

YUTAN CHIEFTAINS

SEASON SCHEDULE

HOME

AWAY

1  SOUTH SIOUX CITY 8/29	6  TEKAMAH HERMAN 10/3
2  NEUMANN 9/5	7  ARLINGTON 10/10
3  MALCOLM 9/12	8  AQUINAS 10/17
4  CONESTOGA 9/19	9  NORTH BEND CENTRAL 10/24
5  BERGAN 9/26	 PLAYOFFS-TBD



Artist's Statement

To start this advertisement for Yutan's football season schedule, I created a 2048 x 1638 pixel white document on Canva. For the background, I inserted an image I personally took while at the red versus white Gatorade scrimmage. Next, I added a filter called Capri from Canva's filter tab to enhance the natural colors of the image. To create the title, I used the text tool to type "YUTAN" in the MADE Soulmaze font and "CHIEFTAINS" in the Archivio Black font. However, after typing "CHIEFTAINS," I realized that I wanted the span of letters to match "YUTAN." To fix this, I changed the spacing of the letters and added a shadow to the text to make the title more visually appealing. Then, using a complimentary font called Norwester, I typed "Season schedule" in a medium gray to finish off the title. While creating the physical schedule, I thought it would be a good idea to color-code home and away games by using black and white for viewers to easily understand where each game would take place. Then, using Canva's element tab, I found a square, made the fill color transparent, and then created an outline of that square using the corresponding home/away color. The next step I took to complete this design was to find all of the opposing schools' logos. To do this, I went to Google and found each logo. However, when I put the original logos onto the design, I noticed there were too many competing colors. To solve this issue, I inserted each school's logo separately into Photoshop and used the Paint Bucket tool to fill in the original colors with black and white. Then, I exported each logo and put it into the outlined squares in my Canva design. The next step was to add the name of each opposing school along with the date the game would take place. Just when I thought the design was complete, I decided to add an extra element. Using more pictures I took from the Gatorade scrimmage, I found two close-up shots where the player was looking to the left, towards the schedule. After adding the images to my design, I turned the saturation to 0%. Then, to create a ghost-like, seamless effect, I used Canva's Image Blender app and made a circular fade with the focus staying on each player's intense focus. Finally, I strategically placed each faded image into the top right corner to draw focus to the season schedule.