

# BLADE RIDER CLASSIC

The BLADE RIDER CLASSIC is a surfing competition based in Waimarama a sunny East Coast beach in Hawkes Bay. I decided to come up with this competition because of the fun of surfing competitions in Hawkes Bay that people can just come and give a go no matter how old they are. There are plenty of categories to enter under from kneeboard to SUP and your normal surfboard anyone can do it that is the beauty about it. The inspiration for me choosing Waimarama beach out of all the Hawkes Bay beaches to host this event is because I have spent a lot of time there and with that island, the surf club and Waimarama there is plenty to see and plenty of space with great views for beginners and experts. ALL PHOTOS ARE TAKEN BY MYSELF AT WAIMARAMA. I wanted to be as eco-friendly as possible with this competition, so I made my products out of environmentally friendly materials like the March bag from recycled canvas, Trophy making this an eco-friendly event to try help up the beaches of waste and to leave the venue better than it was found.

I came up with and developed 8 investigations for my portfolio. These were:

**Logo Design** - The logo/investigation that the blade rider classic will be represented by.

**Poster Design** - A poster that will advertise the competition giving information.

**T-shirt/Hat** - Part of the merchandise that can be bought at the surfing competition or online.

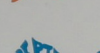
**ID Writer Band** - These will allow people into the event and for competitors have a chip that is scanned after their event and their score loaded onto a network.

**Event March Bag** - These bags will be made of canvas an eco-friendly material that will be supplied if you buy merch at the competition. Trophy - The trophy will be presented to the winner of the competition in each age group. It is made of recycled New Zealand timber and recycled blue ocean plastic.

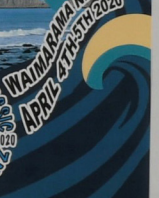
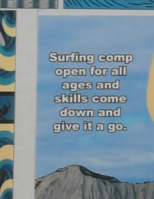
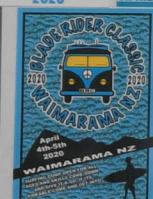
**Website** - The website will allow people to find out about the competition and its sponsors also online entry.

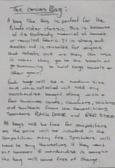
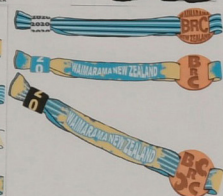
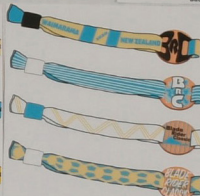
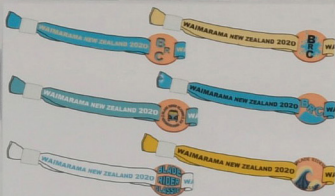
**Judges/Event Trailer** - This trailer will provide a place for the judges to sit and give scores. It will also double as a event trailer housing all of the merch and competition gear needed at the event.

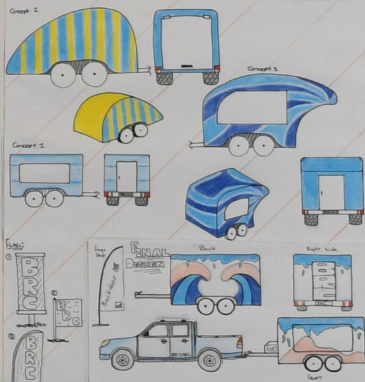
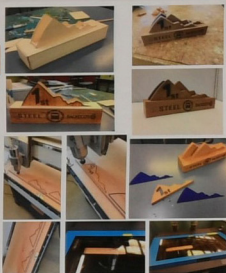
## LOGO DESIGN



## RESEARCH/INSPIRATION









# BRIEF - BLADE RIDER

**THE BLADE RIDER CLASSIC** is a surfing competition based in Waimarama a sunny East Coast Beach in Hawkes Bay. I decided to come up with the competition because of the lack of fun surfing competitions in Hawkes Bay that people can just come and give a go no matter how old they are. The inspiration for me was the fact that I had a lot of friends who were into surfing and I wanted to give them a place to show off their skills and have fun. I also wanted to give them a place to meet other surfers and make friends. I wanted to give them a place to show off their skills and have fun. I also wanted to give them a place to meet other surfers and make friends. I wanted to give them a place to show off their skills and have fun. I also wanted to give them a place to meet other surfers and make friends.

**Logo Design** - The logo for the Blade Rider Classic will be represented by a stylized wave and the words "BLADE RIDER CLASSIC". The logo will be used on all merchandise and on the competition website. The logo will be used on all merchandise and on the competition website. The logo will be used on all merchandise and on the competition website. The logo will be used on all merchandise and on the competition website. The logo will be used on all merchandise and on the competition website. The logo will be used on all merchandise and on the competition website.

**3D PRINTING DESIGN** - The trophy will be made of a recycled material that will be supplied if you buy more at the competition. The trophy will be made of a recycled material that will be supplied if you buy more at the competition. The trophy will be made of a recycled material that will be supplied if you buy more at the competition. The trophy will be made of a recycled material that will be supplied if you buy more at the competition. The trophy will be made of a recycled material that will be supplied if you buy more at the competition. The trophy will be made of a recycled material that will be supplied if you buy more at the competition.

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## RESEARCH/INSPIRATION



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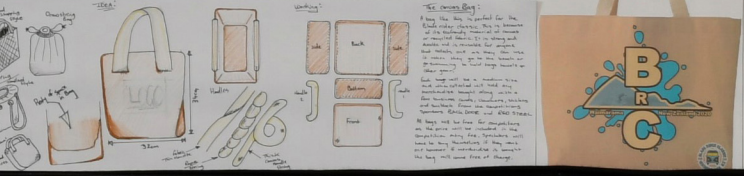
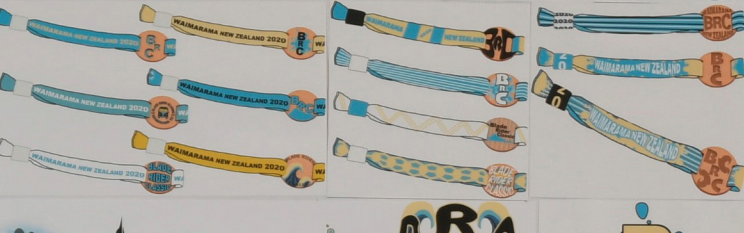
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## TRIDENT DESIGN

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