

2024

PARIS
OLYMPIC GAMES

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Design Brief



Project overview

The client's objective is to create a 12-page document that can be sent out to their target audience to promote indoor climbing event in Paris Olympic 2024. They require an article on the rise of the indoor climbing gym, health effects and at least five icons for attracting audience to this event, a poster or flyer to be distributed, and the design of a new website home page.

Organization Background

My brand is founded to follow indoor climbing activities for the US and Canada since 2009. Our brand has offered various programs for all-aged climbers to improve health conditions. By suggesting correct levels, we try to build customer's strength, problem-solving, endurance, agility, balance, and mental control. as a leading brand, we would like to deliver news of sport climbing officially added to Paris 2024 Olympic Games. our new mission is to promote this event as a main and interesting sport in Paris. Not only that, we try to entice many audiences into new climbing events as much as we can. Because many audiences do not know if Indoor climbing is included in Olympic Games. Most of them only are interested in main sports like swimming, running, soccer, tennis. For these reasons, our brand offers not only various programs but also a new platform to announce indoor climbing as an official new sport in Olympic games. For example, we create an effective poster, a website that will attract an audience toward indoor climbing in Paris Olympics.

Target Audience

- Audiences who are only interested in main sports in Olympic.
- Indoor climbers who do not know indoor climbing as officially adding in Paris Olympic 2024.
- Parents who want their children to be the next climbing star in Olympics.

Design Concerns

For design concerns, there is not any brands or website to promote an indoor climbing event in Paris Olympic 2024. It is the most concern thing to collaborate Paris Olympic with Climbing image for attraction.

Alignment with Brand Strategy

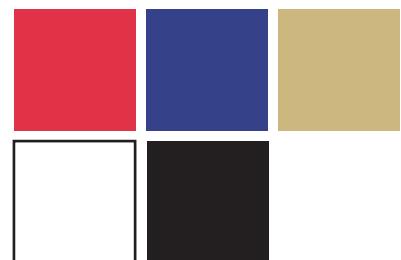
To announce an indoor climbing event, the design will be attractive and creative to entice an audience. I will apply climbing holds to reach my design strategy. Also, my design needs to be recognizable because this event will be enacted for the first time.

Design elements

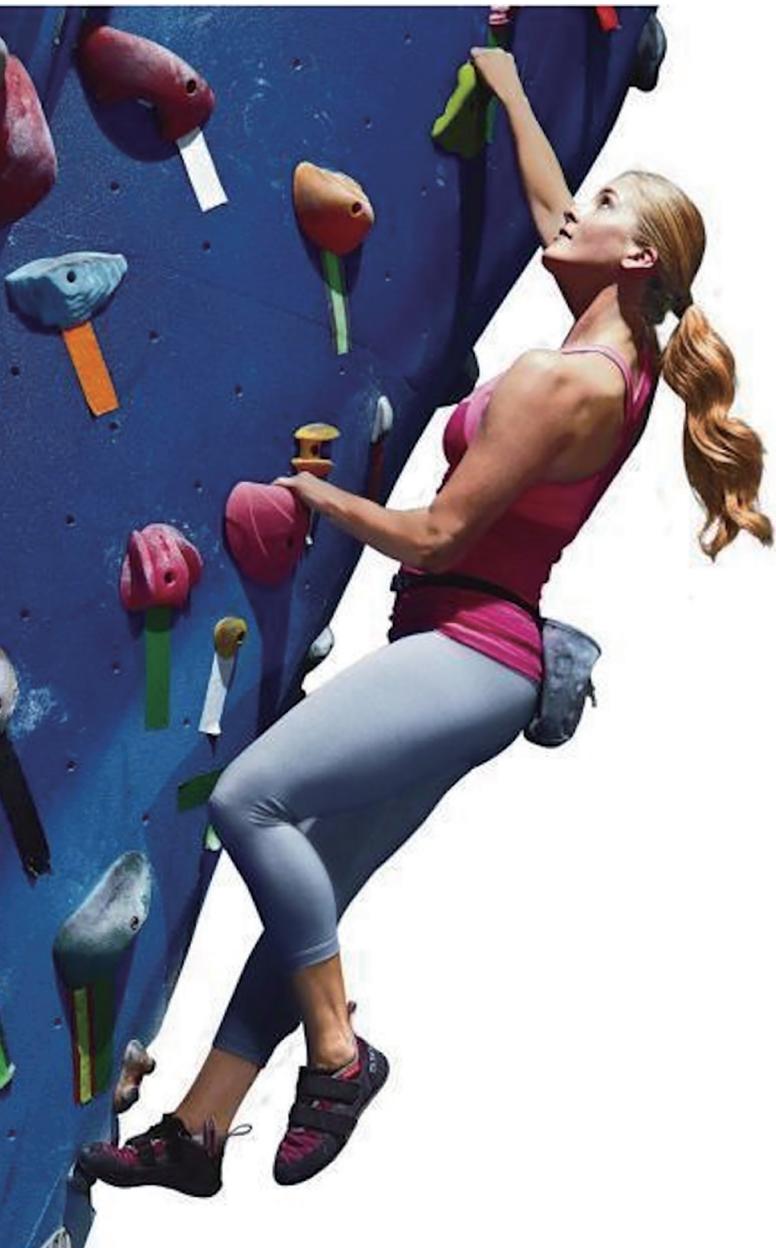
I would like to choose a climbing rock image as a design element for my project. First of all, the rock shape is interesting and will be useful to get an idea for icon, poster, and website, collaborating with Paris landmark or image.

Colour scheme

Color schemes and typefaces need to be related to Paris Olympic 2024. Based on research, the gold medal color(#D6C278) is the main color with black. Additionally, both Blue(#374A92) and Red(#C30E1F), which is colored in France flag will be used as a color scheme as well. Moreover, the Art Deco style will be the main typefaces in my project.



What is the great advantage of indoor climbing?



Climbers have roamed the earth for thousands of years but a new vertical age has taken hold over the last few years. Indoor climbing is reaching new heights, and we don't just mean walls. Indoor climbing in North America has grown to a 700 million dollar industry in the last five years alone. Transforming from avant-garde industrial warehouses at the fringe of civilization, to bright, air-conditioned fitness destinations, it looks like gym trends are only going up. In 2018, 450+ gyms opened in the USA alone.

Why Indoor Climbing?

One of the great advantages of indoor climbing is convenience. Facilities are nestled into the heart of city spaces like Top Rock, Junction Climbing or Climber's Rock. Other gyms provide suburban towns a hub for health conscious action, like Aspire Climbing in Milton, Alt Rock in Barrie, and even Boulder Bear in Thunder Bay. A climbing trip is a short walk or drive to the gym - instead of a weekend adventure with hours of hiking in to crags. As long as our culture values challenging, invigorating workouts, climbing gyms will be in high demand.

What does this mean for Canadian Businesses?

Right now there's over 30 indoor climbing gyms in Ontario alone, with another 5 scheduled to open by 2020. Even still, on a weeknight evening, you'll find them packed with adults fascinated with the most exhilarating, versatile workout around. Many facilities are pairing climbing with yoga studios or ninja parks - to make theirs a one stop shop for fun.

Health Benefits of climbing

Climbing has taken 2019 by storm, but it's so much more than the newest fad. Rock climbing is a physically demanding sport combining commitment, problem solving, endurance, agility, balance and mental control. While running, cycling, or even cross-fit workouts teach the body to perform consistent, repetitive motions – building strength and increasing cardio – climbing combines those with versatility. Skills easily transferred into other components of wellness. Studies have shown climbing increases mindfulness and provides an immediate sense of accomplishment, which many find useful to keep them coming back. Individuals who haven't exercised for most of their life and are trying to incorporate it in their twenties, thirties or forties, find it difficult to see fast results through running or cycling. That can foster discouragement and push individuals to give up. Recent studies found that activities such as climbing can actually improve brain functions such as memory, alertness, and focus. Climbing is even being used to treat depression and some doctors are encouraging their patients to try it to push through fear and boost low self esteem linked to anxiety and PTSD. The best part? Pretty much anyone can try it as climbing routes come in many grades of difficulty. Whether you are the average joe looking to try a fun activity, or an athlete wanting something more out of training, climbing is for everyone.

Expertise effects on the perceptual and cognitive tasks of indoor rock climbing

Experts' cognitive abilities adapt in response to

the challenges they face in order to produce elite-level performance. Expert athletes, in particular, must integrate their motor capabilities with their cognitive and perceptual processes. Indoor rock climbers are particularly unique athletes in that much of the challenge they face is to accurately perceive and consolidate multiple movements into manageable action plans. In the current study, we investigated how climbers' level of expertise influenced their perception of action capabilities, visual memory of holds, and memory of planned and performed motor sequences. In Experiment 1, climbers judged their perceived capability to perform single climbing moves and then attempted each movement. Skilled climbers were less confident, but perceived their action capabilities more accurately than less skilled climbers. In Experiment 2, climbers recalled holds on a route, as well as predicted and recalled move sequences before and after climbing. Expertise was positively associated with visual memory performance as well as planned and recalled motor sequence accuracy. Together, these findings contribute to our knowledge of motor expertise and suggest that motor expert's ability to accurately estimate their action capabilities may underlie complex cognitive processes in their domain of expertise.

Icon Rationale



ICONS :

- Promotion icon in Paris Olympic
- Canada team climbing icon
- Safe icon
- Rock climbing icon

What is the purpose?

indoor rock climbing has been popular with the US and Canada for many years. As the popularity, this event has been included on the sports program of the Olympic Games Paris 2024. The design will contribute to enticing many audiences into rock climbing as a promotion.

How will they used :

The Icons can be applied on promotion website as well as smartphone application.

Pattern usage:

Pattern can be used as entrance ticket, T-shirt, button, stamp, bag and homepage.

DESIGN

When it comes to appearance, all icons include various rock shapes which are the same in climbing activity.

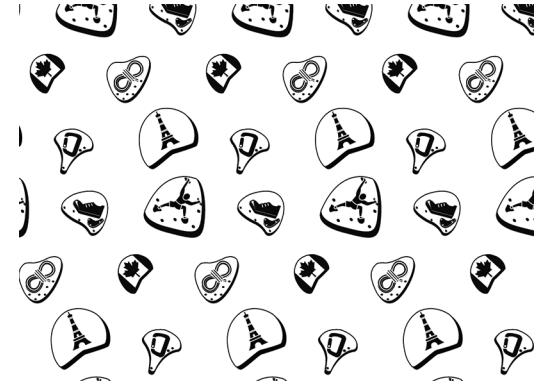
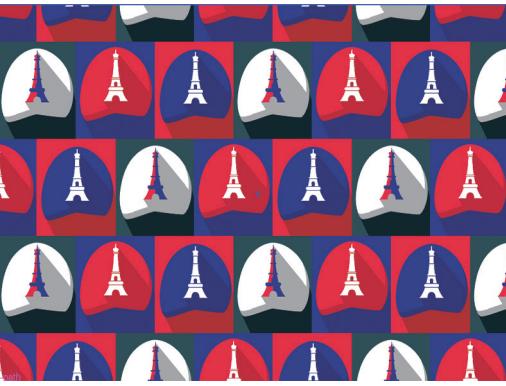
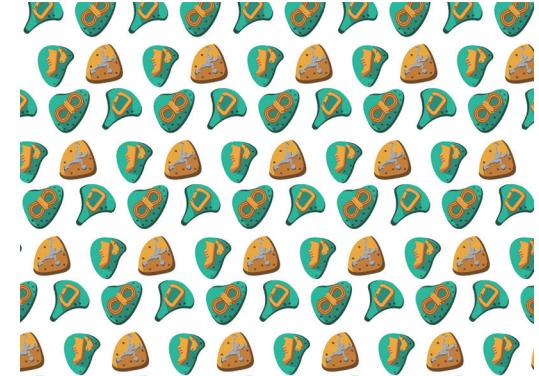
For promotion icons, I apply the Paris landmark, the Eiffel tower. Because of Eiffel tower standouts Paris. By adding France flag colors, I make the design as simple as I can. Not only that, I process Canada team Icons to draw attention. It has a Canada flag image to be outstanding. Then I make safe Icons that represent the rope, hook, shoes. They are Important tools to be safe. That is why I apply three products as safe icons. Green and yellow helps the audience to feel relax and safe.

Last, I create a new rock climbing icon. It shows the climber who is going up. I add yellow gradation color. Because it is the main color in Paris Olympic.

Icon development



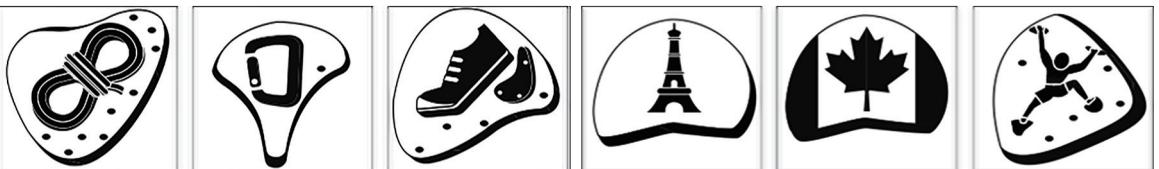
Patterns



Icons color variation



Icons black and white variation



Web Rationale



Web Development



DESIGN

This design is based on promoting the audience for the rock climbing event on Paris Olympic 2024 to entice and make attraction. Because sport climbing is officially added to Paris Olympic.

First of all, this design is opened through Paris Olympic 2024 website. And the layout shows when the audience clicks the rock climbing section. For easy understanding, I add Paris 2024 and the Olympics symbol in the center. Climbing promotion icon helps audiences to feel attraction about the climbing event. For being outstanding, I make "ROCK CLIMBING" colored as white, by adding dark green on the background.

This website includes 7 navigations that introduce news, athletes, a plan and sells tickets, products. Not only that, the website has CONTACT and ABOUT US for connection between brand and audience. In terms of variable contents, the website contains SEARCH, LOG IN, LANGUAGE as well. They help to find information, to join the website, and to set familiar languages. For the typeface on the top banner, it is the San Franciso typeface which is based on ISO systems. To be

specific, San Franciso Display HEAVY and San Franciso Text semibold are applied to ROCK CLIMBING and navigations respectively.

The main image is created, by layering rock shapes. And it includes four main colors that mean gold medal and France national flag. In detail, Gold medal color (#D6C278), Blue(#374A92) , Red (#C30E1F) and White. Black helps to emphasize a climber. The main image includes the Eiffel Tower rock to look interesting. Next to the main image, there are the Paris Olympics logo, the main title, and sub-text. The reason why this website includes the Olympics logo is that this design is connected with the Paris Olympics. This is a new event that will be a significant milestone for the sport.

By scaling text size, it improves text shape and attention. It contains the same gold color. For advancing Paris Olympic website, sub-text has an Olympic symbol, promotion icon, and "Games for sharing" which improves the connection between audiences. For typeface consistency, San Franciso Display is used both main text and sub-text.

The screenshot displays the Paris 2024 Rock Climbing website. At the top, a navigation bar features the Paris 2024 logo, the Olympic rings, a search icon, a login icon, and a language switcher set to EN. Below the navigation is a large, stylized graphic of a climber on a multi-colored rock formation (tan, red, blue, white) against a dark teal background. The word 'ROCK CLIMBING' is written in white capital letters above the graphic. To the right of the graphic, the words 'PARIS 2024' are in gold, accompanied by the Paris 2024 logo (flame). Below this, the words 'CLIMBING GAMES' are prominently displayed in large gold letters. At the bottom left, there is a small graphic of the Eiffel Tower and the text 'Paris 2024, Games for sharing'.

Poster Rationale



DESIGN

When it comes to a poster, this is focused on the promotion of the indoor climbing event on Paris Olympic 2024 which is held from July 26 to August 11.

The one reason to create this poster is that climbing even is officially added as the main sport. The other reason is to keep this event next LA Olympic 2028. Because some sports cannot be included the main sport based on profit and popularity. As a worldwide sport, the climbing event needs to be introduced for many people. For this reason, A poster can be seen on the website and will be posted on the main page. Not only that, the poster will be distributed to many climbers and audiences who do not know that climbing event is the main sport on Paris Olympic on the street.

In terms of design, a promotion picture is created by rock shapes, including France flag colors and gold medal colors. To showcase

the climbing event, the picture includes a climber and the Eiffel tower. In addition, an interesting point is that the white contrast in the background and how it interacts with the climber as well as using a muted version of icons to create some texture in the dark green background.

The typeface's color is different based on the background. To be specific, the green text is on white background. The same rule can be applied in green background. It has a gold color.

For visual hierarchy, the promotion image has a large area on the poster. Then, the word "CLIMBING" has the biggest font compared to other messages. And, the messages for invitation and registration have the smallest size on the poster. The event date message, it has a smaller size than the word "PARIS 2024". All of the elements can draw attention to the audience.

Poster Development



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