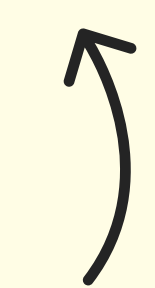
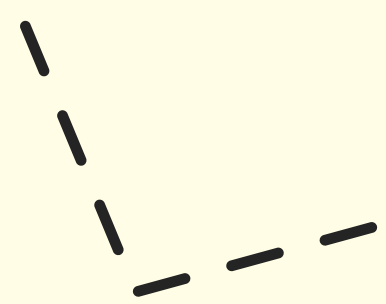




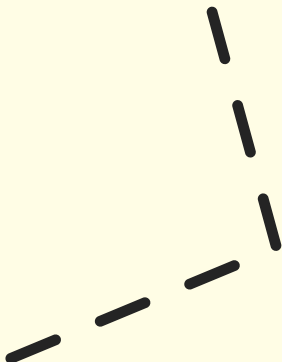
Design Ventura / Hit Snap – Concept Development

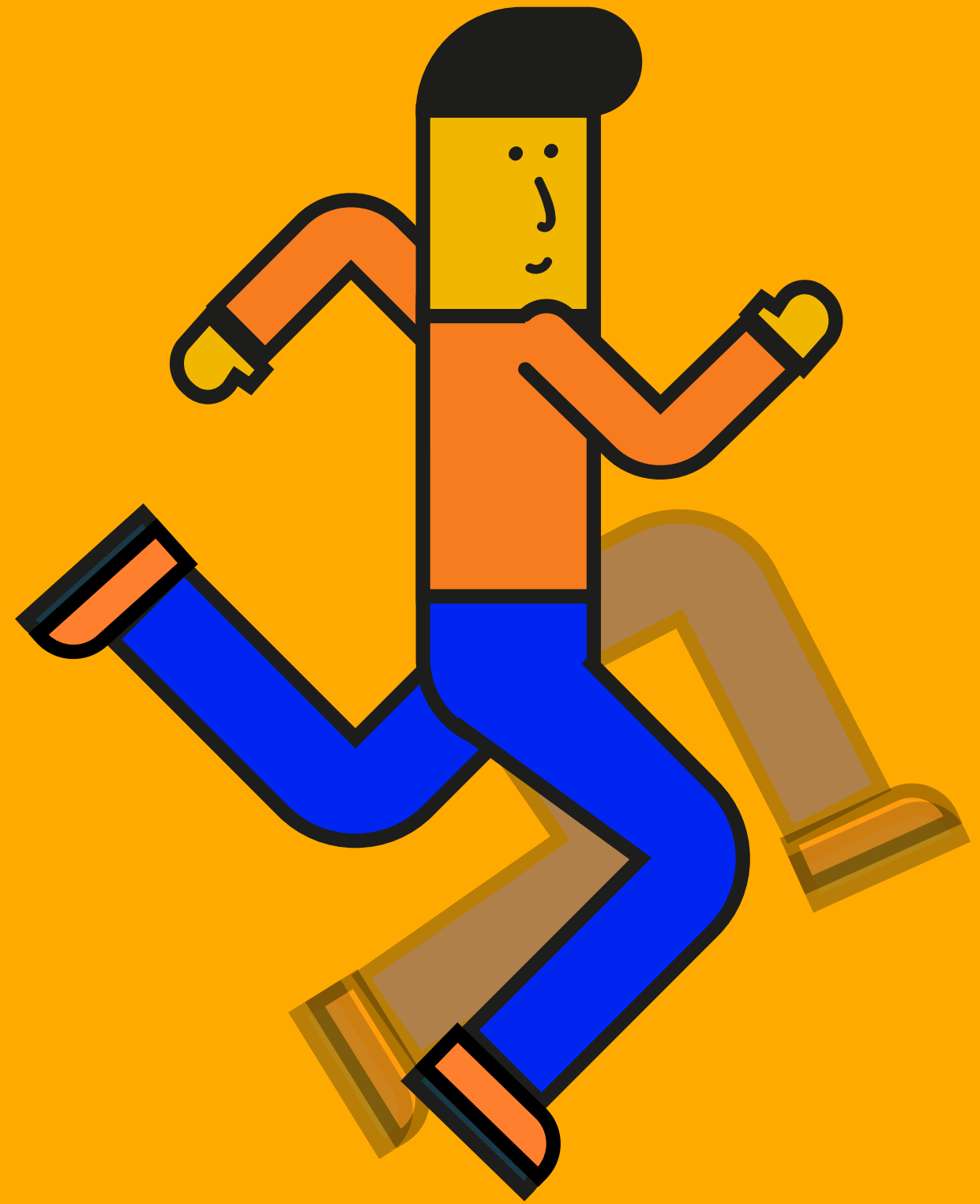
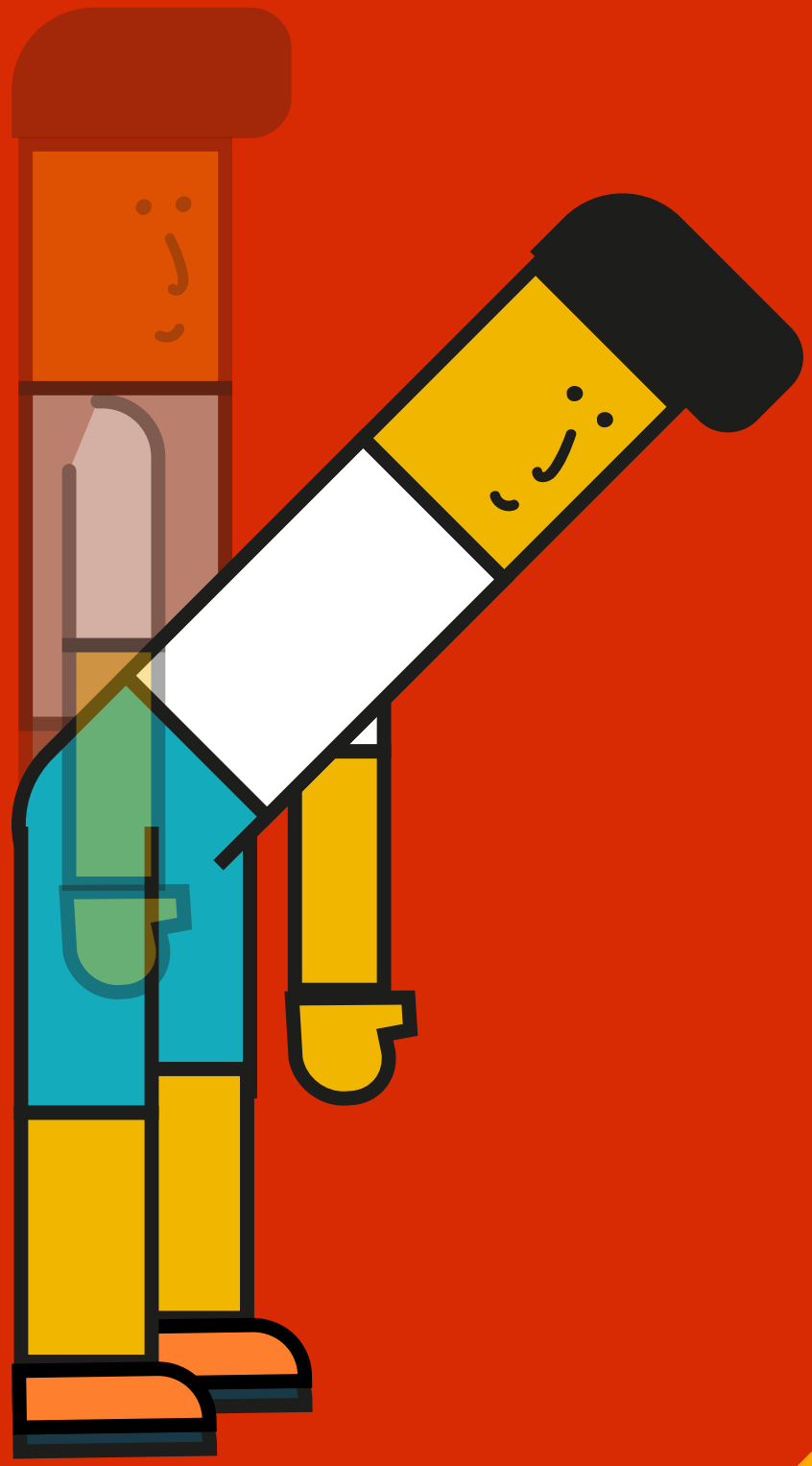
04.04.19



Route 1

x





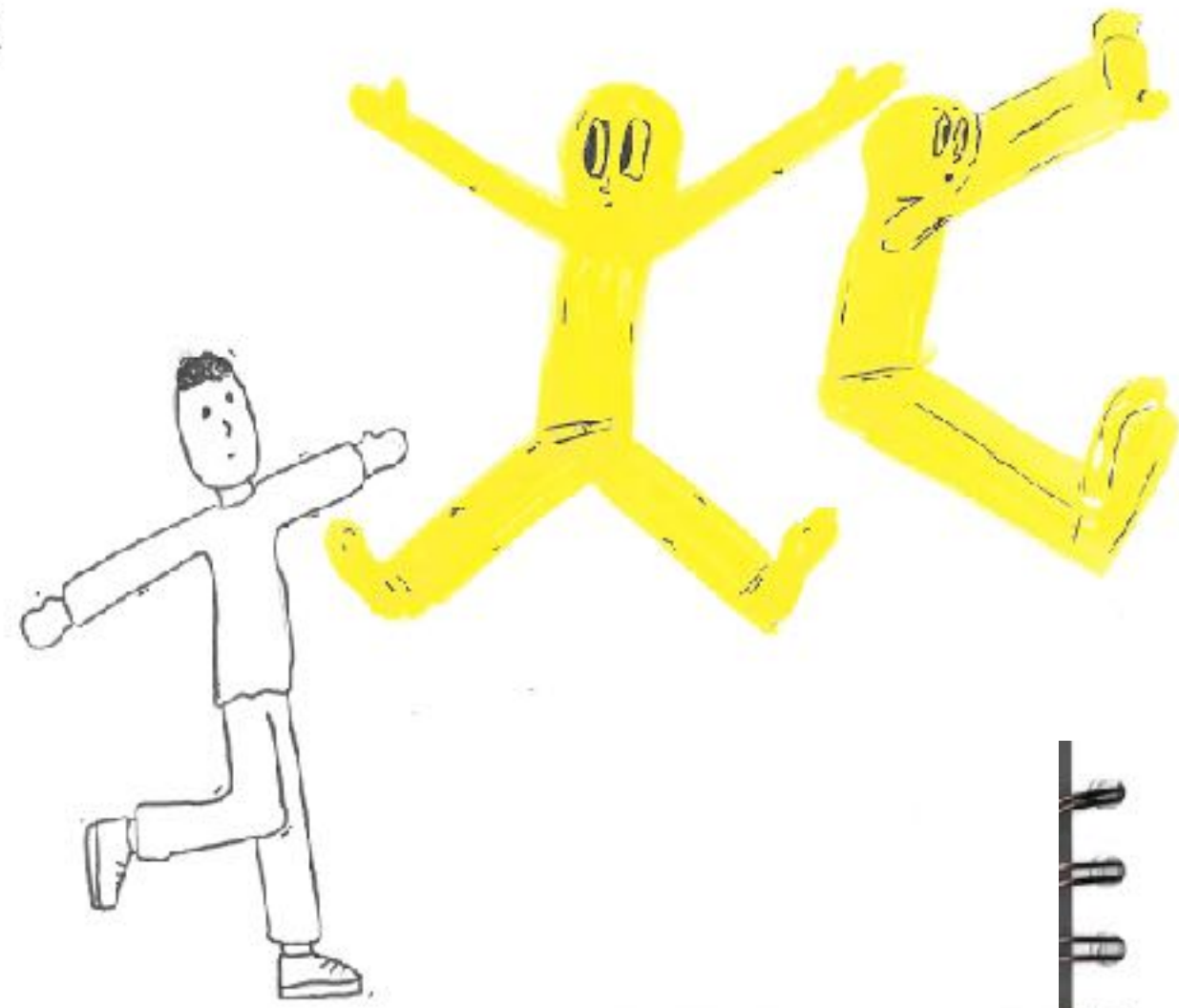
Brand identity



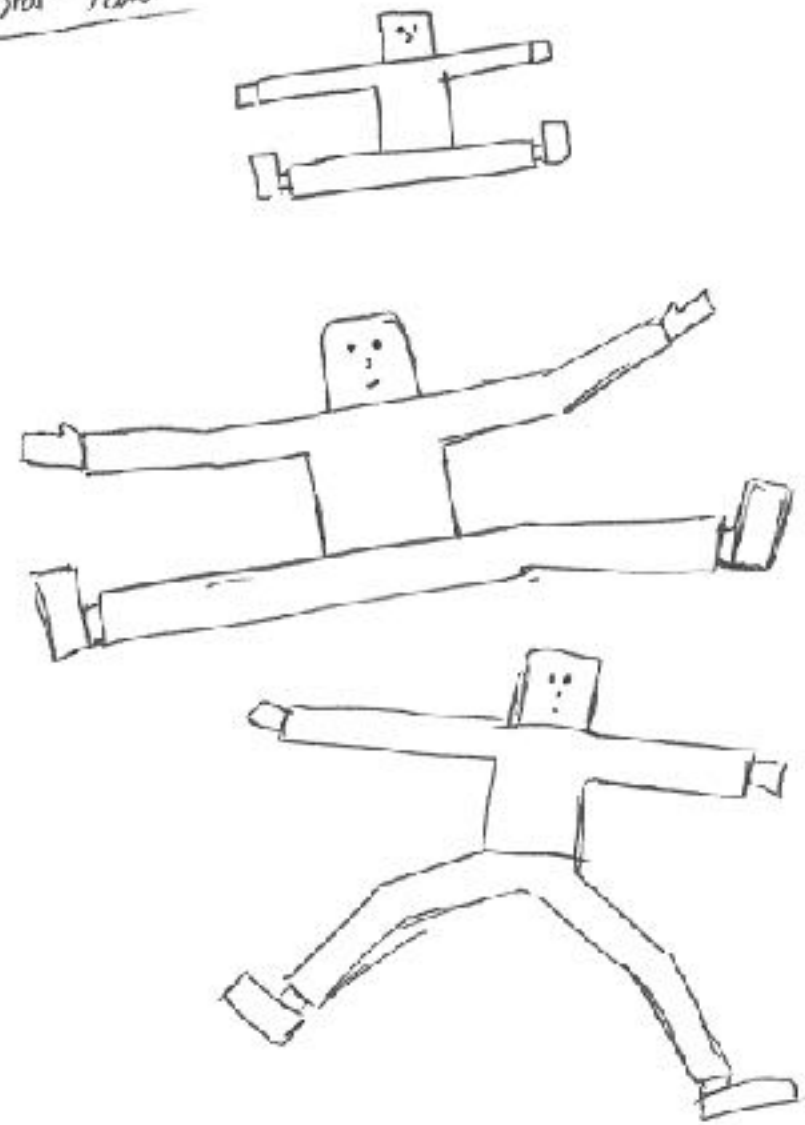
Character development

Design Museum

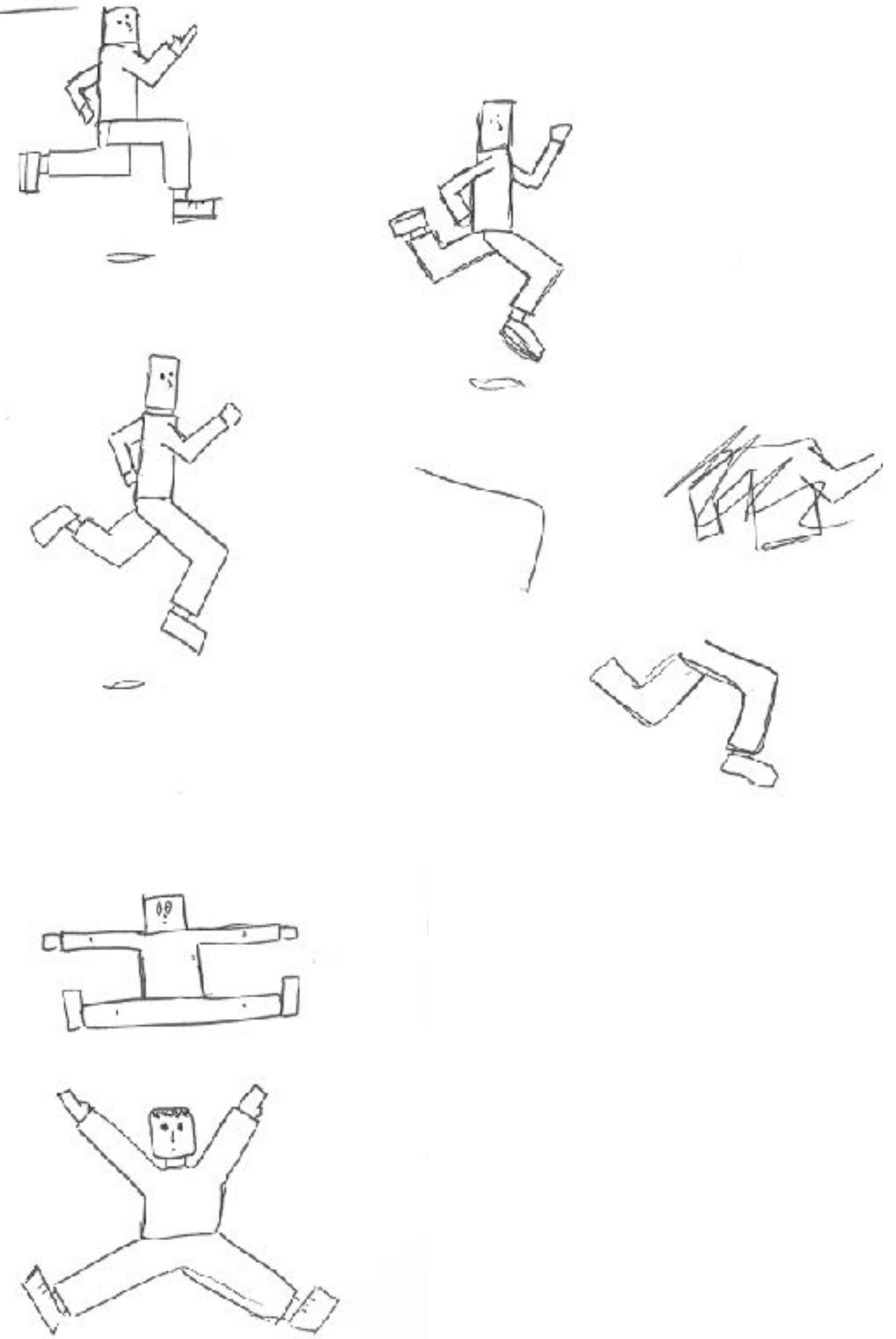
- Clients: Design Museum / Design Ventura videos
 - Brief: Illustrations for "Hit Snap" (name to be confirmed)
 - 9 exercises
 - Back of chair
 - clenches
 - Bold/graphic
 - Back of chair pattern
 - Gifts/animated
- Sit ups
 - Star jumps
 - Jog on the spot
 - touch your toes
 - Plank
 - Hop on the spot
 - 180 Swirl
 - Sit down box
 - Squats



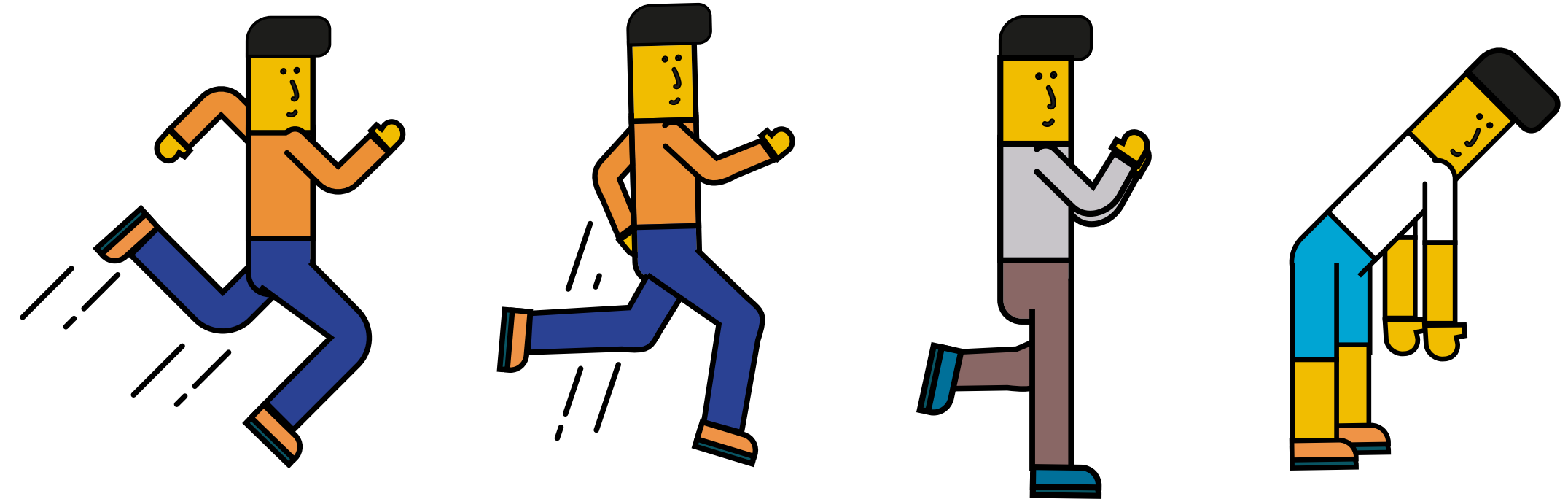
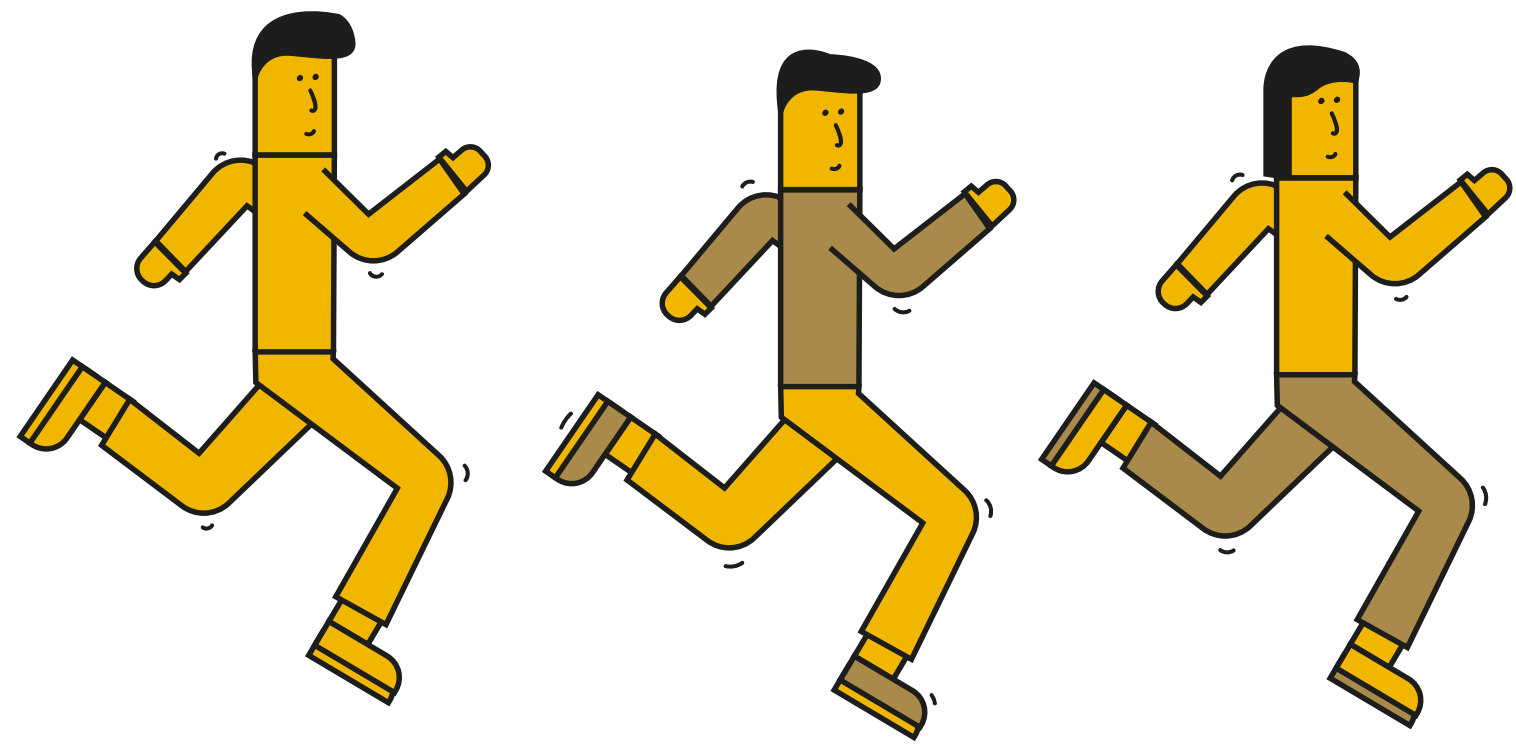
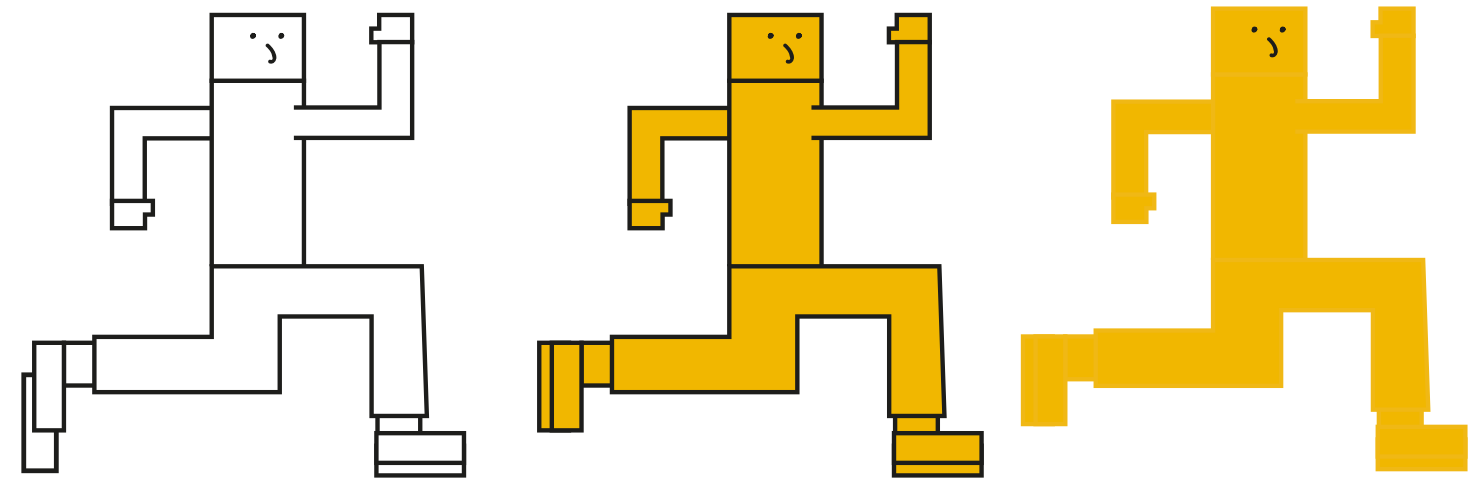
Star Jump



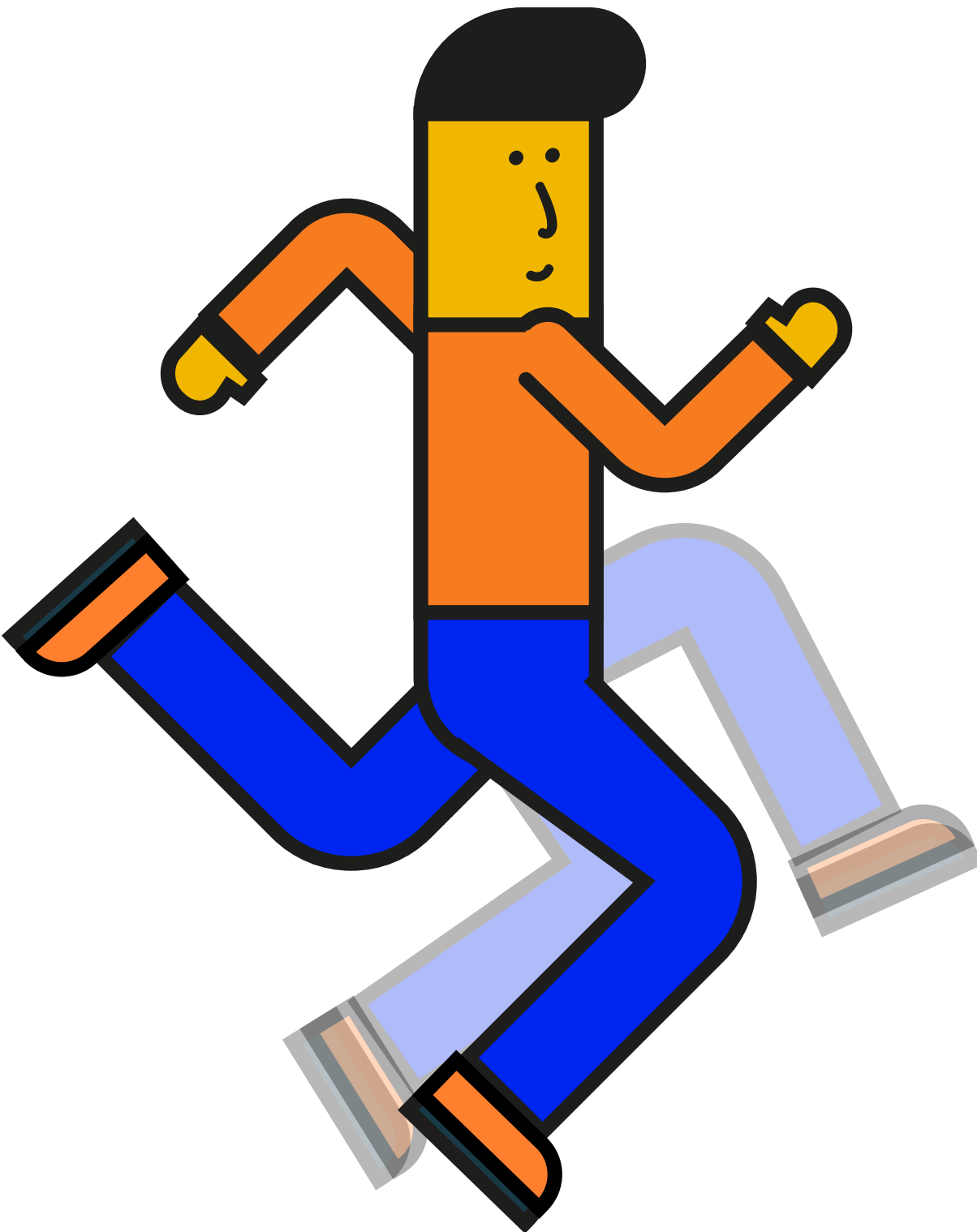
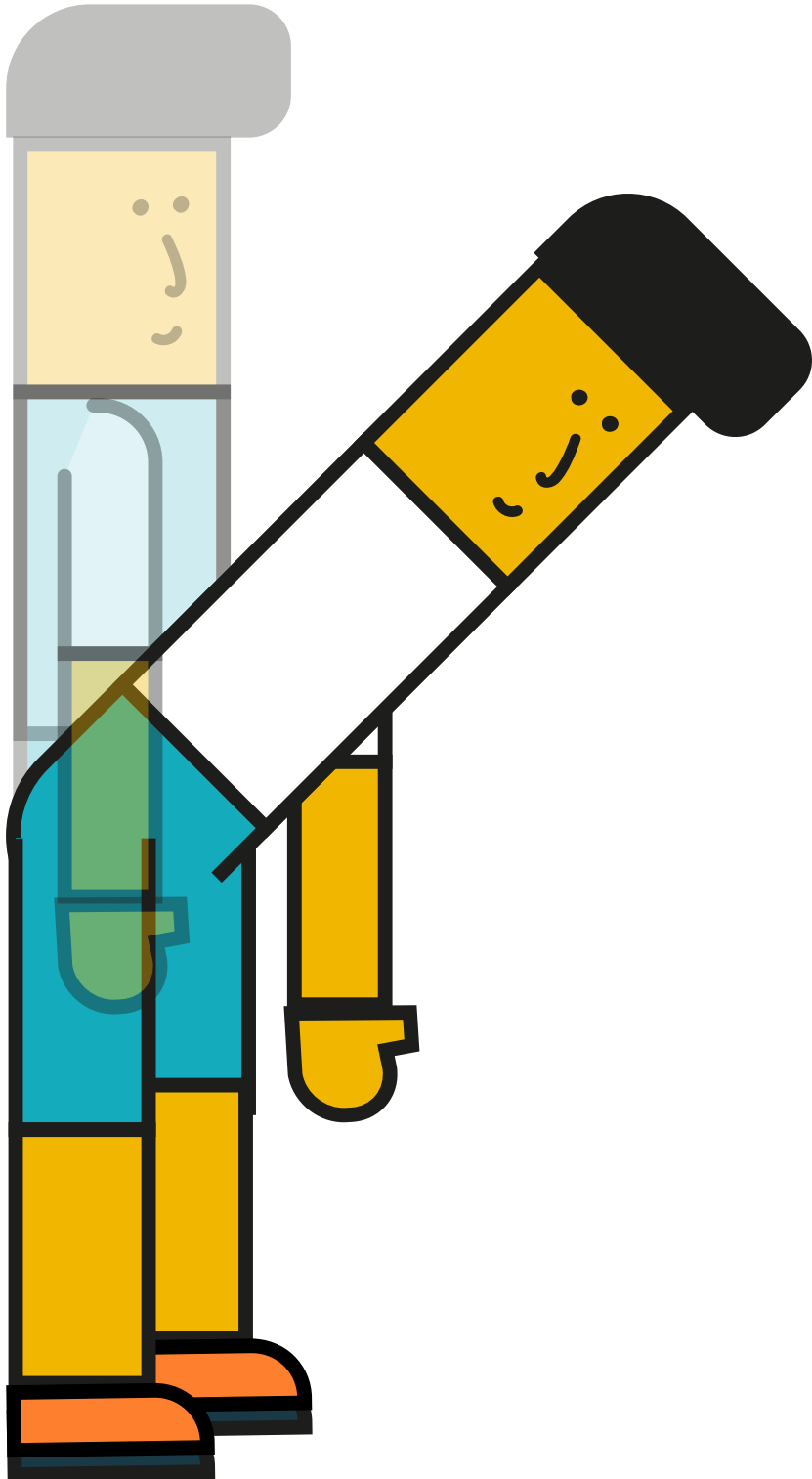
JOG



Character development

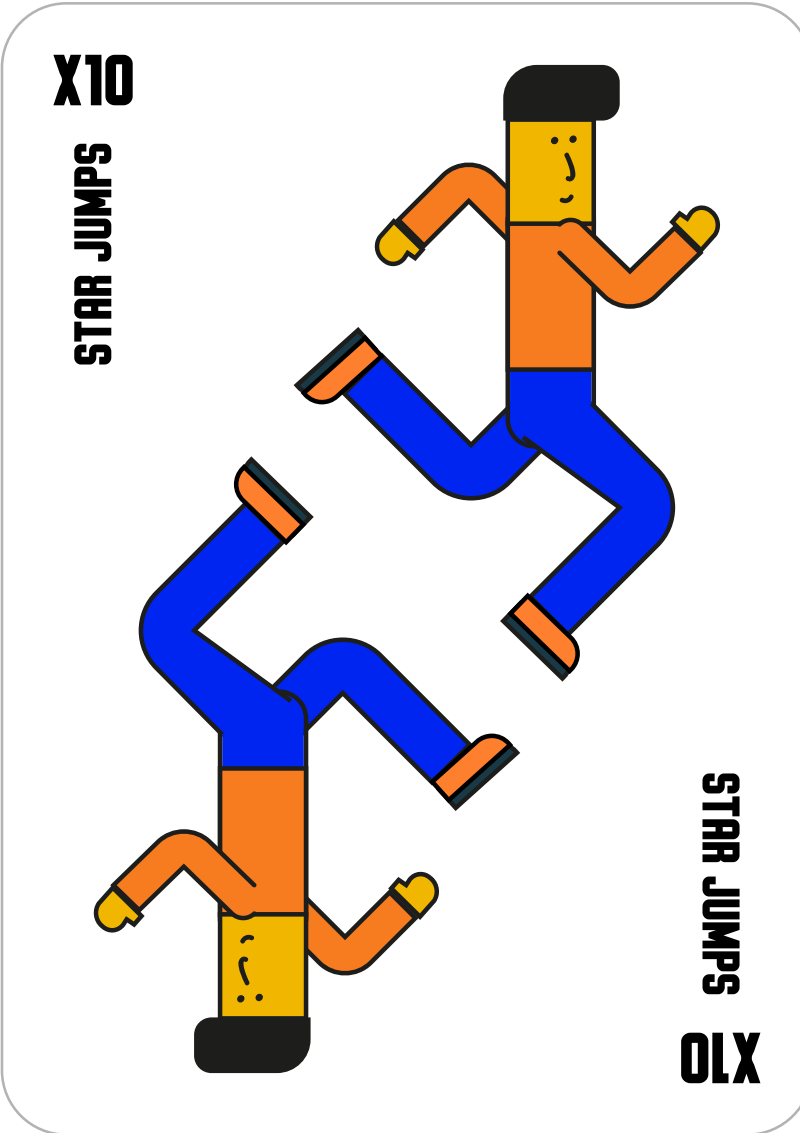
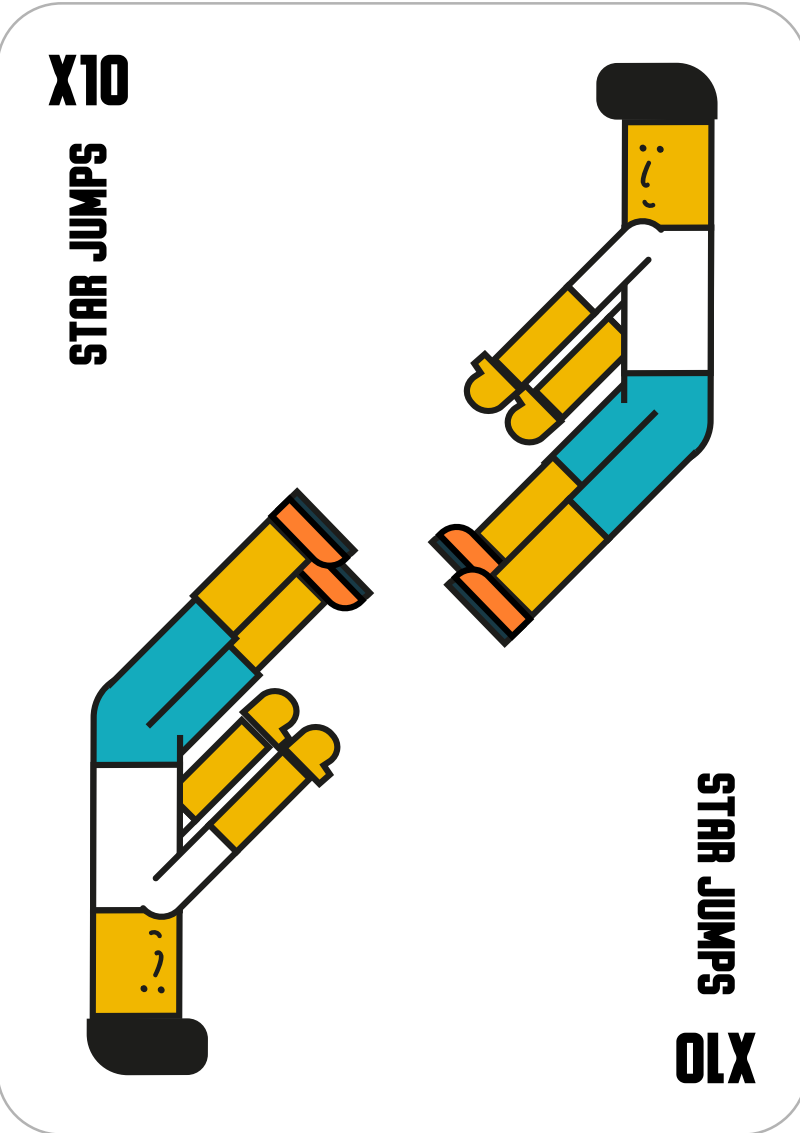


Finalised character style, still to be refined



Card design

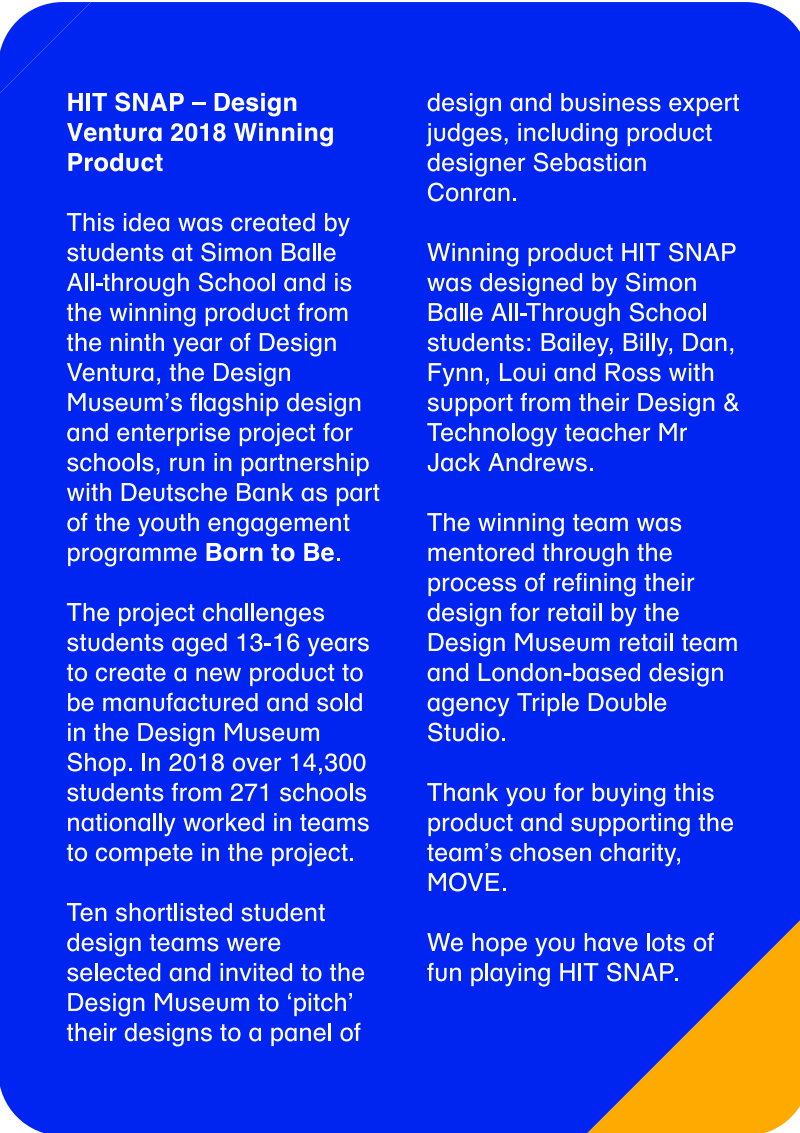
Front



Back options



Rule card



Packaging



Route 2



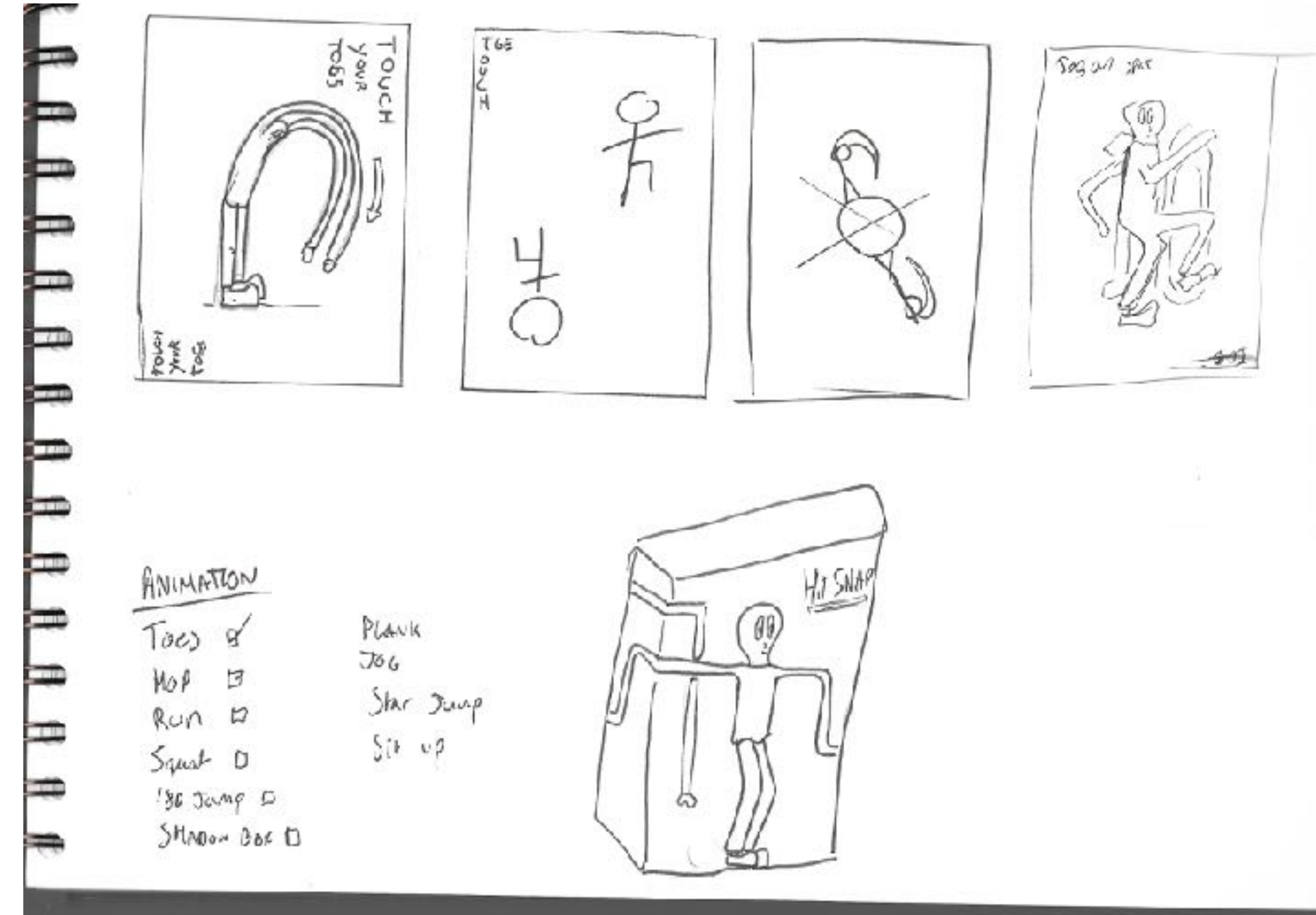
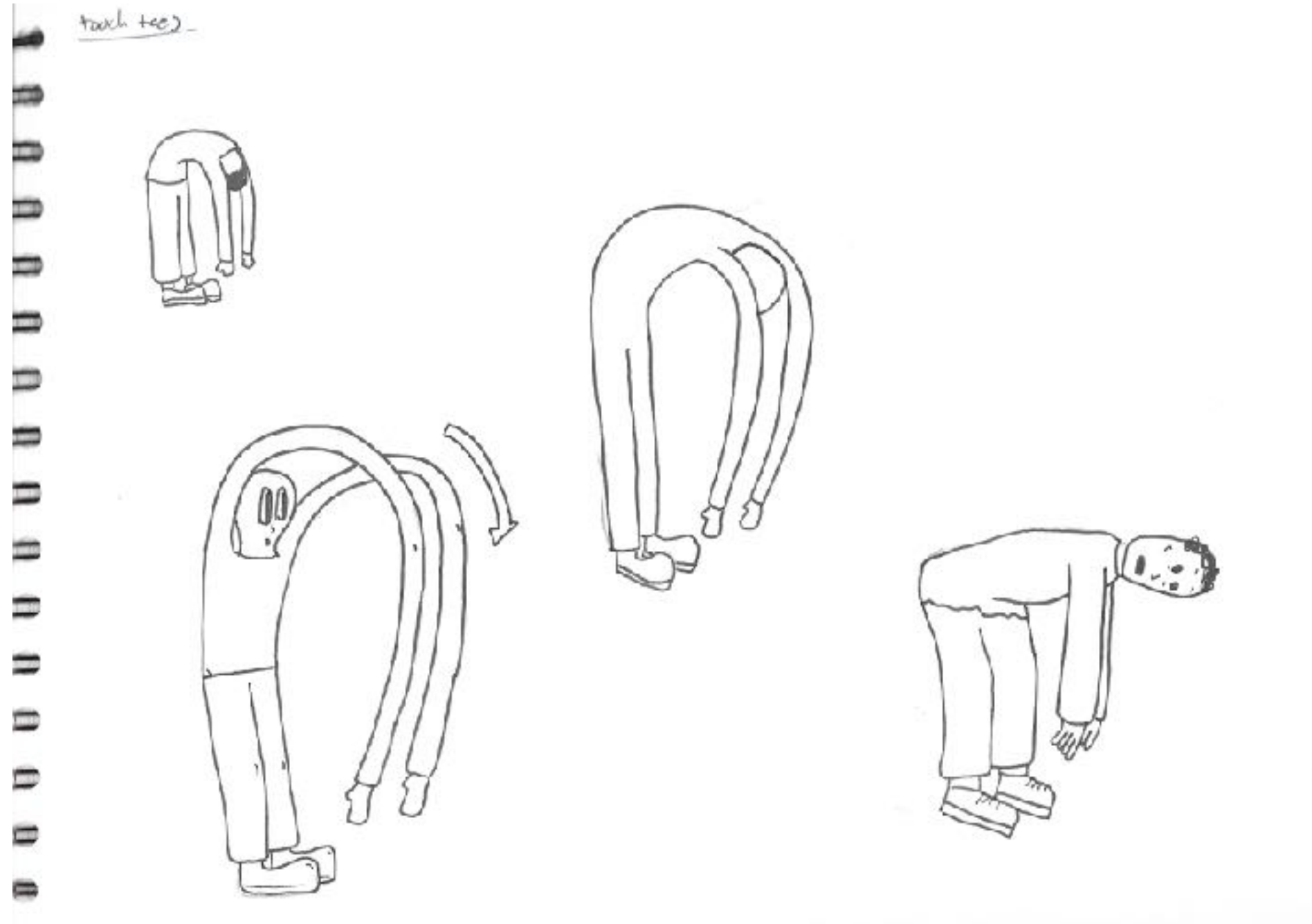


Brand identity

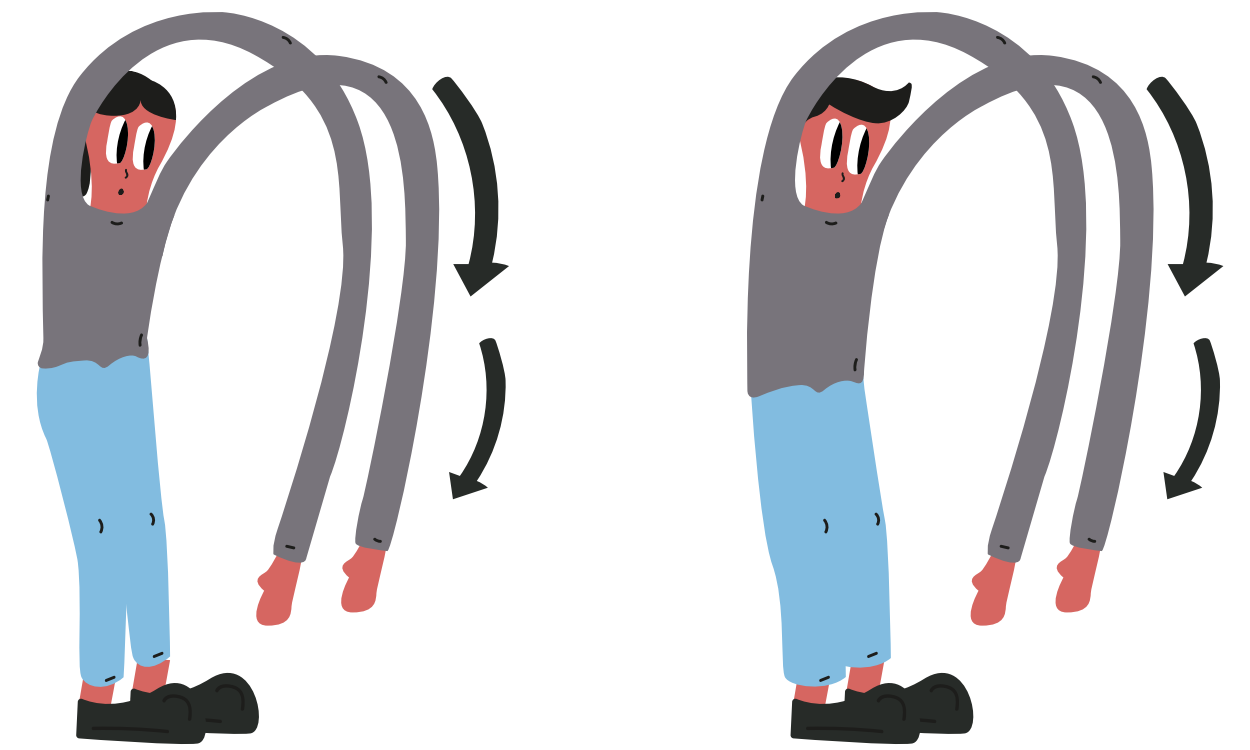
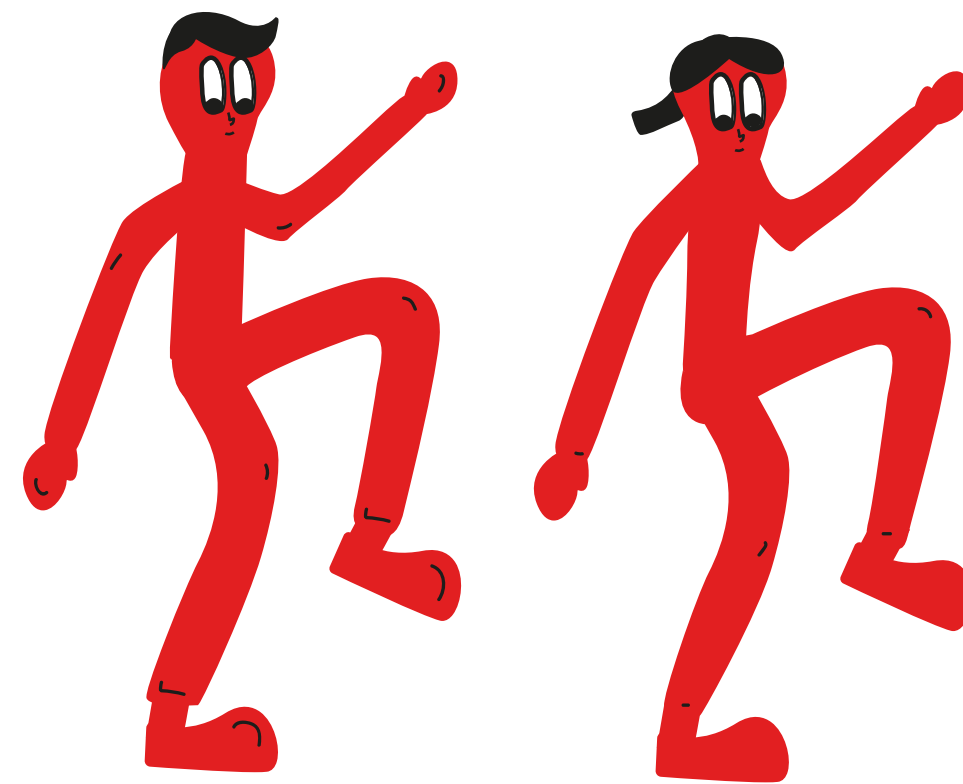
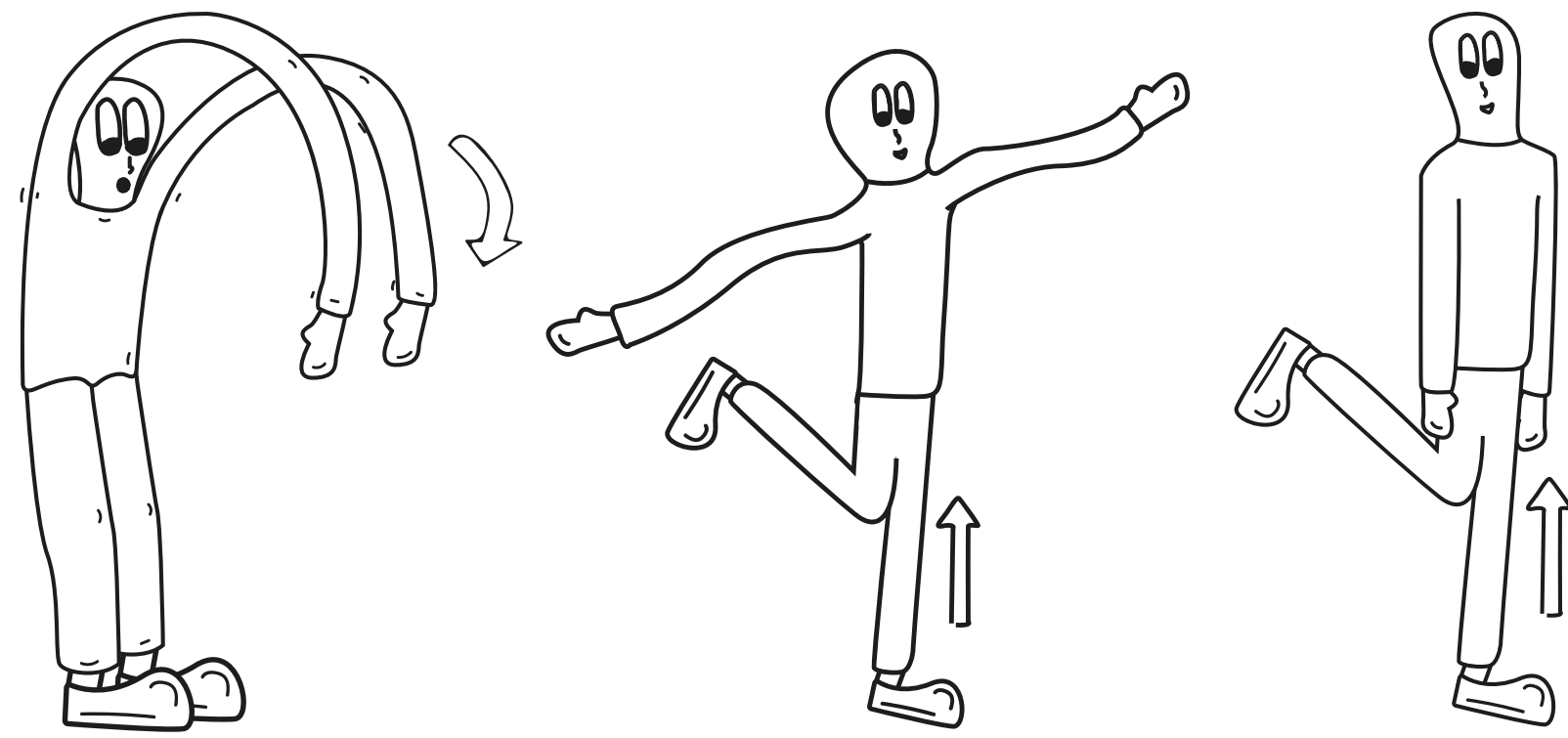
**HIT
SNAP**

**HIT
SNAP**

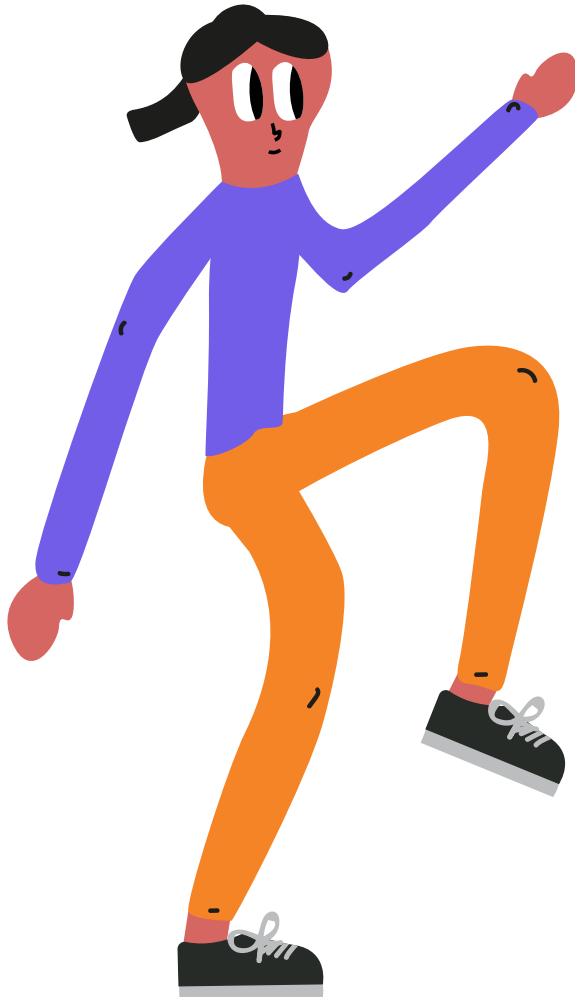
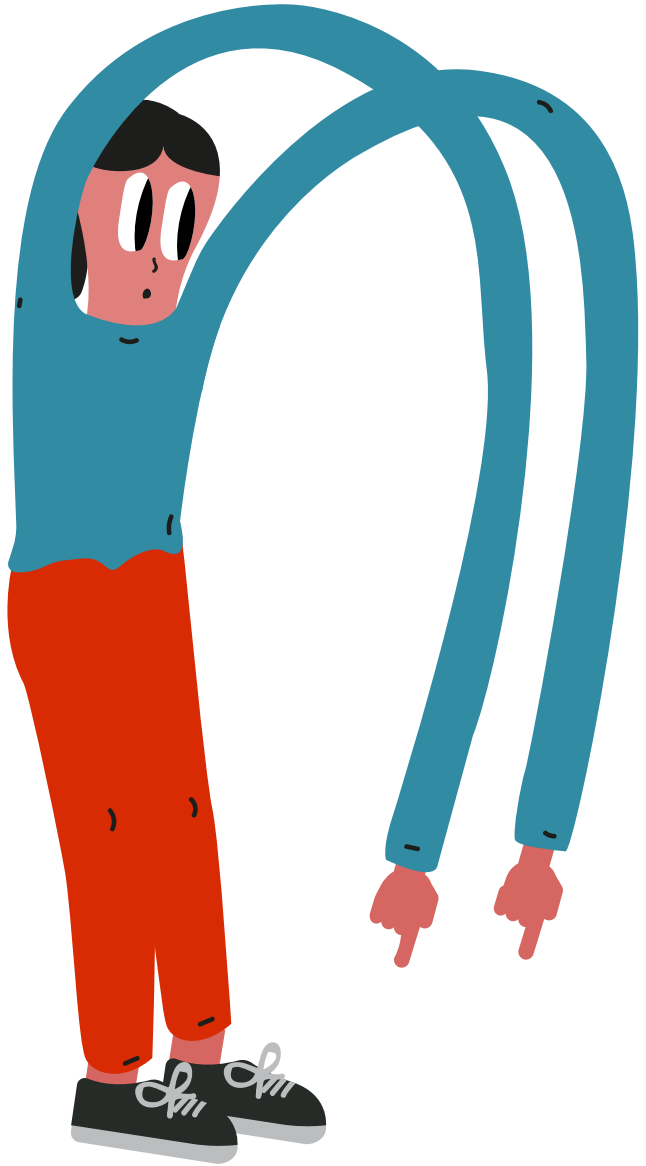
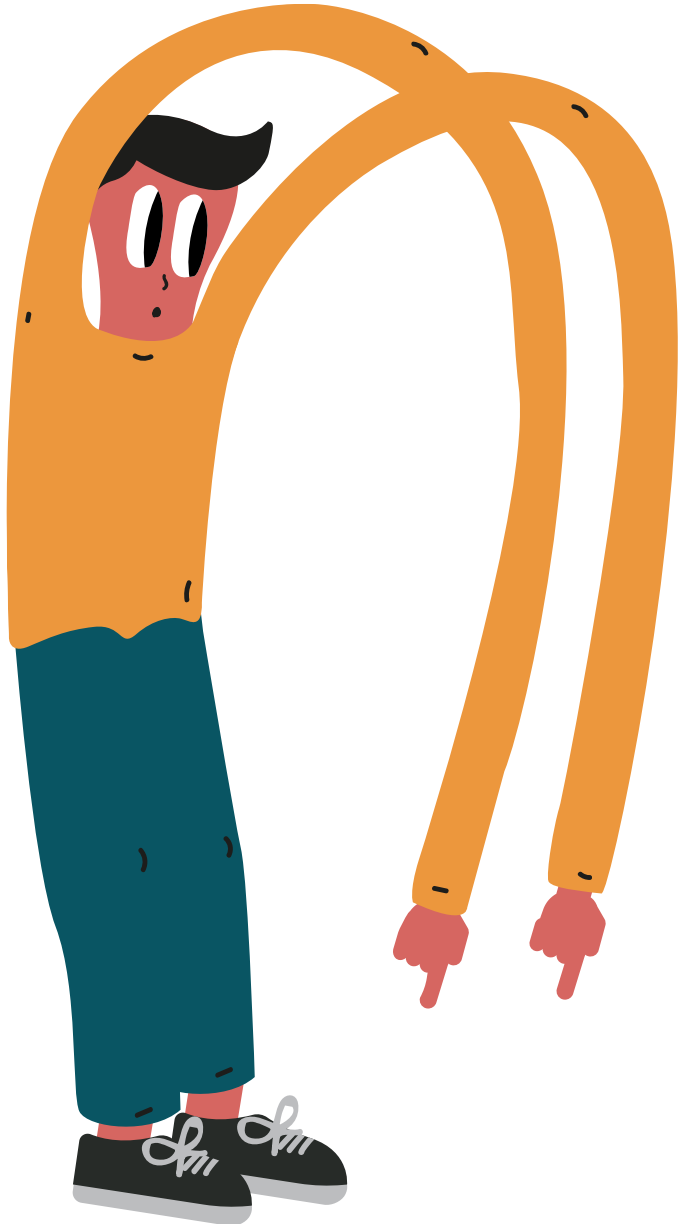
Character development



Character development

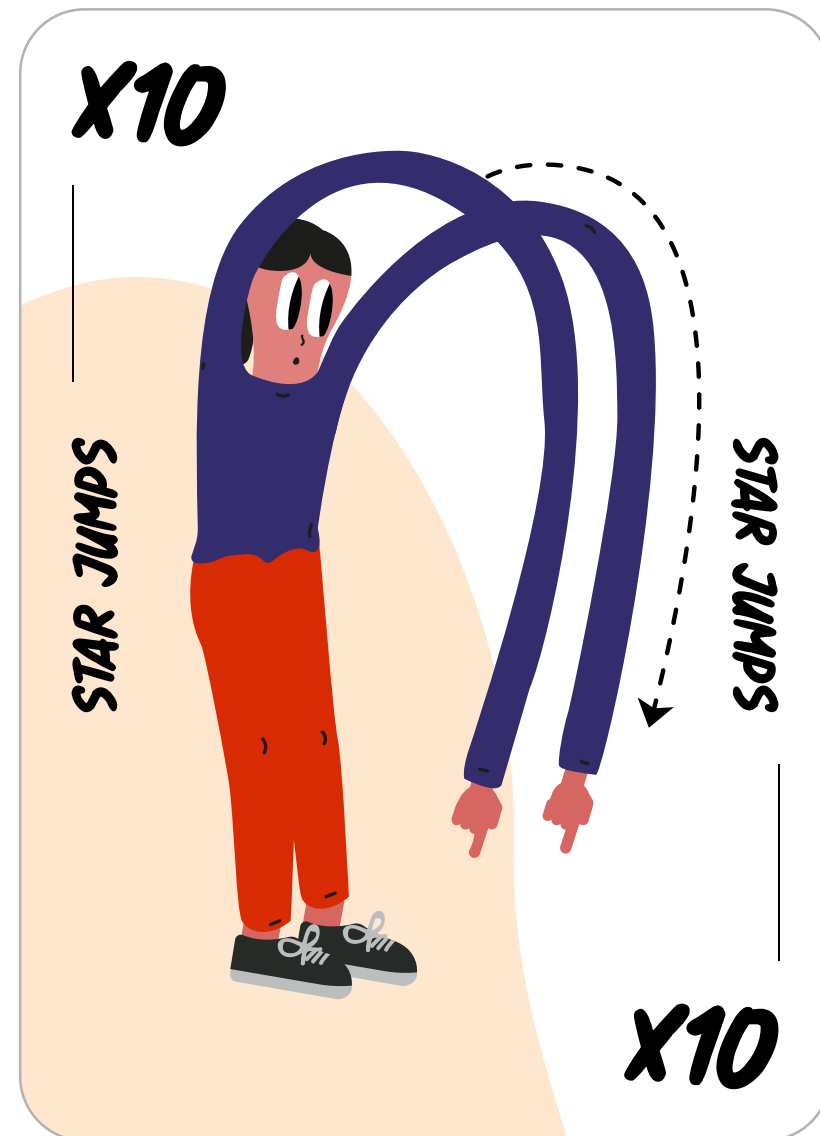


Finalised character style, still to be refined

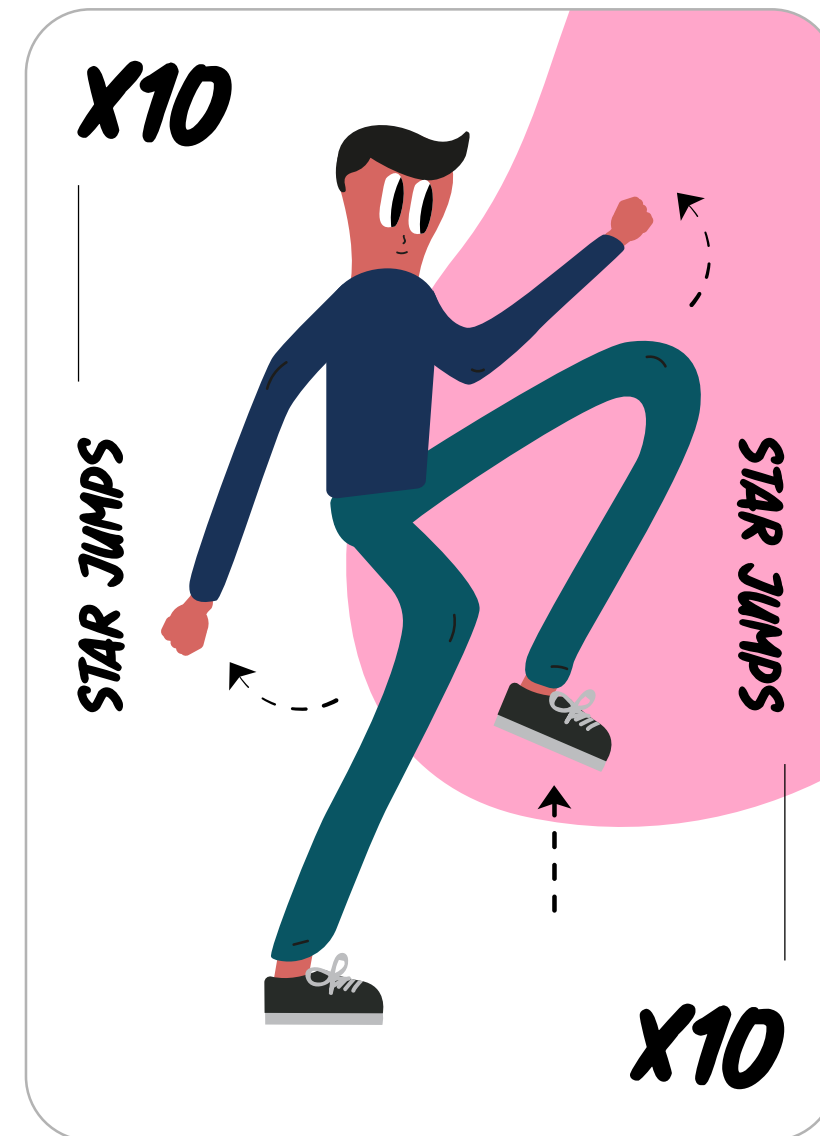


Card design – Colour 1

Front



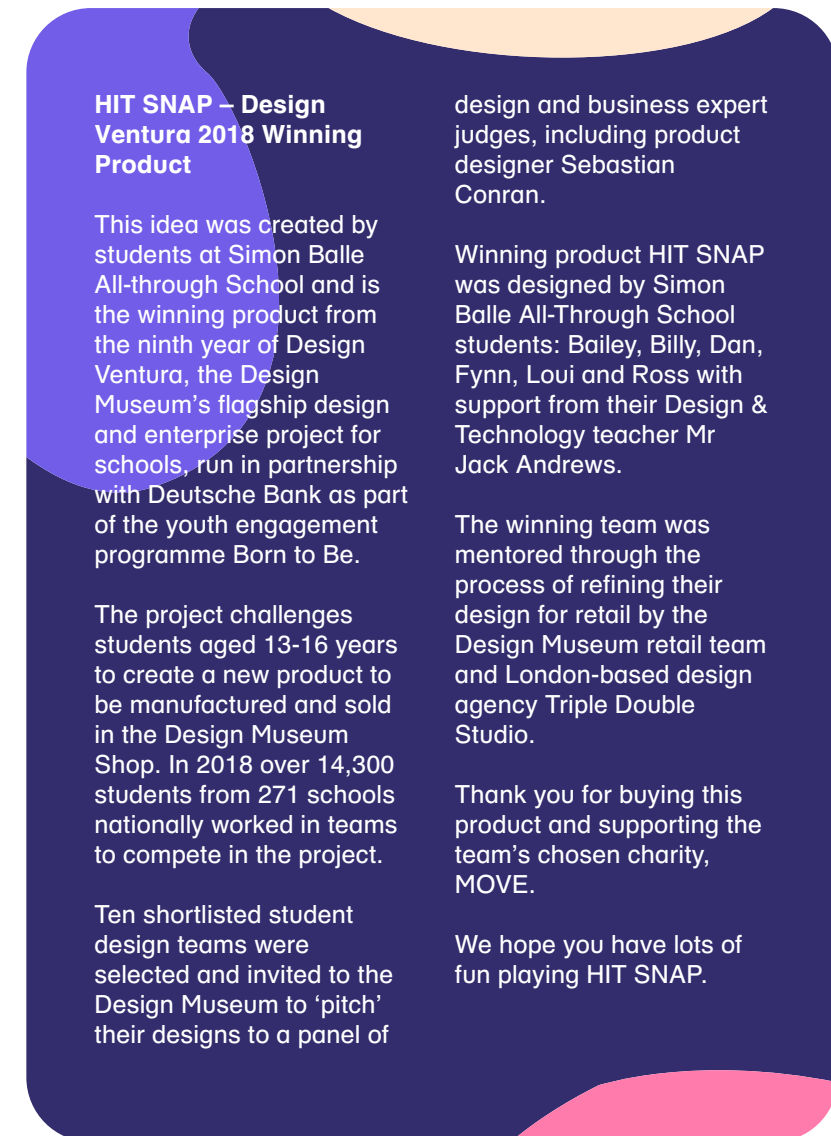
Special



Back



Rule card

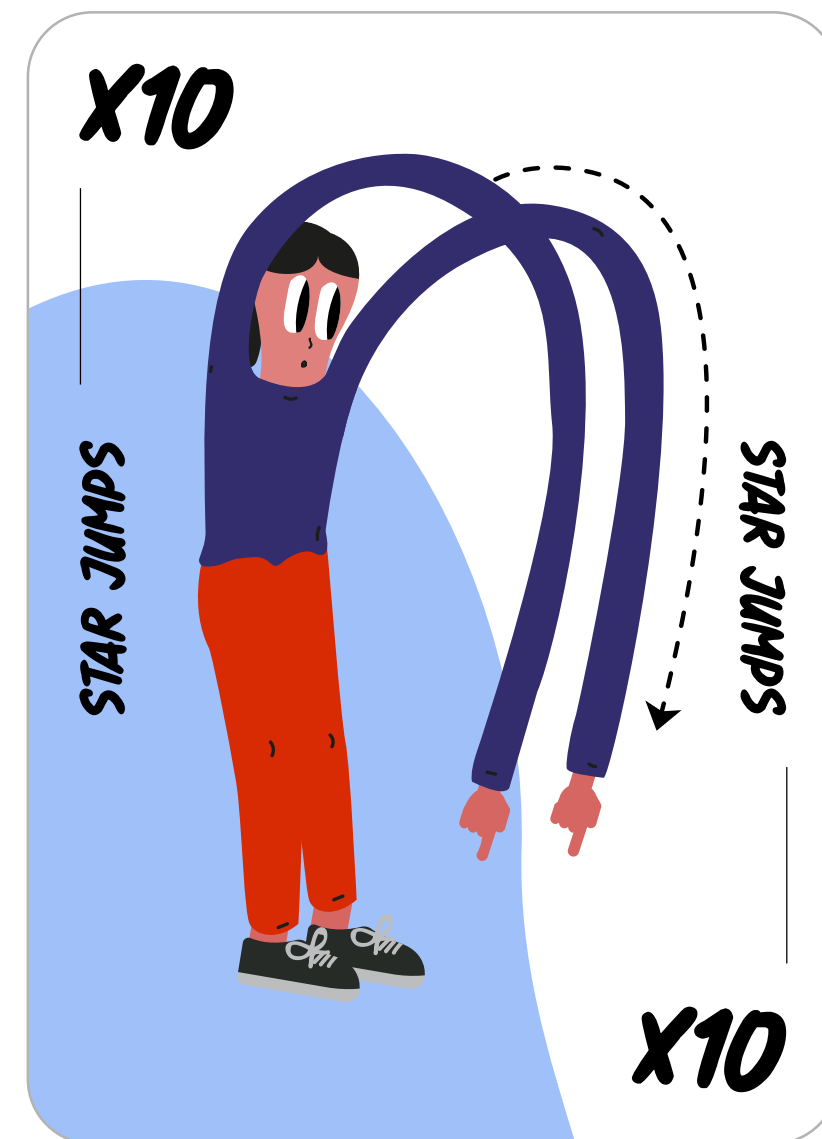


Packaging – Colour 1

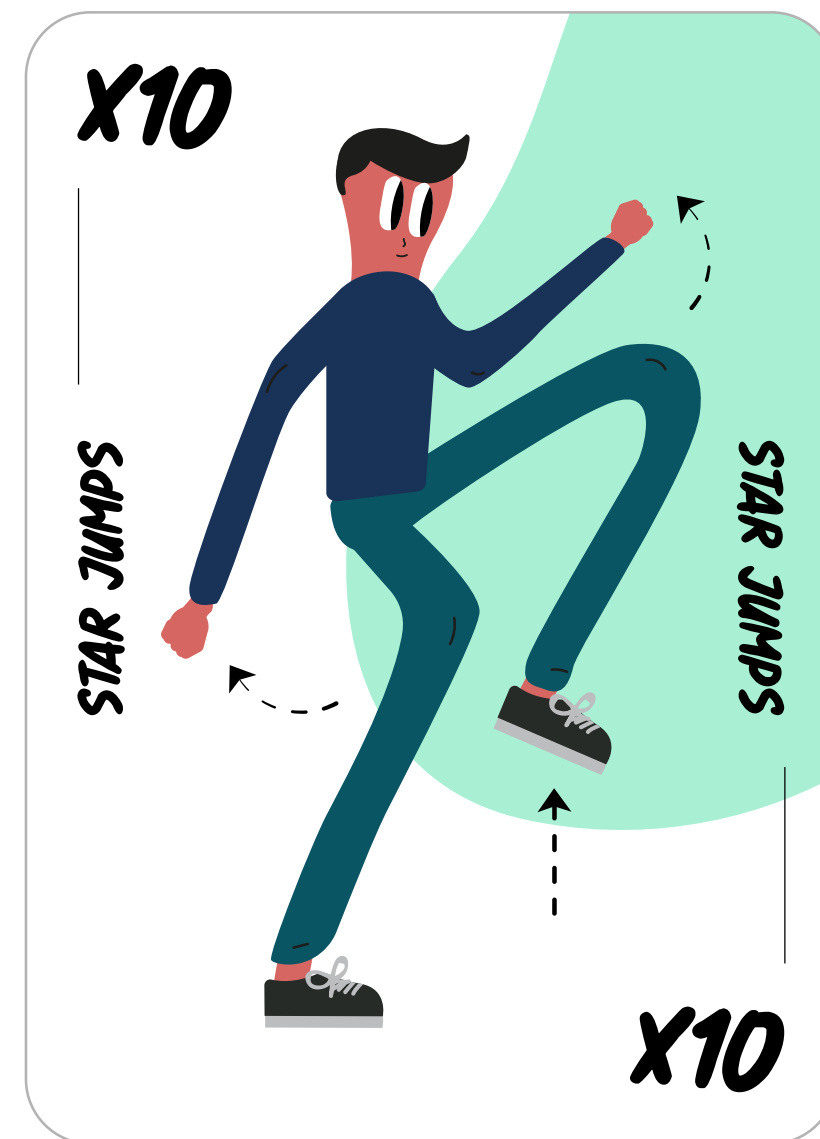


Card design – Colour 2

Front



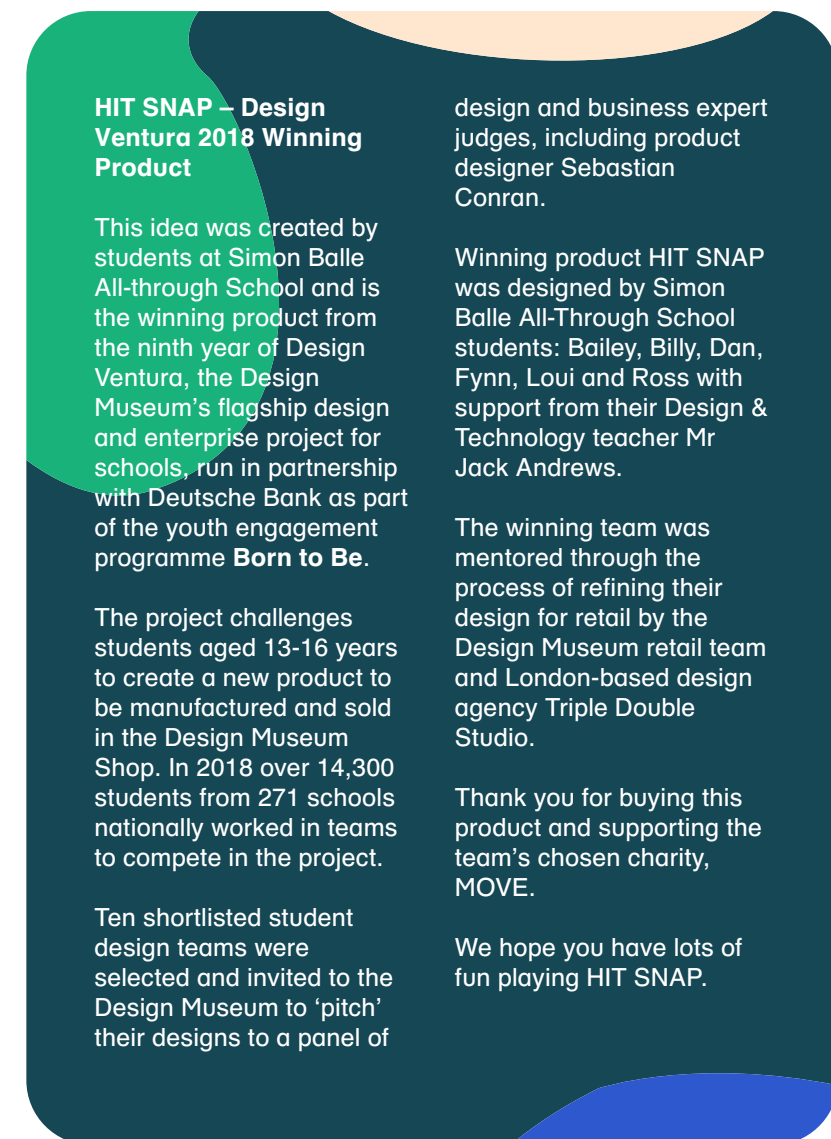
Special



Back



Rule card



Packaging – Colour 2





Thanks

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