
Juniata College
1700 Moore Street
Huntingdon, PA 16652

+ Color me in

IMA Labs II

Spring 2021

Presented By:

Tatum Poirier

Professor:

Ryan Gibboney

Presented:

February 9th, 2021

Completion Date:

May 5th, 2021

Passion Project: Color me in

The Project:

Since we are living through stressful and uncertain times, it is important for us to be able to find something that keeps us motivated. What keeps me moving forward is color. My passions over the last year have been learning about color and color theory. Color keeps me energized and is important for me to keep a level head. My project is to design a t-shirt that has a powerful message behind it. Alongside this t-shirt design, I would like to make a hype-style video to explain to my peers my passions behind the project. This would help generate sales and be a good way to help my audience connect with my brand.

If we end up going home for Coronavirus reasons, my project would have to take an entire new form. I would still design a t-shirt, but it would not be for sale. The video would have to be re-imagined because the equipment I would have access to would be very limited.

Challenges:

Time - This semester will have to be one of the most organized semesters I have ever had to make sure I can get everything done. I have to make sure to stay on schedule or else the entire project could fail.

Equipment - We only have one camera for the IMA Department, therefore it could be difficult to find a time when other students aren't using the camera. Also, I need to borrow all of my lighting equipment.

Budget - I am working with no budget.

Knowledge - I have never designed a t-shirt or done any sort of illustration work, therefore I will have to research all the different aspects of the project.

Steps to completion:


Phase 1: Research t-shirt designs and possible slogans. Put together the message I want to send surrounding the brand.

Phase 2: Design two t-shirt ideas and have peers vote on them. Whichever is better will be the final design that goes to print. Storyboard and shoot the video that talks about my brand and passions for the brand.

Phase 3: Sell t-shirts and get them to a print shop. Students/peers can wear the shirts for my LAS presentation. Video will be released via Insagram to promote t-shirt sales.

Passion Project: Color me in

Inspiration: **Seek Discomfort x Amanda McCreight**



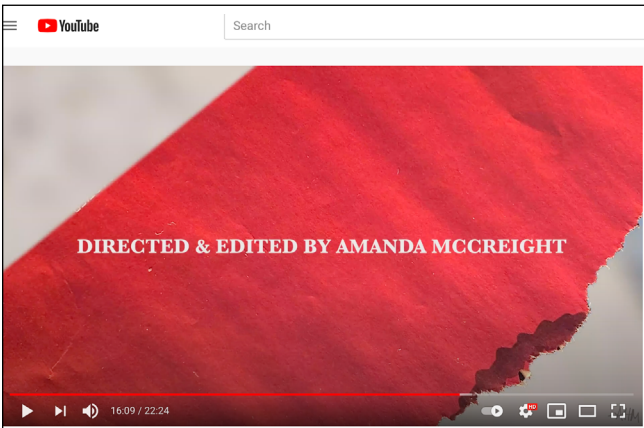
The Way She Got Yes Theory's Attention (and made her dream come true)

124,140 views · Dec 2, 2020

9.3K 40 SHARE SAVE

YES Theory PLUS
251K subscribers

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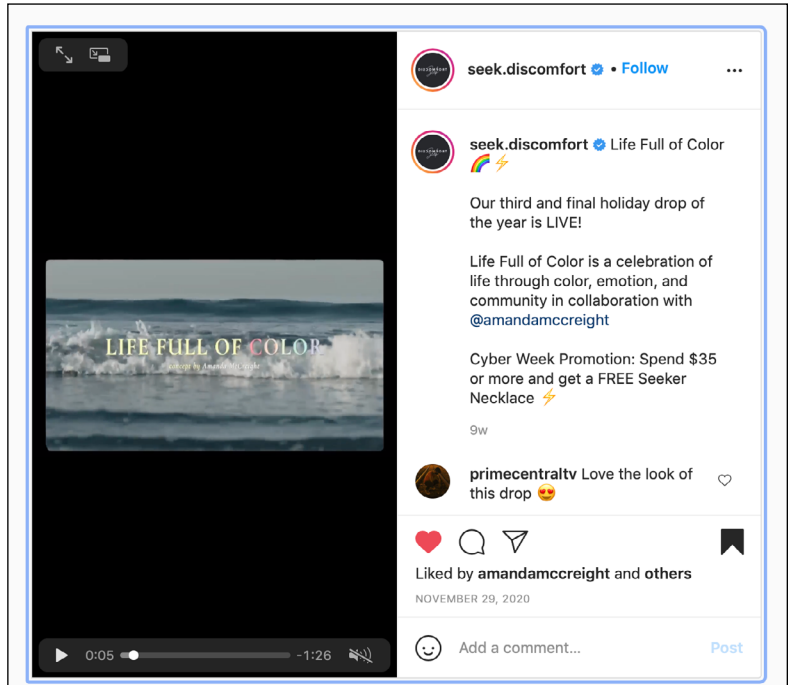
pitched a collab to Yes Theory and they said YES!

226 views · Dec 8, 2020

143 1 SHARE SAVE

Amanda McCreight
259 subscribers

SUBSCRIBE



seek.discomfort • Follow

seek.discomfort Life Full of Color

Our third and final holiday drop of the year is LIVE!

Life Full of Color is a celebration of life through color, emotion, and community in collaboration with @amandamcCreight

Cyber Week Promotion: Spend \$35 or more and get a FREE Seeker Necklace ⚡

9w

primecentraltv Love the look of this drop 🥰

Liked by **amandamcCreight** and others

NOVEMBER 29, 2020

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ALL TOPS BOTTOMS ACCESSORIES

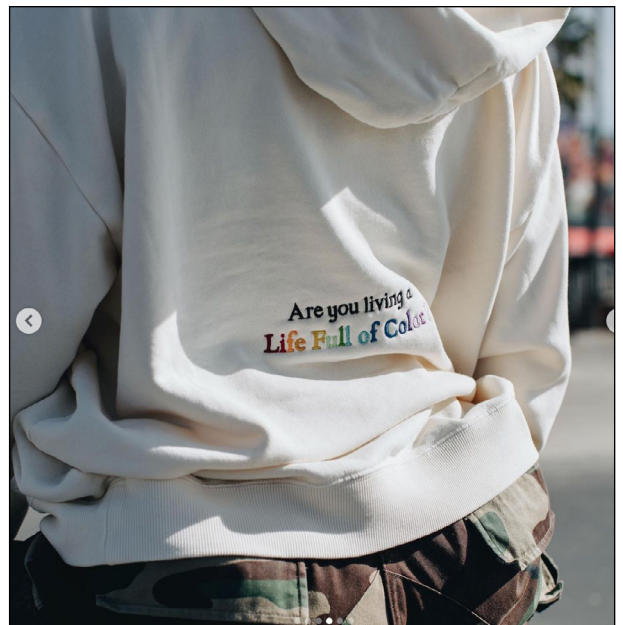
SEEK DISCOMFORT

ABOUT CONTENT  

Seek Discomfort x Amanda McCreight



Rewards



Passion Project: Color me in

Inspiration: T-Shirt Design



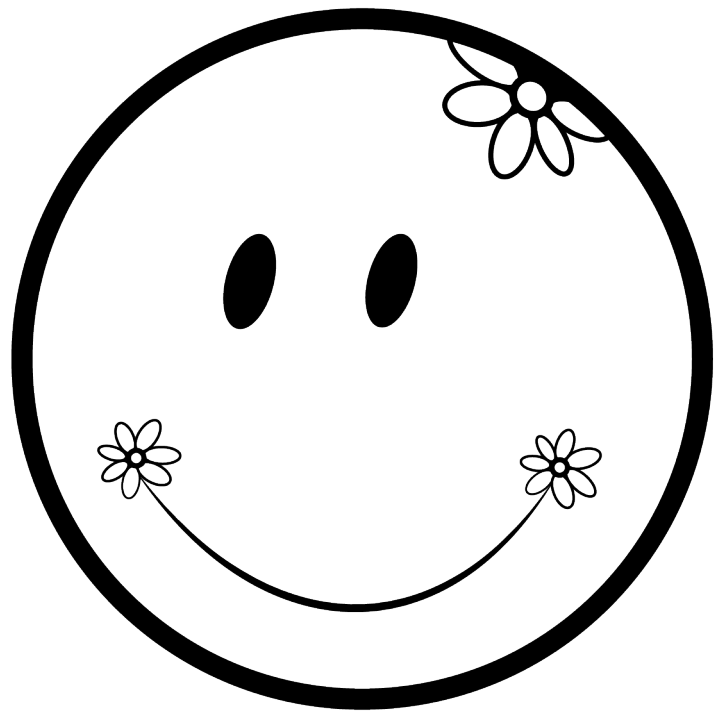
Passion Project: Color me in

Design: First Drafts

color me in
color me in
color me in
color me in
color me in
color me in

color me in
color me in

COLOR
ME IN



COLOR ME
IN



Passion Project: Color me in

Design: Mock-ups (reverse-bleach dye option)

Front:



Back:



Front only:



Passion Project: Color me in

Design: Mock-ups (color tie-dye option)

Front:



Back:



Front only:



Passion Project: Color me in

Design: Mock-ups (masks)



Passion Project: Color me in

Deadline Schedule:

WEEK	DATE	TASK
Week 1	2/1 - 2/5	Submit proposal
Week 2	2/8 - 2/12	Begin t-shirt design research
Week 3	2/15 - 2/19	Continue t-shirt design research. Find where to print and when the orders need to be submitted by to be done by LAS.
Week 4	2/22 - 2/26	Begin designing t-shirt. Storyboard for hype video. Start filming?
Week 5	3/1 - 3/5	Finish designing t-shirt. Finish storyboard/begin filming. Finish video.
Week 6	3/8 - 3/12	Publish video to Instagram. T-shirt goes live for purchase. Possibly make a mission statement video.
Week 7	3/15 - 3/19	Continue promoting t-shirt. Wrap up sales by 3/19. Get orders into WCS Signs.
Week 8	3/22 - 3/26	
Week 9	3/29 - 4/2	
Week 10	4/5 - 4/9	
Week 11	4/12 - 4/16	14th for T-shirt dyeing day? Spring break day for students.
Week 12	4/19 - 4/23	
Week 13	4/26 - 4/30	Liberal Arts Symposium.
Week 14	5/3 - 5/7	Final work submitted.

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Hours:

DATE	TIME	TASK
2/8/21 - 2/12/21	4 hours	Brainstorming and researching to figure out what I want my project to look like.
2/8 - 2/12	5 hours	First proposal due. Research other brands that are doing something similar.
2/15 - 2/19	8 hours	Learning how to design t-shirts. Finding design inspiration. Drafted first brand statement.
2/22 - 2/26	17 hours	Testing out different designs, getting feedback from peers, visited WCS signs for a price quote.
3/1 - 3/5		
3/8 - 3/12		
3/15 - 3/19		
3/22 - 3/26		
3/29 - 4/2		
4/5 - 4/9		
4/12 - 4/16		
4/19 - 4/23		
4/26 - 4/30		
5/3 - 5/7		
TOTAL:	Hours	
TOTAL (In class hours):		