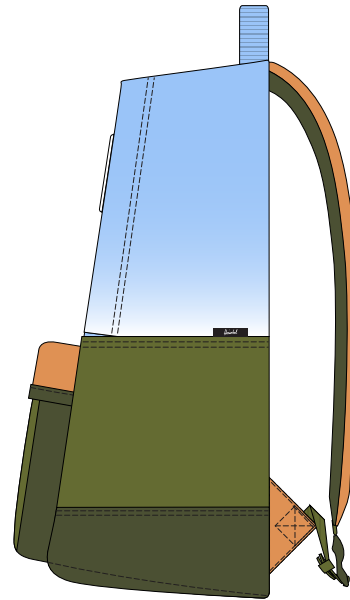
When flying in an airplane, I've always been excited about the view outside of the windows. Although air travel is less frequent these days, I was inspired to create a backpack with this visual in mind. Different plots of land are represented in an asymmetrical patchwork aesthetic for the bottom half and back of the bag. A blue and white gradient is used for the sky in the top half of the bag. This would be great for anyone who wants to stand out while rekindling the fun and wonder from flying.



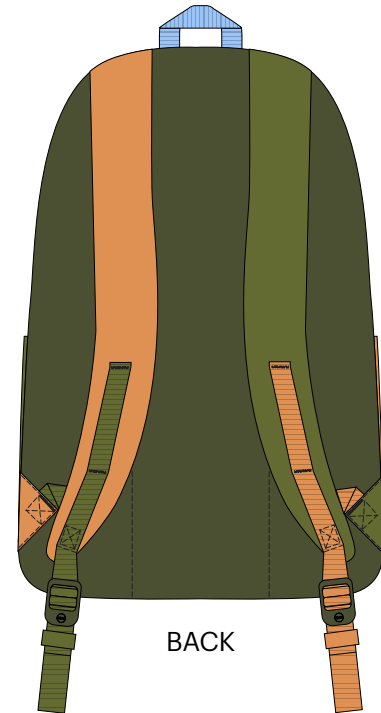
FRONT



LEFT



RIGHT



BACK

STUDENT NAME:  
AGE:  
GRADE: