



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

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 exist 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.

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 books, and internet research should provide ample information to form my project.

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.

Statements

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.

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.



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.



Brown

Black

White

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):

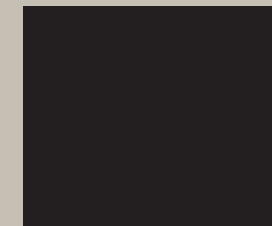
Sabon LT Std Bold

Color Study

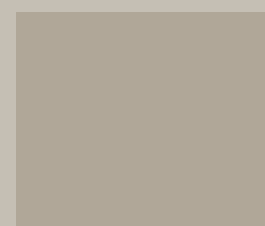
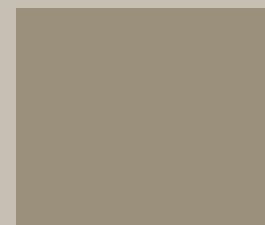
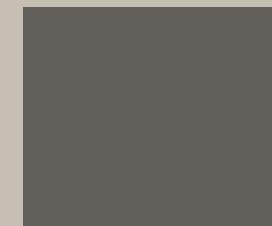
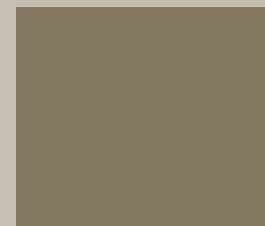
Brown

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 goats horn.



CMYK: C-51 M-57 Y-87 K-44

HEX: #5A4928

RGB: R-90 G-73 B-41

Research Paper

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 in which similar animals are not common, and can have very negative impacts on food chains as well as having the potential to cause incredible damage if left to continue unabated. Feral is a word that pertains to far more animals than goats, most commonly common animals such as cats, dogs, and pigs, and account for a large number of invasive species globally. Feral goats can cause damage mostly in large numbers due to their browsing nature and tendency to cause damage to trees. Browsing is a selective style of eating where an animal more carefully selects what they eat, and pick at multiple types of available food, this is in contrast to grazing animals that focus almost entirely on eating everything they can reach until satisfied. Browsing leads to a more curious nature within animals which has spawned the common myth that goats will eat anything up to, and including tin cans, as a goat farmer of nearly 15 years, I can assure you this is far from the truth. Wild/non-domesticated goats are those in the *Capra* genus besides *Capra aegagrus hircus* the Domestic Goat. These include *Capra aegagrus* the Wild Goat, as well as all species of Ibex, and Tur. When factoring in the domestic breeds, goats are native to a large portion of the world

The history of the domestic goat spans nearly as far back as the history of humans. Goats were one of the first animals to be domesticated. Enough evidence has been found for sources to agree that goats were domesticated around 10,000 years ago by Neolithic farmers in the Fertile Crescent that would one day become Mesopotamia one of the first human civilizations. ("Why Would Anybody Try to Domesticate a Goat?" 2016) Goats are believed to be domesticated from the wild Bezoar Ibex that was commonly found in the mountains near the fertile crescent. From this time onward goats spread with the people becoming key livestock for many blooming civilizations,

slowly becoming different breeds over the years through selective breeding. Domestic goats have become a very diverse animal in modern times, with each breed serving a different purpose. The two main groups are 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 stress, fainting goats remain conscious. 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 goats are harder to distinguish at a glance as they are of similar size and build, only being set apart by their colors. Oberhasli 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 that runs along its spine.

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 knack 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 figure out the puzzle 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 knows has food in it 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 away 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 operate.

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

love to eat weeds as well as other invasive or dangerous plants which has caused "Goat rental" businesses to pop up sporadically, according to an article (Berman E.) 30 goats are capable of clearing out an acre of Kudzu vines within three days. Clearing land like this in normal ways would be far more costly, and damaging to the surrounding foliage. The goats also naturally process the vines and brush they eat into fertilizer allowing the cleared area to flourish under human guidance. Goats are also show animals that if bred properly can be taken around the country to compete in shows for glory, and profit, all while strengthening character as well as social networks. Showing animals at fairs is a good way for kids and even adults to develop people skills, as well as learning how to control an animal and gain its respect.

Every farm animal has its merits which owe to why the animal was domesticated in the first place. While it is impossible to say one is objectively better than the other, there are some areas in which goats stand out, and are worth highlighting. Goats possess the same uses as cows in that they can be used for meat and milk, goats produce less of both than a cow, however they also take up far less space and resources making them ideal for people who have less land, or who only want a smaller animal. Goats browse, making them the ideal animal to buy if you want to clear land, however they do not graze like sheep or cattle which make goats a poor choice to clear grass, to put it simply goats will not "mow" a lawn. Goats thrive in steep terrain, if your home is on a forested hillside they will be right at home with you.

In conclusion, I believe even more strongly that goats are a valuable asset to society. My stance has not changed, and the research I have done supports my strong belief. Goats are one of the oldest, and have been a nearly timeless companion to humans. Their rich history intertwines with our own and proves in my eyes that they are worth educating the public about. The past is a valuable tool towards enriching the future, and goats have a strong foothold in our past. I believe that goats are a valuable and integral part of society, I also believe that goats

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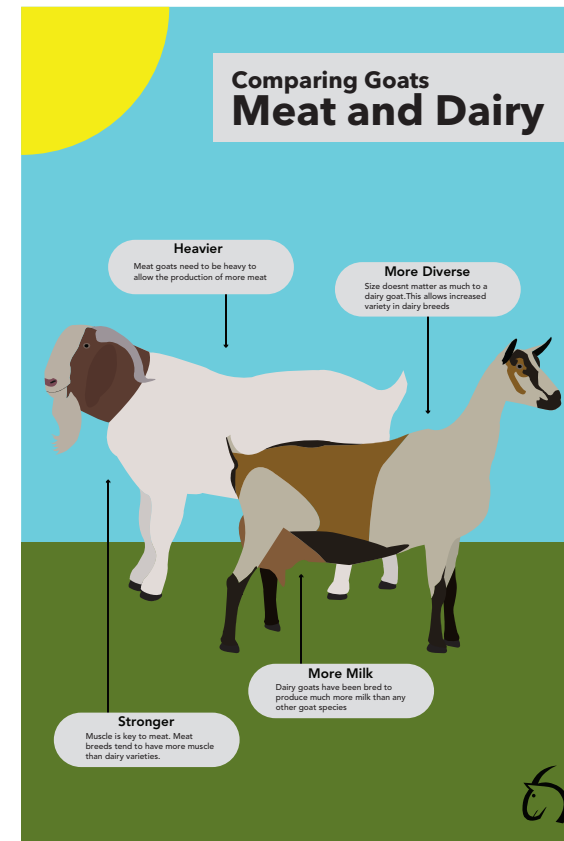
Production

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.

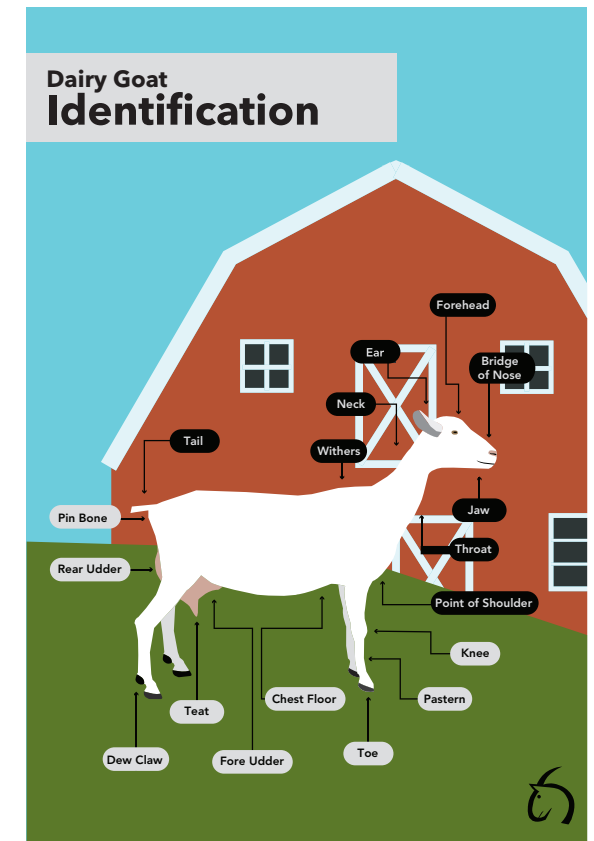
Each piece of the project has a goal in mind with its creation. The posters are informative and pull attention to the book and the information contained within. The book and website exist to educate the reader in the topic presented within. The business cards are self-explanatory and serve the purpose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

Posters



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 goat's 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 heavier 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

