My final project is going to be an extensive informational project based around informing the reader about goats. What they are, where they come from, how to distinguish the different breeds from each other, and also most importantly their uses around the world. It is an informational piece through and through. I want this project to introduce people to a farm animal that is important around the world, but the general population knows very little about.

Research

Research will be done to determine what range of people will be interested in well-designed goat encyclopedias; also a look into what other products exists that do a similar job. Extensive research also needs to be done in terms of the content that will exist within the project.

Resources

The resources required by Goats in order to do business are limited and readily available. As expected a printer is required, also a computer with access to the Adobe Creative Cloud is an absolute necessity. Less easy to acquire for this project’s success is the research required to ensure the absolute accuracy of the information contained within the Goatpedia as well as the infographics Goats will produce. The accuracy of our project is key, second only to its visual aesthetic. These resources when acquired, along with a little effort, and willpower coalesce to form the product Goats strives to produce.

Benefits

Good looking and informative posters, pamphlets and a book dedicated to goats. On the outside someone might question why it exists, but the audience is much more extensive than you would think. It’s surprising how little people are taught about the various animals that society was built on. Furthermore I’ve met a good number of people that can’t distinguish the differences between sheep and goats when seeing them in person. I feel that education in this area is important, and the wide population that doesn’t know more than the basics stand to gain a lot from this project in a way that is simple and compellingly designed.

Purpose/Goals

My final project is going to be an extensive informational project based around informing the reader about goats. What they are, where they come from, how to distinguish the different breeds from each other, and also most importantly their uses around the world. It is an informational piece through and through. I want this project to introduce people to a farm animal that is important around the world, but the general population knows very little about.

Research Plan

The information used in Goats will come from various sources. These include but are not limited to personal first-hand experience with goats, as well as visits to various farms and places that own goats, namely SUNY Cobleskill’s campus, and my own home. This along with book, and internet research should provide ample information to form my project.
Mission
My company Goats has a clear goal in mind for its business. That goal being to provide items to further one’s knowledge of goats regardless to level of prior history working with the animals. We (The project, and I) plan to create informative, and good looking documents that will help people the world over learn, as well as to be a compelling teaching tool in schools, and for 4-H educators. Are you an up and coming dairy goat showman? Are you the leader of a 4-H club who wants to teach your kids about goats? Did you recently move to a rural area to start farming? If you would answer yes to any of those questions this product is geared towards you.

Vision
In order for my company to complete its goal I must first plan out exactly what each created object entails. The current plan is to spend available production time to precisely design promotional materials, and finished products to the world. A logo will be created; ample time will be spent on research and information gathering. The physical items that will be created include heavily individual 11x17 infographics, and the creation of an entire goat themed encyclopedia. Need for additional objects, and branding may surface as the need arises, however these current pieces form the backbone of my mission.

Positioning
For agricultural education, Goats will provide accurate and interesting information tailored to teaching the interested about the domestic goat, because we believe that goats are important, and information about them should be available, and of high quality.

Target Audience
Goats will hit a large area of interest pertaining to goats. The target audience is intentionally broad attempting to appeal to 4-H leaders who work with 4-Hers ages 6-18 as well as their parents. It will also find interest among hobby farmers, and anyone else who has a budding interest in the animal. We believe that Goats has a place on bookshelves, in classrooms, and anywhere else learning takes place.

Persona
Becky (35) is a 4-H leader who has noticed the kids in her club have taken a particular interest in goats. She hears about Goats and how it focuses on teaching people with any amount of background knowledge about goats. She thinks it is the perfect way to teach not only her club about goats, but also believes that some of the more specific materials in the book might be interesting to her.
Logo Usage

Goat always faces left. This preserves the G that makes up the outline of the goat.

Logo can be any of three colors. This choice is up to the designers preference with consideration to background color. White should not be used on white, and black should not be used on dark backgrounds.

Logo Development

Original concept. Mostly G, barely goat.

Next step. More goat, less G, fairly uneven lines, and a pointy ear.

Final Logo. Says goat. real looking ear, cleaned up lines, mouth fits with the rest of the design style.
Type Study

All Body Copy:

Avenir LT Std 55 Roman

All Headlines:

Avenir LT Std 85 Heavy

Titles (company/products):

Sabon LT Std Bold

Color Study

Brown

Black

Why these colors?
The use of a minimal color pallet, in this case brown, white, and black allows for strong yet simplistic design. These colors fit with the theme as they are the colors most commonly found in dairy goat breeds. The brown also is meant to invoke the color of a goat's horn.

CMYK: C-51 M-57 Y-87 K-44
HEX: #5A4928
RGB: R-90 G-73 B-41
I believe that goats are a valuable and integral part of society. I also believe that goats have merit as pets, and are intelligent, lastly I believe that education about goats can provide an insight into the history of mankind while documenting an animal that has strong merit, and value in society. The Domestic Goat (Capra aegagrus hircus) is fundamental to society in both history and in modern culture.

The topics pertaining to goats that will be covered are eightfold. They are the scientific explanation of goats, and what makes them what they are; a brief history of goats, and how they have expanded in range and use over their many thousand year history; a discussion on the intelligence of goats, and a further discussion into the studies that have been done to test their intelligence; talk of the many jobs goats can hold in modern society, and the purposes they can fulfill; the values of goats compared and contrasted to the values of other farm animals, most specifically sheep; and lastly, a look into what work has been done to educate people, specifically younger children, about goats and the purposes they fill in our lives.

To start off any type of in-depth look into the history of goats, it is best to look into what exactly they are. Goats are even-toed ungulates. An ungulate is a hoofed mammal having two toes on each hoof much like cows, pigs, and sheep. This is in contrast to odd-toed ungulates such as horses.

Like many animals, goats have many wild relatives, as well as feral counterparts. These relatives interestingly enough do not contain the Mountain Goat (Oreamnos americanus) which is native to the Americas and does not belong to the same genus as goats placing them in their own separate category, despite the confusing name. Mountain Goats, are not true goats. They do however share many other characteristics such as beards, horns, and general appearance. Feral animals on the other hand are not naturally wild animals, but are instead domesticated animals, that have left captivity for one reason for another, and live outside of human control. Feral animals tend to disrupt ecosystems as they often break free in areas of purpose. The two main groups are domestic breeds of goats that are designed to be eaten (meat goats), and breeds of goat designed to produce milk (dairy goats). There are also dwarf goats that can be used for meat or milk on a much smaller scale, but are most commonly pets, or show animals. There are also the well-known “fainting goats” whose muscles lock up in response to fright, or excitement. Fainting Goats do not truly faint as the name suggests, rather they possess a muscle condition known as myotonia that causes their bodies to go stiff in response to any sudden shock. Many breeds of dairy goat are accepted by the ADGA (American Dairy Goat Association) among these breeds there are some that stand out from the others as being different. Each breed produces slightly different milk, however they are even more unique in appearance. Nubian goats possess very long ears, and have very distinct snouts. Lamancha goats have almost no ears whatsoever. The Saanen have normal ears but are all white as opposed to most breeds which vary in color from animal to animal. The remaining major breeds, Toggenburg, Oberhasli, and Alpine are all mostly all dark brown with black markings, Toggenburgs are distinct browns and greys with white markings, Alpine can be any combination of black, white, or brown, however every Alpine possesses a black stripe in its fur. The intelligence of goats is worth noting, many studies have been done on the topic, and there are countless years of anecdotal stories from farmers who have owned goats to back up the statement. My personal experiences are many. Goats have a very curious nature, and this leads them to having a particular line for problem solving. I have seen a young goat figure out the mechanics of a bolt lock simply from playing with it. I have seen a goat figure out the exact angle it needed to jump while running down a hill in order to clear the fence in its enclosure. I have seen goats within the span of a week memorize the location of its milk stand without outside help. To back up these statements, many tests have been conducted. One group of researchers (Briefer et al) conducted a study in which a food box puzzle was given to a group of 12 goats consisting of various ages and breeds one at a time. To complete the puzzle the goats needed to lift a lever and pull a rope in order for the box to dispense a treat. Of the 12 goats 9 completed the trial within 12 tries, 2 goats were disqualified for repeatedly trying to use their horns to break the box, and one goat was still unable to solve after 22 attempts. When tested almost a year later the goats remembered the nuances of the puzzle proving them capable of long term memory as well as intelligent. Similar tests have been done with other animals regarded as intelligent such as dolphins, and crows. A second group of researchers (Nawroth et al) conducted a study to see if domestic goats interact with people in a similar way to dogs in that they will look to human guidance when faced with an unsolvable problem. The study found that if a human and a goat both look at a container that the goat has figured out, if the goat is unable to open the container it will look to the human for assistance. If the human and the goat are in the same situation but the human is looking at a choice, the goat will check to see if the human is paying attention before giving up. This study proved that goats acknowledged the humans as care givers, and proved an understanding of how humans open things.

With the qualities listed above goats have the potential to hold many jobs within society. With their long standing history they have served a long list of purposes. First and foremost they provide many people with milk, and meat. Cheese and soap is commonly made from goat’s milk as well. Goats are adept at maneuvering within rocky environments making them a select choice for pack animals in certain situations. Goats also
I believe that goats are a valuable and integral part of our past. The past is a good way to take a closer look at the animal and how they have expanded in range and use over their many thousand year history; a discussion on the intelligence of goats, and a further discussion into the studies that have been done to test their intelligence; talk of the many jobs that goats can hold in modern society, and the purposes they can fulfill; the values of goats compared and contrasted to the values of other farm animals, most specifically sheep; and lastly, a look into what work has been done to educate people, specifically younger children, about goats and the purposes they fill in our lives.

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The topics pertaining to goats that will be covered are eightfold. They are the role that goats have in modern society, and contrasted to the values of other farm animals, most specifically sheep; and lastly, a look into what work has been done to educate people, specifically younger children, about goats and the purposes they fill in our lives.

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References


Production

Making “Goats” a reality was no easy task. It took countless hours of work to complete, and tested every ounce of design experience I have acquired during my time learning graphic design. The first step was deciding not just what the project wanted to do, but also making everything, and learning what materials, and skills were required to make the project come to life. This project is more than just writing a book about goats, it was experiencing the entire design process, and learning to live the source material, not just look at it. Looking back on the project I can see just how much I’ve grown, not just as a designer, but as a human being. That growth has not been small by any account, and will continue to motivate me to improve my work, and design even further than it already has.

Now that this personal, sentimental, topic is out of the way, I’m free to talk about the production of the project itself. The first thing produced were the educational posters followed by the business cards and website. All the while while working on the book that makes up the very meat of the project.

Each piece of the project has a goal in mind with its creation. The posters are informative and pull attention to the book and the information contained within. The book and website exist to educate the reader in the topic presented within. The business cards are self-explanatory and serve the purpose of helping give consumers a way to contact me if they desire, or have questions.

Posters

Comparing Goats: Meat and Dairy

Meat goats need to be heavy to allow the production of more meat. Heavier size doesn’t matter as much to a dairy goat. This allows increased variety in dairy breeds.

Muscle is key to meat. Meat breeds tend to have more muscle than dairy varieties. Stronger.

Dairy goats have been bred to produce much more milk than any other goat species. More Milk.

Meat and Dairy Poster

There are two major classes of domestic goats, meat goats and dairy goats. Both are important, but the differences of the two types may not be immediately noticed. This poster draws attention to what makes the two different. Showing the two right next to each brings the differences to attention. The information bubbles take the differences and explain them in greater detail. There should be relatively few questions left after seeing this poster and its message.

Identification Poster

Just like with humans and other animals, every part of the goat is named. In goat shows knowing the names of the parts is a key feature in showmanship. Many charts exist showing the parts of goats very few of them however are well designed. This poster gives anyone looking to study the parts of the goat something more compelling to look at than just a rough diagram of a goats body. This poster also works in tandem with the Meat and Dairy poster to draw people into looking further into the project.
Book

The book that was produced as part of “Goats” is the heart of the project itself. It embodies the goal of teaching people young or old more about goats. Knowledge that will help them any time in life where they come in contact with goats. It helps them distinguish the different breeds, as well as giving them the history of goats, and how they became domesticated. It tells them how goats look in the wild, and how those wild goats differ from the ones you may find on farms, or as pets. It helps the reader decide if they want goats in their lives.

The layout, and design of the book serves to convey this information in a way that is compelling, and easy to read. Using illustrations and images to get the reader to feel what a goat really is, what they look like, and what they stand for. The other material in this project is all designed to be supplementary to this book, to get them into the door. A door I hope will slide open for the reader and immerse them into the world of an animal that shaped humanity, and may even be key to the life and future of the reader. Gone are the days of people struggling to identify what purpose a goat serves in a farm environment. Here are the days of human being recognizing goats for the important agricultural powerhouses that they truly are.

4 Wild Cousins of the Domestic Goat

Some goats still live out in the wild today. Many of these varieties have earned the title of “wild”.

Markhor

The Markhor is a species of wild goat native to the middle east, particularly Pakistan of which it is the National Animal. Markhor are among the heaviest varieties of goats with full grown healthy males weighing within the 200’s. They are very recognizable because of their massive spiraling horns. They maintain the common trait of goats being adapted to higher elevations.

Ibex

Ibex is the name of 6 different yet, similar species of wild goat. The Ibex is the most widespread and common species of wild goat as well. They are identifiable by their long, large, curling horns. The Bezoar Ibex is the animal domestic goats descended from. They were first domesticated around 10,000 years ago according to fossil records.

Tur

There are two major species of Tur, the West Caucasian Tur which is endangered, and the East Caucasian Tur. True to their name, both species of Tur live on the eastern or western sides of the Greater Caucasus Mountain Range respectively. Tur have many predators, and are nocturnal in nature, eating at night, and resting during the day to better match the behaviors of their predators.

Goats

An Introductory Guide to Goats