THREADS OF THE WILD

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ONE PATCH, MULTIPLE STORIES

A LIFETIME IN 3 WEEKS

For this project, I created a brand that would encompass the world of hunting in America through patches. Branding of said company, products to sell, and packaging were all included in the timeline I created for myself. The catch was it was all done everyday in a three-week time period.

After accomplishing this project, I felt that I have grown in many ways and am excited to share how it all happened. It felt like a lifetime to complete and there were times in which I wanted to give up, but the reward at the end was better than the suffering throughout.

THE WIDE WORLD OF DESIGNING

Elite Hunt is a patch design company, focusing on creating patches that display the ideal hunting scenario that a hunter always wants to find him or herself in. Each animal is the superior of its kind, highlighting strength, prowess, and domination over their pack, flock, or herd.

This brand came about after wanting to push myself to the limits in terms of what I could do with my design capabilities. I wanted to put myself into the stretch zone, learning new techniques, and seeing what areas I could challenge my skill set in.

Over the 18 days I was working on this brand, I found myself learning a few lessons, including how to handle the time I was giving myself more effectively and efficiently, where I needed to draw the line in terms of pushing myself too far and how to make up for where I had to step back, and the value of input from others.

EST. 2021

ELITE HUNT
design

ELITE HUNT: THE BRAND

A NEW DAY, A NEW BRAND

Elite Hunt is not the first brand I have made. Due to the constraint on time, however, it was not a brand that was entirely developed. Three days were dedicated to brand development alone. In this, I had to decide where I wanted to keep most of my focus. I knew the logo would be an essential part of the patches overall, especially when it came to the packaging and overall brand identifying later.

The hardest part was overcoming the urge to use antlers. Many hunting companies utilize either elk or deer antlers in their branding because bulls and bucks are a prized hunt. I tried to think outside the box and came upon the decision to use hoof prints to mark the brand.

I also wanted to incorporate that this brand is a design brand. This became difficult, but overtime, the stitches were integrated as I thought more of the products that were going to be made, mainly patches, and developed it from there.

NEW EYES ON EVERYTHING

The creation of the logo was one area that I did have to think more about getting feedback from others. I was able to talk more with a colleague about how to approach the stitch element of the logo itself as it became a problem for me. I knew that my own eyes would not be enough to understand what exactly was working and what was not.

For example, my first crack at the entire logo together (with the typography), I attempted to have some of the stitches come off the main hoof shape, going with what could have been a modern, more artsy take on the logo. However, having more eyes on it, helped me see that this really was a poor design choice, especially for a logo. A logo should be clean and clear, and this was not it.

Over time, I developed the final version and began to move forward with the rest of the project, mainly the patches themselves.
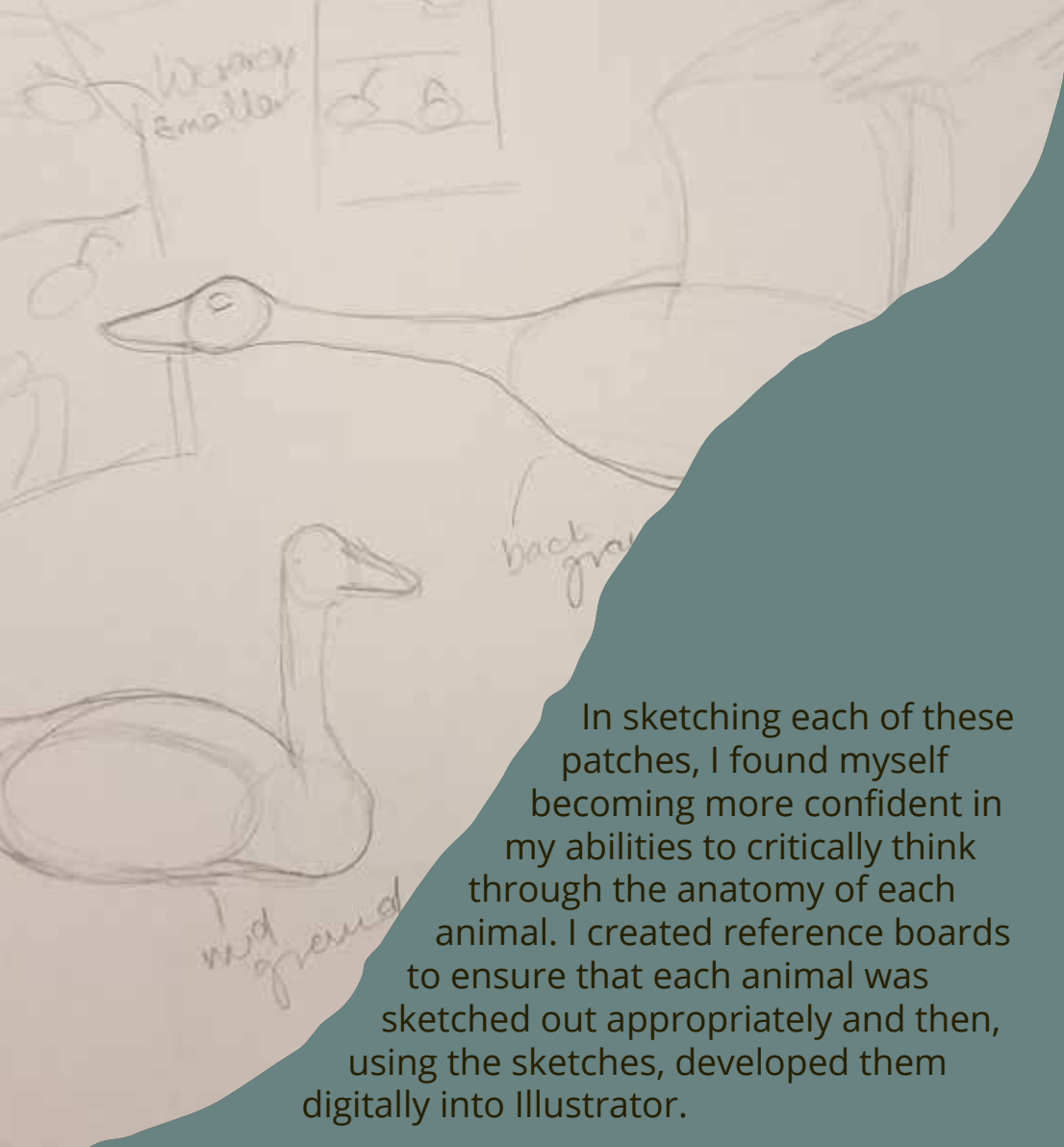
Elite Hunt
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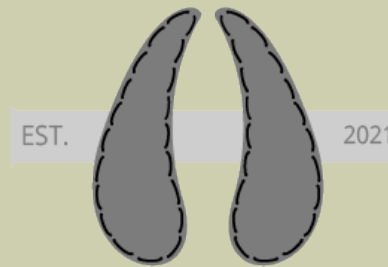
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A PATCH OF HEAVEN

In sketching each of these patches, I found myself becoming more confident in my abilities to critically think through the anatomy of each animal. I created reference boards to ensure that each animal was sketched out appropriately and then, using the sketches, developed them digitally into Illustrator.

# SKETCHES MAKE THE HEART GROW FONDER

A PROBLEM WITH REALISM

When developing the first patch, I began with sketches of a Whitetail Deer. My goal in beginning this project was to create patches that were as real as I could make them. I wanted to have color and realistic features on each animal. I pulled up my first Illustrator artboard and began developing the deer.

I added colors, referencing back frequently to the photos I had collected as guides to the shading and coloration of the fur. As I went along, however, I found myself in a situation that became more suffocating than encouraging. None of the colors worked well enough, and I did not feel there was enough time in the day and a half I had left until I had to move onto the next patch.

I ultimately had to swallow some of my pride and move to silhouettes of the animals instead. Although it was difficult to recognize my lack of skill at this point, I was able to develop a new challenge for myself.
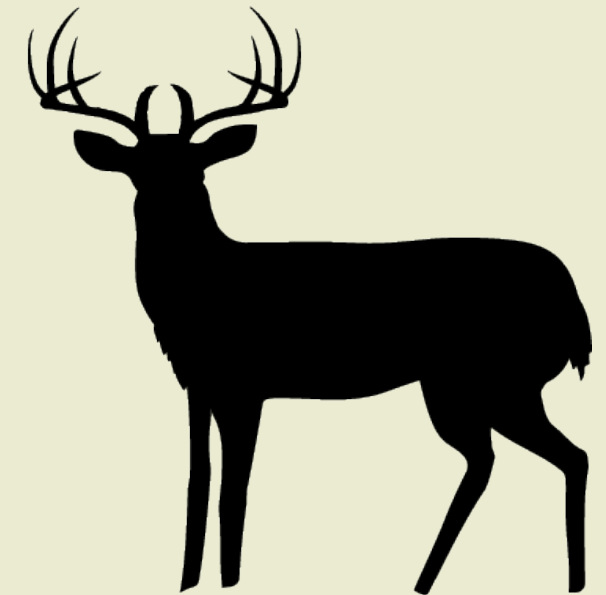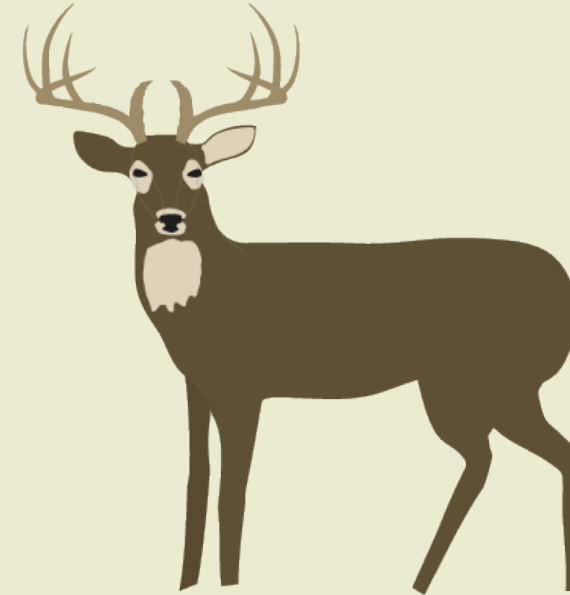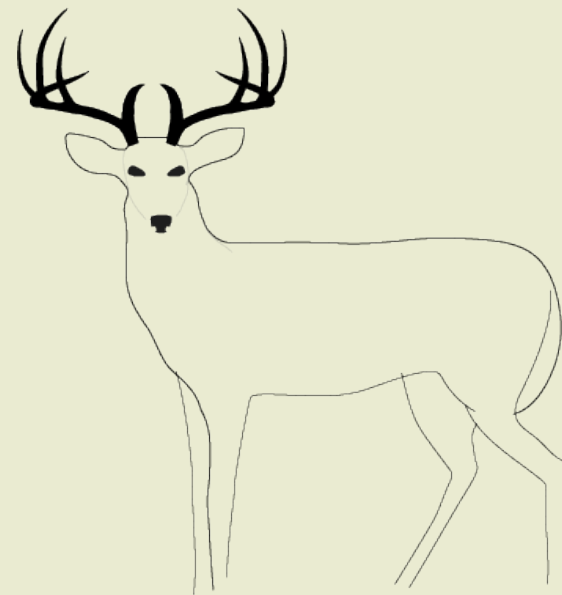
A NEW CHALLENGE

After overcoming the hurdle of creating realistic animals, I found myself then dealing with the logistics of silhouettes. This challenge included asking myself the question, "Why would this animal be silhouetted in the first place? Is there a sunset or sunrise behind them? What is casting the shadow and how would it affect the scene around them?"

This became more prevalent in the patch I made of the Canadian Geese and the Coyote. Both had a huge dynamic in terms of lighting that played with not only the animal, but the surrounding scenery.

I had to think more about the plants with the geese as they were not exempt from the lighting and so I ended up making them just as dark as the geese themselves. Additionally, I also had to make the rocks and cacti much darker when it came to the coyote because night had already fallen at this point in the scene.

CAME OUT AS CHAMPION

After having gone through this experience, I am glad to say that I was able to make it through the growing pains that are associated with going out of the comfort zone, and into the stretch zone. I feel confident in my abilities and know myself better in terms of where I can tell myself to just stretch a little bit more and where I can give myself some leeway in terms of trying to go way out of my league.

Each patch had a lesson for me to learn and I am excited to take each lesson with me as I develop myself more.

I hope my skill set is one that you are looking for.

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