

Practitioner's Statement

AFL Club Identity Design

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In recognising the lack of national football in the Northern Territory, I created a new AFL team, the Northern Territory Crocodiles and designed a club identity package to build a specific aesthetic amongst club, players and supporters.

My final designs all address a sense of belonging to a club for players and supporters. These designs communicate the intended factor of intimidation as the need for an aesthetic that is visually pleasing for supporters, yet daunting for the opposition. A bold and rough textured font worked perfectly in both banners to portray the wild nature of the Northern Territory's land and also the fierce and sharp characteristics of a crocodile. The use of bold and conflicting black and white heavily influenced the fear-factor of the club, similar to Port Adelaide. The use of the orange, taken from the Northern Territory flag, reflects the environment and therefore also plays a major part in both the guernsey designs and as a background colour in both banners. In the Territory having such a large Indigenous history and population, it was also important to reflect the Indigenous culture within each design. Whether it be using their artworks in the design of my Indigenous round guernsey or just the orange ochre connecting to country, I personally tried to build a strong connection to the Indigenous people of the Northern Territory.

The supporters are the primary audience, being the key factor in the success of any team. I believe the two posters were very successful in appealing to this audience, especially through the visual connections from merchandise to the official player clothing.

I referenced A-League club Melbourne City for inspiration when laying out my banner. The position of players and text was something I found effective as players and text were kept separate and both positively opposed each other within the canvas space. I worked with the conventions of AFL poster designs to give my designs additional aspects of realism.

I believe all designs were successful in portraying the club's message of belonging and territorialism through the use of contrasting and vibrant colours in the clothing, backdrop and text, which was intended to capture an audience's attention. Additionally, the inclusion of 'This Is Our Territory' across both designs conveyed a sense of belonging to a club and belonging to the territory that was supported in the grunge backdrop that reflected the landscape of the Northern Territory.

Through producing the banners, I worked with photography to capture each player, as well as the post-photograph editing required to achieve my finished render. New techniques such as reducing unwanted colour casting, evident in the green-screen process, was a major part of my own development, and took a lot of time to get to a satisfactory and realistic state.

Overall, I am extremely pleased with that I have achieved in designing a club identity for the fictional Northern Territory Crocodiles. I learned many new processes and experimented with many practical methods that are evident in current AFL club designs. I believe I have successfully produced a club with an aggressive and intimidating visual identity that connects with fans and players through a select choice of colours and in using the shape of the Territory in all of my guernsey designs.