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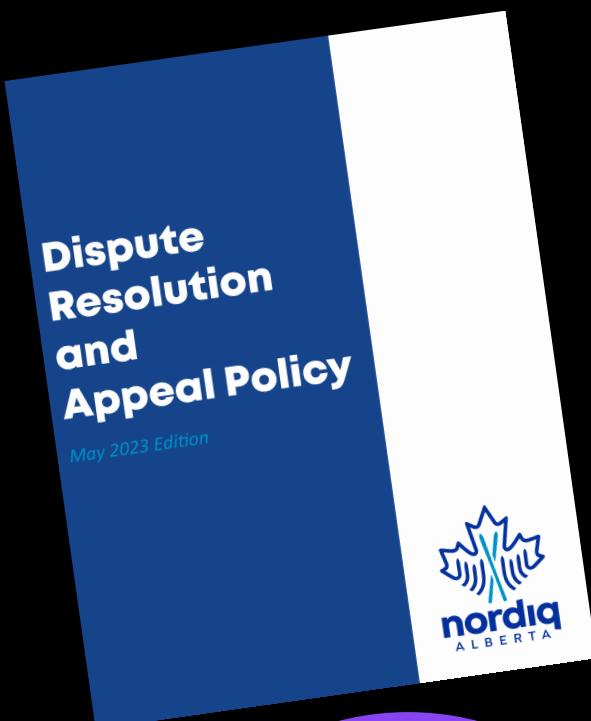
An educational, insightful,
and radical look into some
of my proudest work done
for Nordiq Alberta.

ALBERTA

By Nate Shearer

Starting OFF (or on, I guess).

I was instructed to make simple covers for Nordiq Alberta's "SafeSport" Policy manuals, listed on their website. They look like this:



These were simple, but gave me a good idea of the kind of work my supervisor at Nordiq would get me to perform for the rest of the summer.

There are many more policy manuals on Nordiq's website, all of the covers pretty much look the same as these.

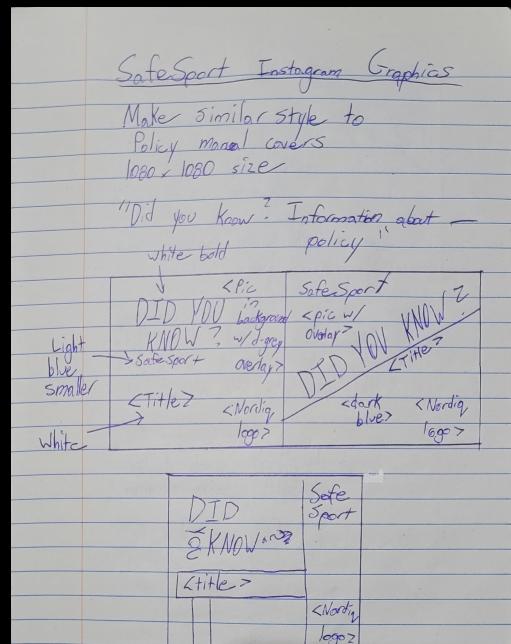
Speaking of “SafeSport”

I also designed some social media posts for Nordiq's Instagram page, helping spread the word of the revamped SafeSport policies to their members.

Here are a few of them:



This was my thought process for designing something for social media with a wide audience for the first time. I learned that good social media posts are very verbose and are usually meant to draw attention to the description of the post, as that is where textual information has the best chance of being seen & absorbed.

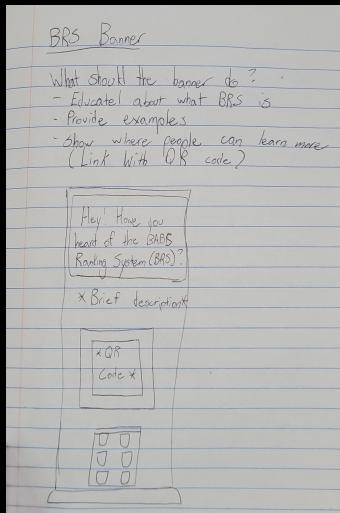


Print WORK

I started out in my first few weeks doing a lot of work with print projects for Nordiq. It was really awesome learning how the whole process of putting designs into print

To promote the new personal cross country ski time ranking system (dubbed the BABS Ranking System), I was tasked with designing a full retractable banner.

This was the process:



(Designing this banner allowed me to also flex my Illustrator tracing muscles, as the original graphics underneath the "BABS RANKING SYSTEM" blue banner were blurry jpegs and had to be vectorized.)

Discover Your Personal Ranking!

With the new BABS Ranking System

The BABS Ranking System (BRS) is a progressive, personal benchmarking system focused on your milestones!

It is applicable to both classic and skate techniques for all performance-oriented skiers of any skill level and age.



Scan the QR Code to learn more about the BRS!

The BRS is based off a database that maintains a record of progression and allows skiers to see their progress over time through their competitive journey.

Skiers are encouraged to use their BRS as a motivational tool and challenge multiple distances/formats to set their own personal checkpoints and strive towards new goals!

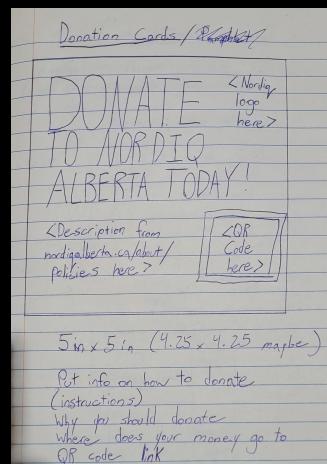


I, unfortunately, was unable to get a picture of the full retractable banner sign, but, according to my supervisor, it looks pretty glorious.

actually worked, which I learned from researching and communicating with local print companies to make these designs I created into a reality.

To assist in increasing community-sourced funding, I was enlisted to design little paper cards for Nordiq Alberta staff to handout at skiing events across the province.

This was the process:



I have developed a sort-of "information first" design rule from most of my work with Nordiq. Hopefully, you will be able to see this rule present within most of my designs in this "scrapbook".



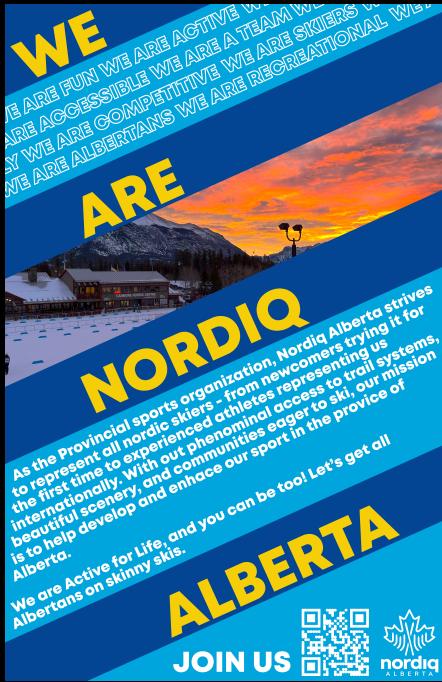
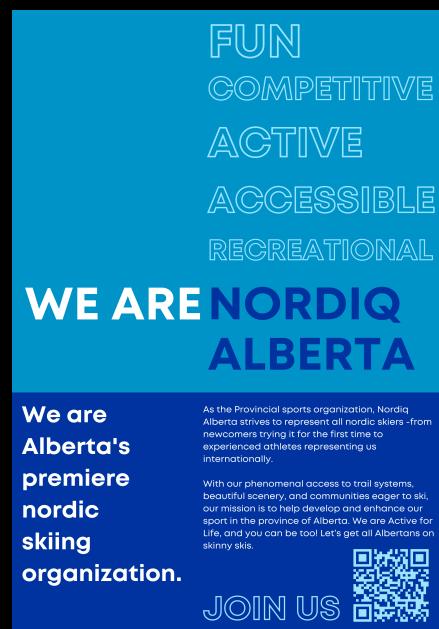
(It felt so satisfying to see an actual design that I MADE get printed into a tangible object)

Turns out, I was hired into the start of a brand new marketing campaign, titled: "We are Nordiq Alberta"

Campaign to MARKET

The next thing my supervisor asked me to do was spearhead this campaign with her. I single-handedly lead the design for almost all of the material created for this campaign.

Here are some of my favourite works:



Along with these posters and social media graphics, I also created 2 videos meant to spread the word of Nordiq Alberta and their mission, which I wish I could show within this PDF file. Video editing was something I always enjoyed doing as a hobby since I was a kid, so it was extremely fulfilling to put my skills towards a valiant cause.

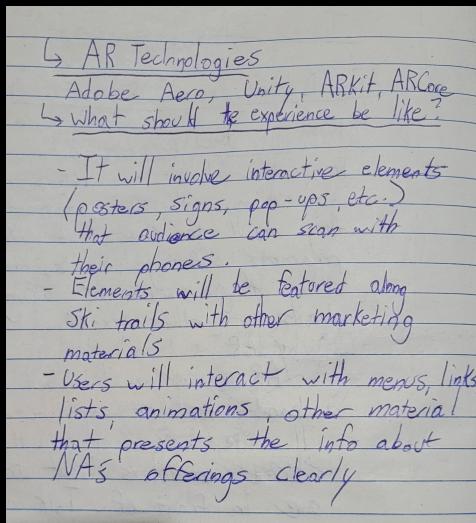
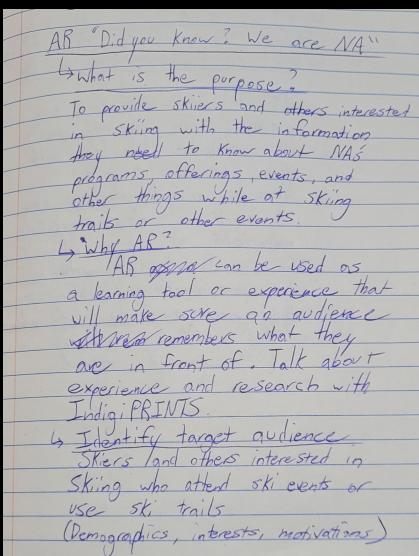


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Learning Canva to bring these designs to life was very refreshing. It was so nice to use and discover its limitations and advantages over just working within Adobe products 24/7. I especially love how Canva is collaborative. I could definitely see myself using it with other designers to create even more awesome content for whatever we might need it for.

What's with AR?



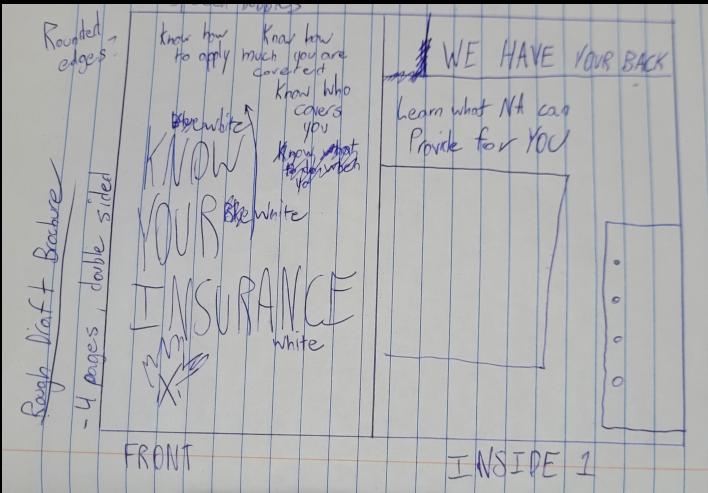
So, this was the only project that did not really work out. For various reasons, mostly technical and logistical. That's okay: I think it is important to share not just the "victories" but also "defeats" in anything. Regardless of the outcome, this gave me such a valuable look into how much planning and development goes into an AR exhibit, or any other interactive media, for that matter. As this is the chosen career path I want to go on, I was grateful for the opportunity to figure out what I could do better next time I work with AR.

As Mr. Bill Gates said: "It's fine to celebrate success but it is more important to heed the lessons of failure."

I had the idea of creating an AR exhibit that played when a user scanned a poster that I designed and played an interactive video (which I also designed) within physical space layered on-top of the poster hanging vertically on the wall.

Learning to work with Adobe Aero was so so so so much fun (despite how buggy it was), which really helped me cement what kind of career work I would like to pursue after finishing my program.

Culmination of my MAD SKILLZ



At the end of it all. This brochure explaining insurance coverage was my last major project with Nordiq Alberta and I think I did an excellent job summarizing what I learned over the summer within this. I think my use of white space, text hierarchy, and using different (yet same) colours to denote important information was what really shines within this brochure design.

KNOW what a policy is
KNOW how to apply
KNOW who covers you

KNOWOOO YOUR INSURANCE

KNOW where you can learn more

KNOW how Nordiq Alberta can help

KNOW what Nordiq Alberta can provide for YOU!

Nordiq Alberta provides comprehensive third-party liability insurance for clubs and members.

Nordiq Alberta is fully licensed to provide insurance within Alberta. Our Certificates of Insurance can be found on our website.

Operation of all ski trail grooming equipment by clubs, including snowmobiles, is covered under our insurance policy.

Roller skiing as offseason training is covered under our insurance policy.

So, what are these terms?

Policy Known as the "Nordiq Canada Liability Insurance Policy", this is the policy that Nordiq Alberta clubs are covered under on behalf of Nordiq Canada.

Coverage Our insurance policy includes up to \$10,000,000 coverage for all Divisionally sanctioned programs and activities, and includes Director & Officers Liability Insurance.

First vs Second vs Third Party First Party: the insurance company. Second Party: Nordiq Canada, Nordiq Alberta, and all associates and member clubs. Third Party: Suits against Nordiq Canada and its members.

View our Certificates of Insurance and read the full Nordiq Canada Insurance Policy document at: www.nordiqalberta.ca/clubs/insurance

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