Thesis Topic
Goals, Methods, Resources
Mission Statement & Vision Statement
Questions & Assumptions
Research
Personas
Participation...
Visual Audit
Positioning Matrix
Positioning statement
Formats, Venues, Audience
Logo Development
Presentation (expected)
Color & Type Study
Business Card Design
Poster Design
Jersey Design
Coaching Cards Design
Website Design
Presentation
Growing up in Schenectady I have seen that basketball is a very popular sport but besides joining the school team you don’t have many choices. A lot of the people I saw make it had to find place else where like Albany or even prep schools to get great coaching. Then there were the kids that didn’t have the money or transportation to get to these places. So I have chosen to start a company called Elite Schenectady Basketball Academy. This company will be a not for profit company that coaches basketball and holds clinics and camps. I will need a logo, skill posters and cards, business cards, jerseys for the team, and a sample skill breakdown video.

The goal of my project is create a place where kids can learn basketball in Schenectady instead of having to go elsewhere.

I will have to do lots of research on how to break down skills and different drills to practice these skills. I will also have to do research about other basketball academies and how they function.

After collecting all the information I will have to organize it in a visually effective manner. To actually make the project I will need: a camera, camcorder, microphone, subjects to tape and shoot, laminator, paper, printer, and adobe programs.
MISSION STATEMENT

Our goal is to create an environment for athletes with an unrelenting willingness to improve their athletic abilities that fosters excellent basketball training and development.

VISION STATEMENT

To provide high quality basketball instruction for little to no cost to athletes. To participate in competitive league.

QUESTIONS

What skills do you need to know to play basketball? How do you breakdown and teach these skills? Practice drills?

ASSUMPTIONS

There are volunteer coaches available. There are basketball players that want to learn more in Schenectady.
WHAT DOES IT TAKE TO BE A GREAT COACH?

What is a coach? A coach by definition is an expert who trains someone learning or improving a skill, especially one related to performing (dictionary.cambridge.org). The first thing a coach has to have is a philosophy. Second they need to possess certain skills: communication, motivator, planning, and organization. Last but not least you must be knowledgeable about your sport and how to teach. If you possess all these assets, then you will be an elite coach.

Your coaching philosophy will determine what kind of coach you will be. A coaching philosophy depends on your objectives and your coaching style. Three common objective coaches tend to have are: having fun, winning, and athlete development. What amount of importance you place on each of your objectives will determine what type of experience you and your athletes have during your season. In the past many coaches felt that winning was the most important objective for a team. Putting too much emphasis on winning can cause a coach to place winning over the well-being of his athlete. If you put no value in winning this could cause athletes to feel indifferent about their accomplishments and become uninterested with winning all together. In recent years the emphasis on winning has taken a back seat to athlete's development in many coach’s eyes. Many coaches today subscribe to the “Athletes first, winning second philosophy” (SuccessMartens, 5). If you use this thought process, you will reward effort not the act of winning. By doing this it increases motivation to get the desired result instead of punishing for the undesired result.

Next you have to understand what type of leader you want to be, this is your coaching style. Three types of coaching styles are: the command style, submissive style, and the cooperative style. In the command style of coaching the coach makes all the decisions because the coach has the knowledge and experience, so it is their job to tell the athlete what to do and the do it (Successful Coaching, 11). The submissive style coach might not even be considered a coach at all, but a baby sitter. This style of coach gives little to know instruction and minimal guidance (Martens, 12). We all know that coach that lets you scrimmage all practice and just watches. Then we have the cooperative style where the coach shares the decision making with their athletes while still providing rules and structure (Martens, 12). This coach listens to what their athletes have to say and takes that into consideration when adjusting rules, goals, and objectives to best work for their athletes.

Objectives:
- Development
- Winning
- Fun

Leadership Style:
- Command
- Submissive
- Cooperative

After you have clear understanding of what your coaching philosophy is it is time to figure out how to motivate your athletes. In order to motivate your athletes, you need to know about what their goals and objectives are. Some athletes might be there to win, to have fun, social pressure, or to get better. You also need to assess where your athletes are in the skills needed to preform your sport so you can set goals for them to get better. Setting realistic goals is important. If your goals are too hard, then your athlete can’t reach them and this causes them to feel insufficient and they might give up trying all together. If your goals are too easy then they will get bored. In order to keep your athletes motivated you must use some type of reinforcement system, maybe more than one. Some examples of reinforcement are: awards, extra playing time, public acknowledgment.

Another important aspect of being an effective coach is communication. Communication is the act of expressing ideas, information, knowledge, thoughts, and feelings, as well as understanding what is expressed by others (Burton). Verbal communication is the words that come out of your mouth. Non-verbal communication is what you express with body language. It is imperative that a coach understands how to communicate a message that will be received in the way he/she intended it to. “For example, by saying “Tomorrow we are going to make sure to get this defense down,” a coach may mean” We’re going to focus on the technical aspects of the defense to perfect our execution,” but an athlete may interpret it as, “Tomorrow going to be a physically tough practice” (Burton). This shows the importance of keeping in mind not just what you say but how other receives what you say.

The flip side of this is that coaches also need to receive messages from their athletes. Sitting down a talking with your athletes to understand what their needs and wants from you are is the best way for to gain and understanding of your athlete and it helps to open the lines of communication. You have to not only listening to what they say but what they say non-verbally. Athletes don’t always tell a coach when they are hurt so watching non-verbal cues can help you spot this. If an athlete is grimacing while they run, they may have an injury, but they don’t want to say it because they don’t want to miss out on playing in the big game. Having an open line of communication with your athletes is vital to the success of a coach.

The most time consuming parts of being a coach is planning and teaching. In order to teach you have to have a vast knowledge about your sport. You need to be able to take apart each skill and understands that intricacies of the techniques behind the skill, when and how to use these skills so you can teach them from every angle, be apply to apply them in any situation necessary, adapt them as needed and to evaluate how well they are carried out. For instance, in basketball you need to teach defense skills. You don’t just tell a player to stay with the person with the ball and take it. You need to teach defense skills. You don’t just tell a player to stay with the person with the ball and take it. You need to teach defense skills. You don’t just tell a player to stay with the person with the ball and take it.
You are now ready to start planning practices. For a practice to run smoothly and successfully you should have your practice objectives, you know the stuff you want to teach the athletes. This will give you an understanding of what level each athlete is at and how far you have to go. Then you need to organize your list onto a calendar so you can visually plan out when your athletes will learn these skills.

You are now ready to start planning practices. For a practice to run smoothly and successfully you have to have a well thought out plan. You should have this plan printed out and dated so that you can take notes during and after practice and be able to refer back to this practice plan for future practice schedules. On this plan you should have your practice objectives, you know the stuff you wrote on your calendar, the activities you want to use to teach these skills. This will give you an understanding of what level each athlete is at and how far you have to go. Then you need to organize your list onto a calendar so you can visually plan out when your athletes will learn these skills.

After you have all your goals for the season you need to put them in a list and you need to break these goals down even further into how you plan on teaching these skills. For example, we chose dribbling earlier. To further break this skill down we can say we want to teach dribbling with dominant hand, non-dominant hand, control, change of speed and direction. You will want to organize this into a list you want take two things into account: teaching the basic skills first and teaching those skills essential for the athlete to be able to compete in first game (Martens, 64). Before we do anything else with this list you need to evaluate where your athletes are with these skills. This will give you and understanding of what level each athlete is at and how far you have to go. Then you need to organize your list onto a calendar so you can visually plan out when your athletes will learn these skills.

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PERSONAS:

John Smith
Age: 28
John is a volunteer coach that is motivated to teach the game of basketball and has experience playing basketball in a competitive setting.

Kira Johnson
Age: 10
Kira has never played basketball outside gym class and wants to learn the basic skills to make her a better basketball player.

Aaron Thomas
Age: 15
Aaron has been playing basketball for years and wants to bring his skills to the next level. He is willing to work hard.
PARTICIPATION...

WHO?
- Athletes 8 year old and older.
- Motivated basketball coaches.

HOW?
- Going to clinics.
- Signing up for individual training.
- Watching youtube videos
- Buying coaching cards or posters.

VOLUNTARY?
Participation is completely voluntary because they have to make the choice to participate in the Elite basketball academy or visit the website.

MEANINGFUL?
Each athlete is expected to come away from their experience having learned something so it should be meaningful.
VISUAL AUDIT

COACH AND ATHLETIC DIRECTOR

SPORTS ILLUSTRATED

ESPN

POSITIONING MATRIX

COST

HIGH

LOW

TARGET MARKET

SPORTS ILLUSTRATED

ESPN

ELITE

COACH AND ATHLETIC DIRECTOR
ELITE is a magazine for coaches that want to have a profound positive effect on their athletes. Our magazine will inform coaches of different coaching styles and best practices in their field. Elite will be a platform for athletes to share how their coaches have impacted their athletic career. This will give coaches another level of understanding and this is what will make us ELITE.

Formats
- Uniforms (staff/players)
- Posters
- Water bottles/bags/t-shirts
- Direct Mail
- Website
- Business Card

Venues
- Athletic office
- Internet
- E-Mail

Audience
- Sports Coaches
- Dedicated basketball players
The development for the logo was difficult at first because I had to figure out what the name of the product was going to be. The names I came up with were: Inspire, Beyond, and Elite. Then I started drawing out logos. I wanted it to be something that said strong, forward thinking. That is why I chose to go with Elite. The word elite means superior. Then I went with a solid block look to give the feeling of strong, and then sheared it so that the letters look like they are moving forward.
For the type I will be using a san-serif (Avenir). Since this will be a basketball academy having simple sturdy typeface is important. So I chose a type that were easy to read big and small.

For the colors I chose red and black. They are both strong solid colors that can help things pop on a page. Red is a common color used in sports, it is used to imply passion which is a quality we want in our clients so it is something we want to have in our company.

PRESENTATION

- Website
- Motivational poster
- Business Cards
- Jerseys
- Coaching Cards
- Stickers
Business Card Design

Designing the business cards was all about keeping it simple even though in the beginning I wanted to go for the wow factor. The other thing I had to consider was production, printing and cutting. I originally printed the red on black but the misregistration made it look weird so I decided to go with the white logo on red for a cleaner look.
Poster Design

For the posters, first I had to figure out what I wanted them to say. Then I had to decide on the most interesting way to arrange the type together.

After I had the type I started taking photos. I took at least 500 photos. Getting ones that had an interesting composition and good contrast proved to be difficult.

Then it was time to figure out how to get the subject to be the focal point, while working the type in.
Jersey Design

Questions to be answered:
Whether to have the jerseys printed at a shop or design and print them on paper?

The actual design of the jersey depended on if I wanted to have them physically made at a print shop. They have predetermined layouts that would limit the design.

Whether to draw them or make them in illustrator?

First I wanted to draw them but Mr. Daily pointed out that that didn’t make the look of the rest of the display in the gallery, so I went with making them in illustrator.

How to display them in gallery?

The original idea was to print as a poster but that wouldn’t have been very interesting. So I decided to print them life size and cut them out.
Coaching Cards Design

The coaching cards were the most difficult part of the project. First I have to figure out what information I wanted on each card. Then figuring out a way to display the information in a consistent and logical manner. I decided on the silhouettes because they allowed me to have detail but not too much detail that it would be distracting. For the layout I had to decide on a size that made sense (because they were going to be hanging on someone’s neck, and they needed to be big enough display all the information effectively).

After I decided on the exact use for the cards deciding on the materials was easy. Since they were to be used during practices I decided to put them on a lanyard. For the same reason I chose to laminate them so they would be sturdy. Laminating served a second purpose in the fact that it made the cards act like a dry erase board, which added another level of convenience.
Website Design

Designing the website was the easy part, implementing or coding was a whole other story. I wanted to have a simple loading page with and svg line animation drawing of my logo, but for some reason the logo I have created would not work. So I got the brilliant idea to make each figure into an svg animation that would load on scroll. For some reason I was unable to make it fire on scroll so for the sake of user experience I decided to put a but under each picture so the user could refresh page to see animation.

I used the website as a way to use the information from the coaching cards in a new and interesting way.
Presentation

Printing, cutting and producing everything took a little longer than expected, but eventually I was finished. Organizing and placement in the gallery went smoothly. Hopefully the show goes just as smooth.