

SKY PARKOUR

LONDON, 2102 WINTER OLYMPIC,

CYBER PUNK, FUTURISTIC



1. Topic & Sports

2. Theme & Reference

3. Brainstorming

4. Initial Design

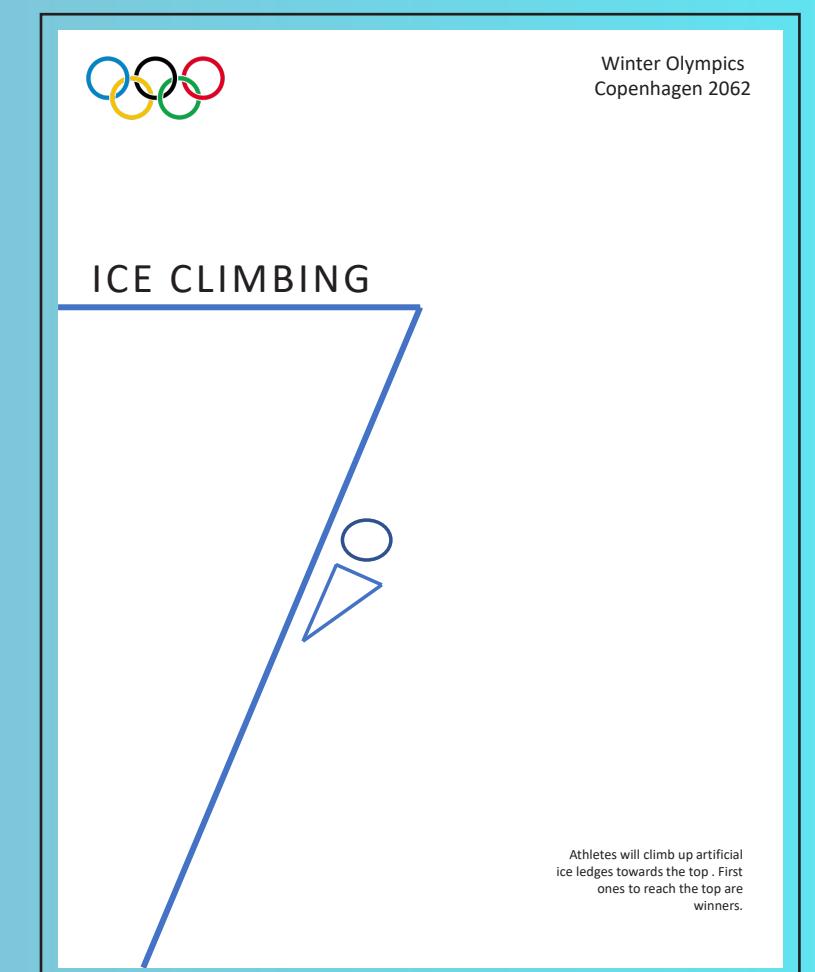
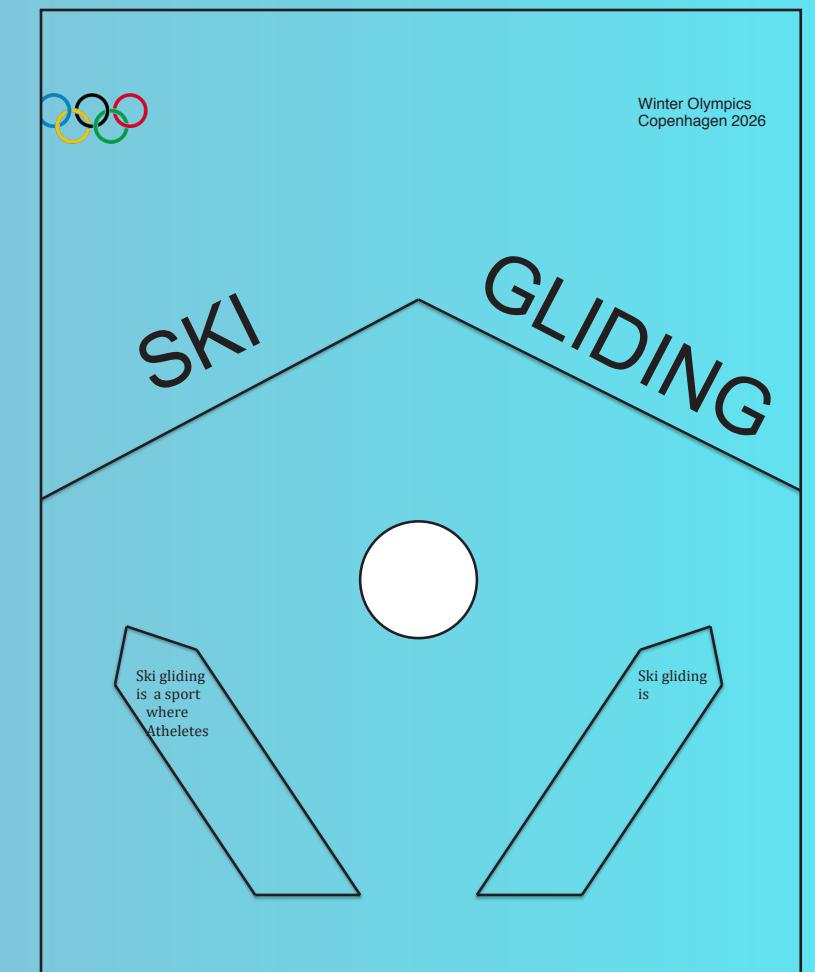
5. Final Design

1. Topic & Sports

My partner and I were given the task to invent a new Olympic sports that would be held in the near or far future and to design a poster for it. Given the unique assignment, we initially faced challenges in developing the sporting events and the designs for the posters that would inform about the sport.

Originally we have decided to invent new sports by extending the existing Winter Olympic sports through advancements of technologies used for the sports. For instance, we brainstormed Ski Gliding which is ski jumping with sky gliding and Ice Climbing which is free-handed ice cliff climbing, which both we believed would be probable in the near future.

However we soon realized that we could extend our imagination beyond the sport being simply probable. Thus we have decided to further move our timeline to the Olympic of 2102 and incorporated a dystopian theme to our setting. We believed that by 2100's, the technologies would have advanced greatly that the sporting event could be held across the entire city, not confined to arenas or re-located to rural areas. In addition the dystopian setting added the story to the background of the sporting events; men could fight with robots and humanity no longer had nature or rural areas to hold the sporting events.



Thus each of us came up with two sports for London 2102 Winter Olympics: Sky Parkouring and Robot Hunting.

Sky Parkouring is developed from parkouring. However as technology has advanced enough in 2102 to hold the Olympic across the entire city of London, Sky Parkouring differs from original parkouring that the participants would parkour across the skyline of the huge city, jumping and flying on top of buildings. They are not allowed to come below the skyline level and will race each other to complete laps. Meanwhile, they will be marked on their physical agilities and techniques recorded by a drone camera throughout the parkour.

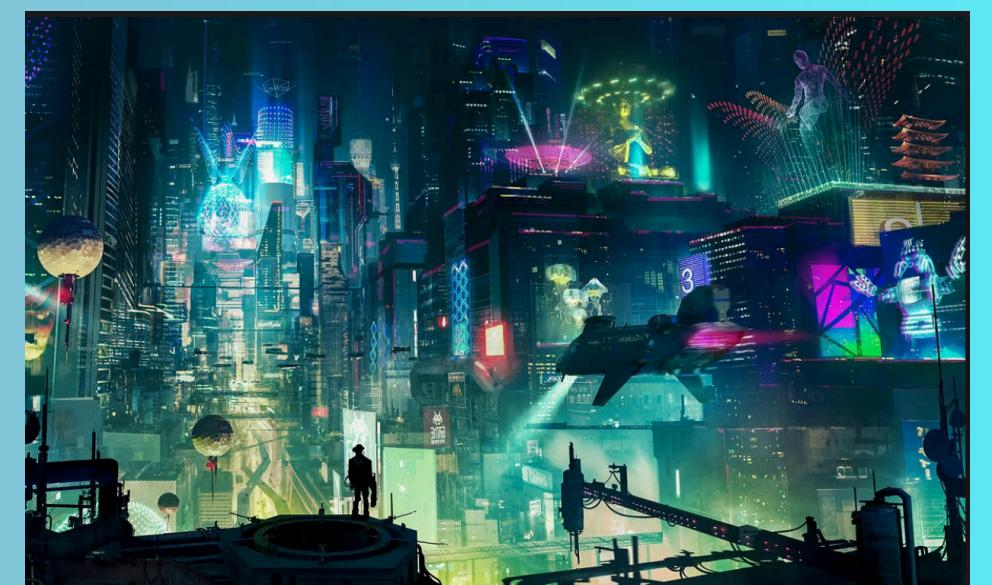
Robot Hunting is derived from fencing but instead of competing against fellow human opponents, the participants will compete against intelligent robots that are also massive. Yet the weapons the participants need to use are not ammunitions; the paritipants need to defeat the robot using their physical abilities and tactics.

We wished to invent plausible and intriguing sporting events that fit well with our choice of topic, the futuristic dystopian city, and we began exploring themes and references to deliver our topic.

2. Theme & Reference

To depict a futuristic ambience, my partner and I based our theme and color scheme from cyberpunk, a genre of science fiction which the society is dominated by computer technology. We chose the majority of our colors to be neons and our settings in urban areas with skyscrapers and buildings.

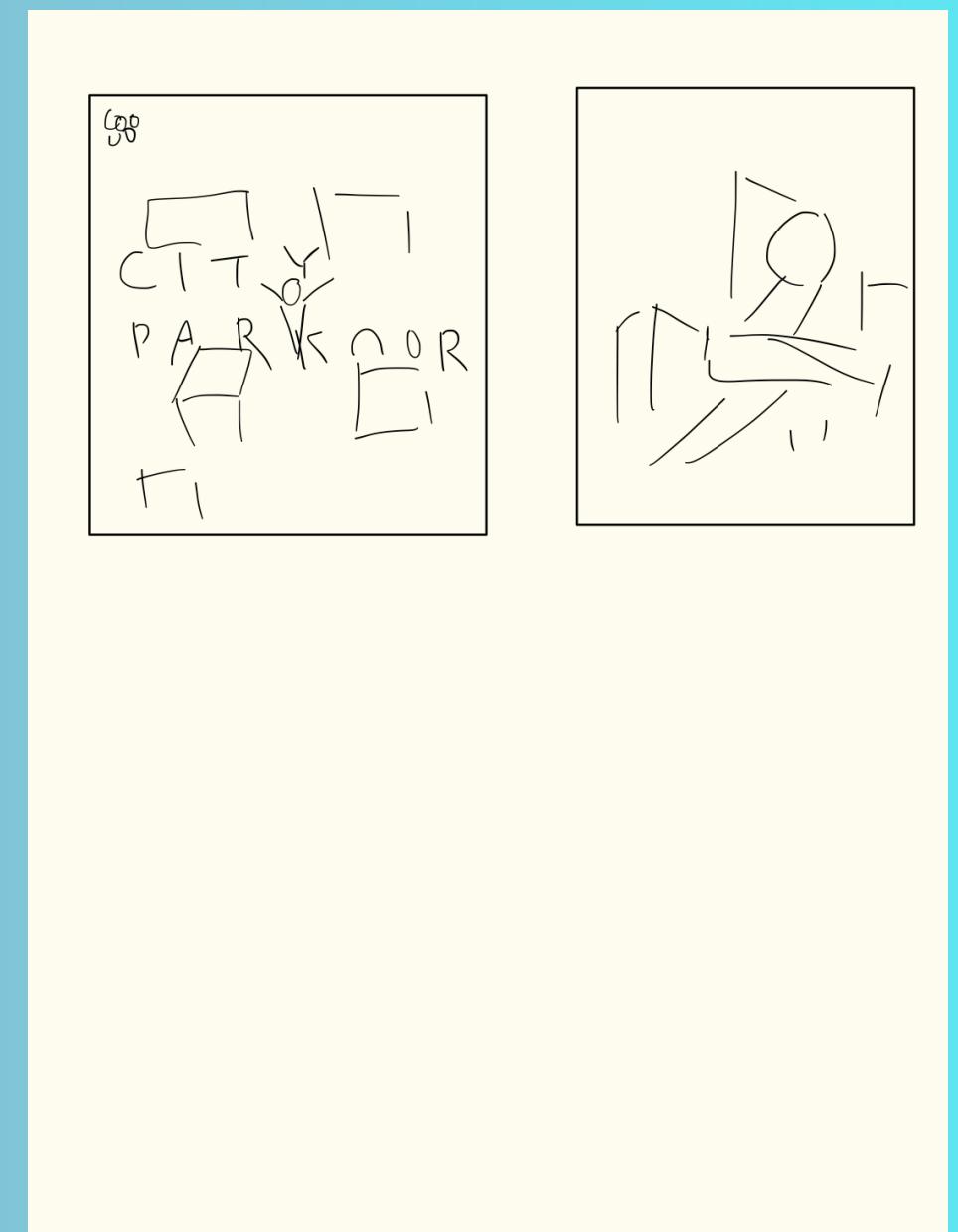
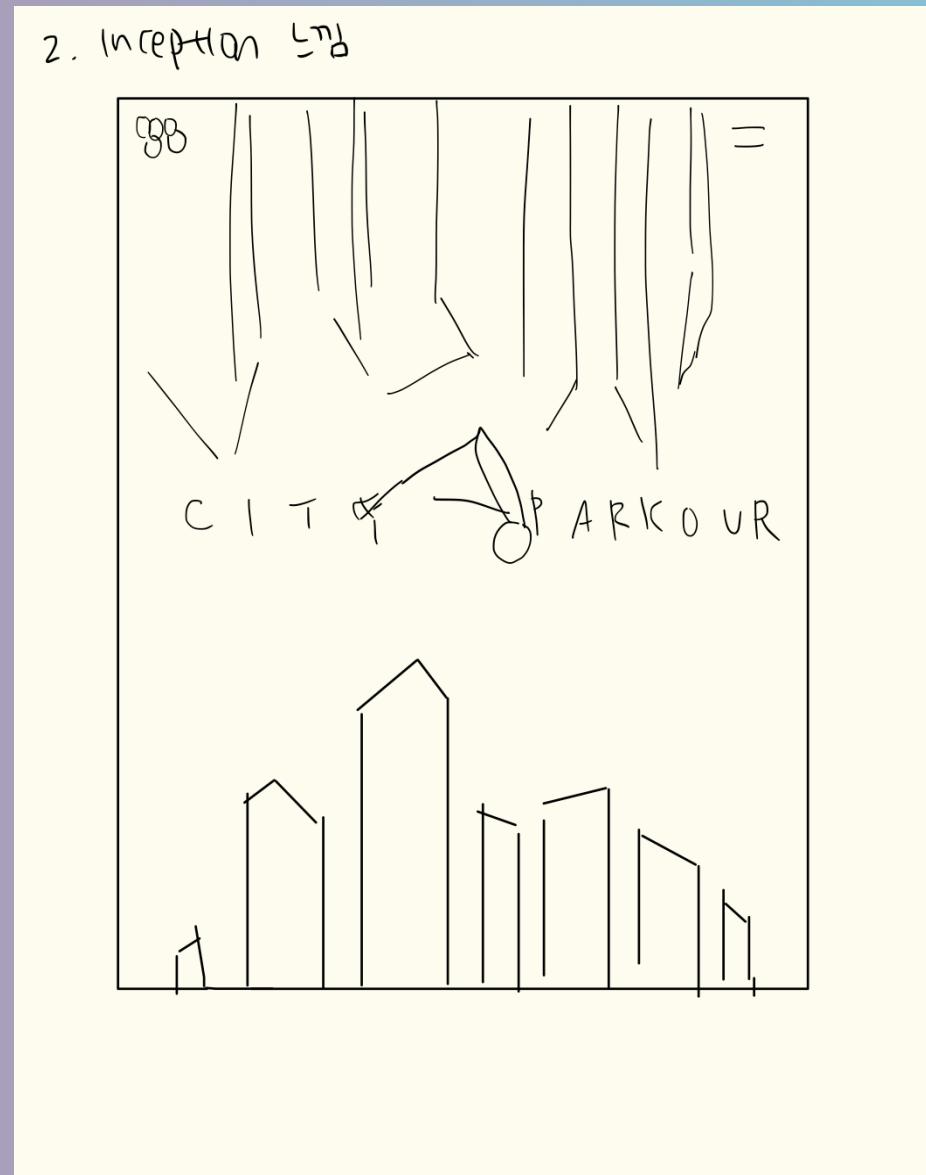
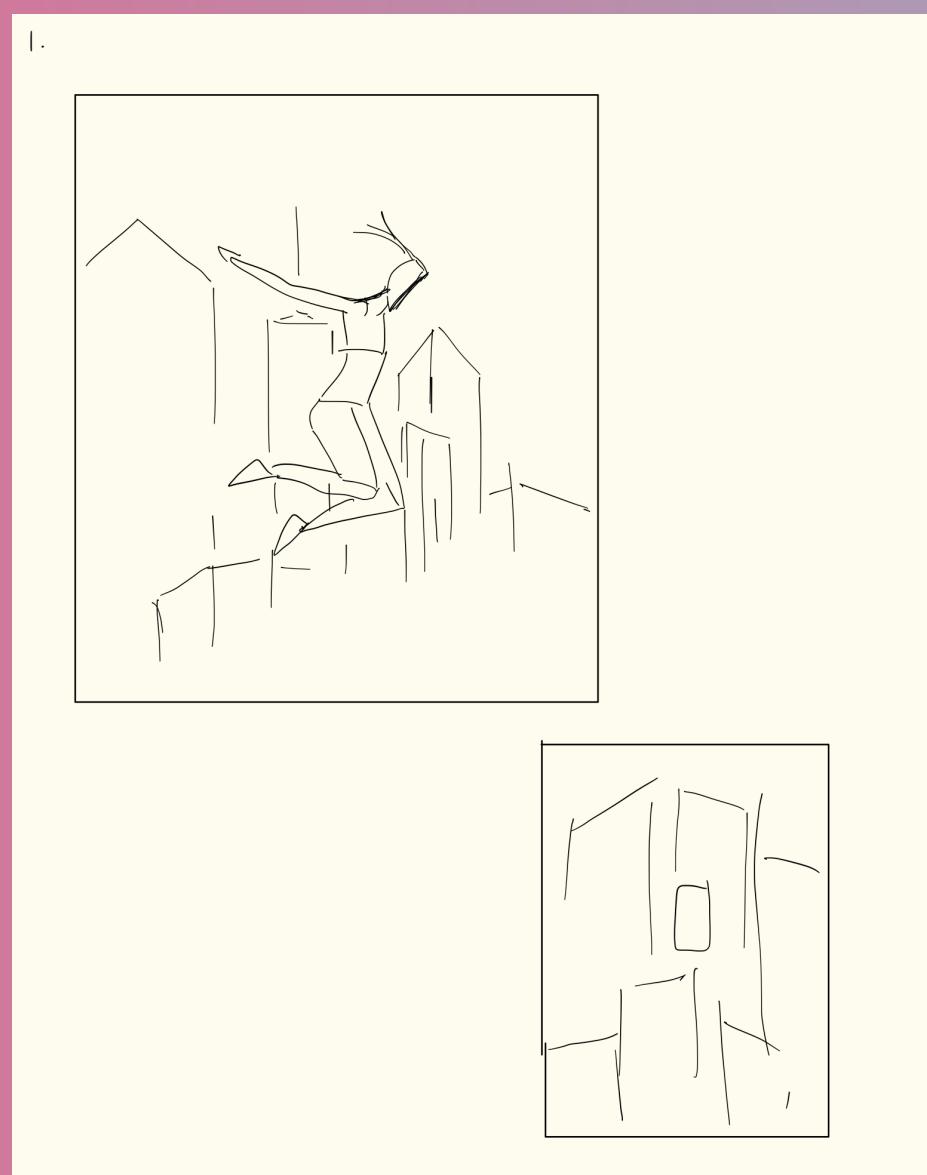
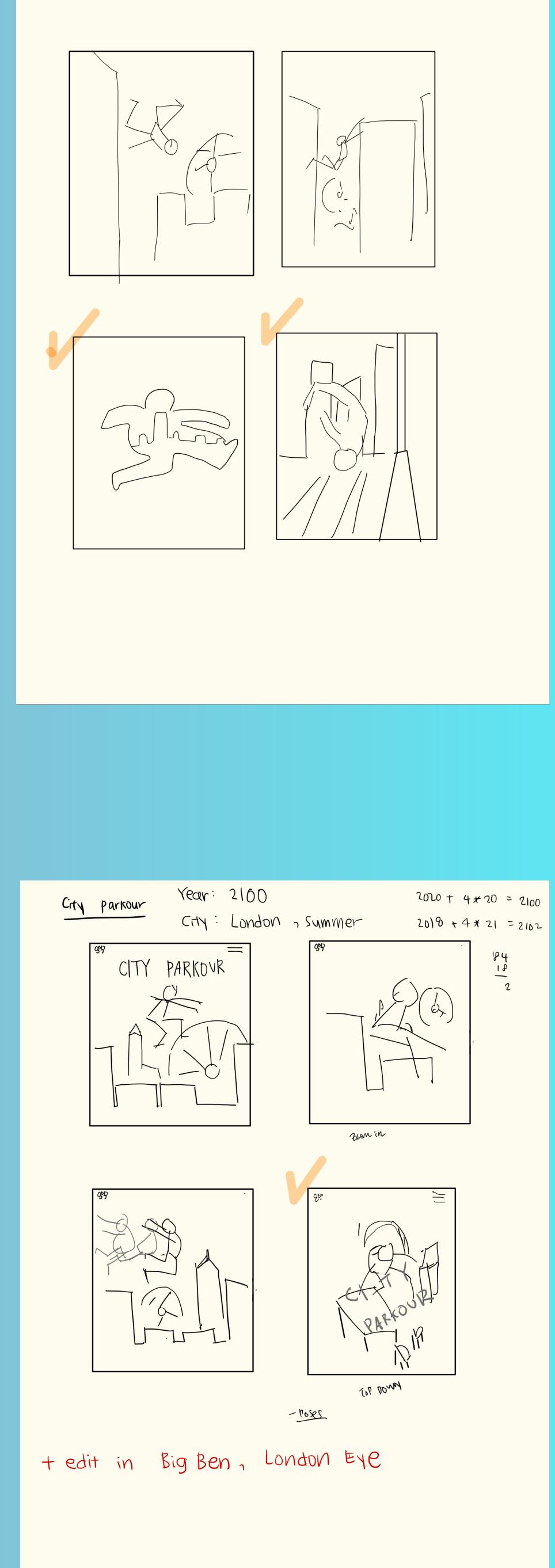
For reference, I referred to futuristic works of art reflected in media such as the movie Ghost in the Shell and the video game Tron: Evolution. I focused on their color schemes, incorporation of urban backgrounds, and how the person interacted with the cyberpunk environment.



3. Brainstorming

When brainstorming for my Sky Parkour poster, I focused on capturing the action of the participant on an urban background. I wished to depict the physical action and the agility of the participant so I searched for people doing actual parkour in mid air for reference.

I wanted the person to blend in with the background to illustrate a scene that the person was flying over the buildings, as if the poster was the screen of the drone camera taking snapshots of the participant in the game. Thus I experimented with different angles and perspectives on capturing the person over the city from eagle-eye, bottom, and side views.

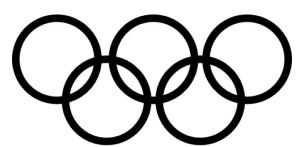


4. Initial Design

I came up with my initial poster design based on my choice of color scheme, background, and point of view.

I attempted to generate a cyberpunk atmosphere by using its color schemes such as neon green, pink, and cyan over indigo skyscrapers. I filtered the color schemes over the background, which I have created by collaging different parts of skyscrapers to generate a more futuristic city of London than to the city we have right now.

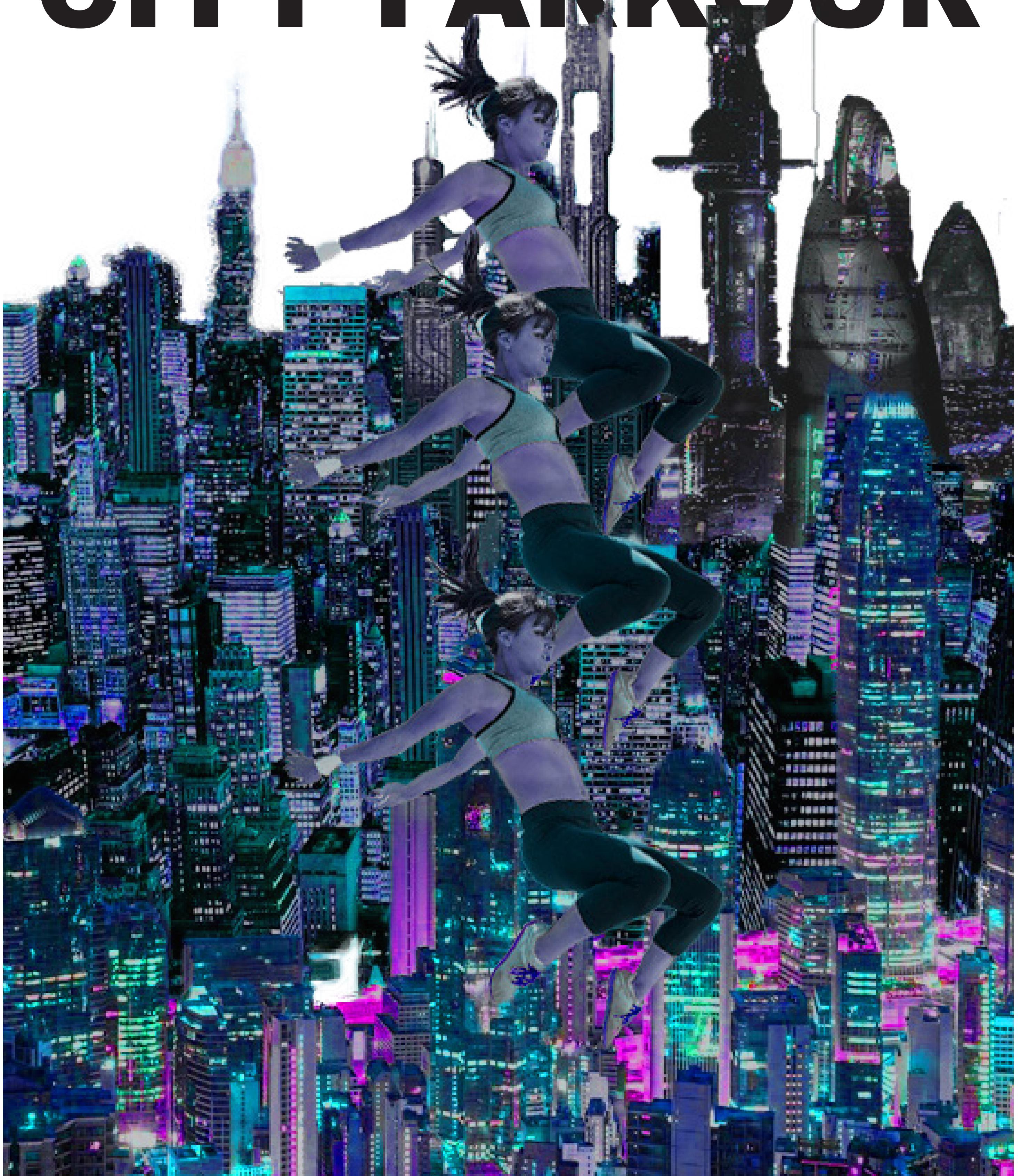
For the point of view, I chose the side view which focused on the participant's pose more than other perspectives. To capture motion in my design, I replicated the person to create a gradient falling effect.



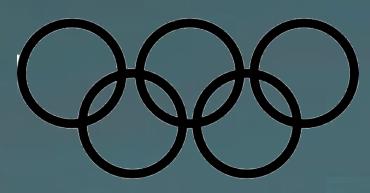
Ye-Ji Kim

London
2102 Summer

CITY PARKOUR



Initial Design 1



London
2102 Winter

SKY PARKOUR

Initial Design 2

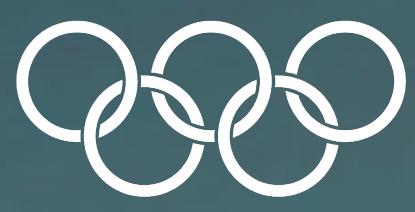
5. Final Design

I edited my design based on the feedback I had received from the first critique and came up with the final design of the poster.

First I reversed the gradient of the participant compared to the initial design for a more effective falling motion effect. I also darkened the tone of the poster to match the color scheme with my partner.

On top of matching similar color schemes, my partner and I tried to unify our design aspects to underline that the sporting events were held on the same Olympic game by maintaining consistent design layout on our posters. We used the same font type for each typographical elements of the poster, kept the same grid layout, and used the same Olympic logo. In addition, we also dressed the participants with futuristic suits which we projected the Olympic participants would adorn during the game.

Overall, we wished to deliver futuristic sporting events that challenged the man's abilities and pushed them to their limits, such as parkouring over skylines instead of streets and battling huge robots instead of human opponents and to design posters that would interestingly illustrate the setting and the events.

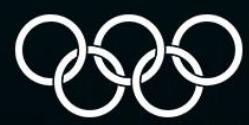


London
2102 Winter



SKY PARKOUR

Final Design



London
2102 Winter



London
2102 Winter

