

Skateboard Graphics

Key Project Information

Product: Skateboard

Skateboarding is a dynamic sport and cultural phenomenon with deep roots in urban and youth subcultures. It's not just about athletic skill; skateboarding is also a form of personal expression, blending art, music, and fashion. Skateboards themselves are often seen as canvases for artistic expression, with designs that reflect the individuality and style of the rider.

Design Objective: To create a skateboard deck design that resonates with the vibrant and rebellious spirit of skateboarding culture, appealing to skaters who view their boards as an extension of their personality.

Target Audience:

- **Gender:** all genders (unisex).
- **Generation:** Generation Z: 60% This demographic breakdown highlights the strong appeal of skateboarding among younger generations, who value creativity, individuality, and alternative sports. The design should appeal to this youthful energy and the cultural diversity within the skateboarding community.

Research

Current Design Trends and Styles

Today's skateboard designs reflect a blend of functionality and artistic expression. A surge in popularity of retro designs and vibrant graphics mirrors broader trends in fashion and pop culture. Brands like Santa Cruz and Primitive Skateboarding lead with decks that feature bold, eye-catching graphics that appeal to youth and nostalgic older skaters alike. This trend towards personalized, visually striking designs highlights the skateboard as not just a tool for sport but also a statement of personal style.

Popular Graphic elements used in skateboard deck designs 2024:

1. **Skulls and Skeletons:** This motif remains popular in skateboard design, symbolizing rebellion and edginess, which resonates with the core skateboarding culture. Brands often use these themes to evoke a sense of boldness and non-conformity.
2. **Vibrant Colors and Patterns:** The use of bright, vivid colors and intricate patterns is a significant trend, aiming to make each board stand out. These elements attract attention in skate parks and urban environments, reflecting the dynamic and youthful spirit of the sport.
3. **Illustrations and Movie Scenes:** Some brands incorporate detailed illustrations and iconic movie scenes into their designs. This trend taps into popular culture and nostalgia, appealing to skaters who appreciate a narrative or cinematic approach to their board's aesthetics.
4. **Cartoon Graphics:** Inspired by cartoons, some designs feature characters that add a playful and imaginative element to the decks. This style appeals particularly to younger skaters and those with a fondness for pop culture.
5. **Custom Artwork and Artist Collaborations:** Many brands collaborate with artists to create unique, limited-edition designs. This not only supports artists but also offers skaters exclusive artwork, making the boards collectible items beyond their functional use.

Research

Some of the most popular skateboard brands in 2024

- **Powell Peralta:** An iconic brand that's been around since the 1970s.
- **Santa Cruz:** The oldest active skate brand.
- **Antihero:** Known for their innovative shapes and entertaining graphics.
- **Zero:** This brand is known for its new take on graphics.
- **Polar Skate Co.** Known for their unique shapes and graphics.
- **Baker:** A popular brand with a unique style.
- **Hockey:** Known for their dark deck graphics.

Research Data

- <https://www.tactics.com/info/best-skateboard-brands>
- <https://skateboardsession.com/culture-and-community/best-skateboard-brands/>
- <https://boardblazers.com/blogs/all/best-street-skateboards?https://fulkit-skateboards.com/en/blog/post/top-15-the-best-skateboard-deck-brands-2024.html&srsltid=AfmBOopuUqhhThZBsQ-VxlfeYLqCSyrtzq1w1MxiYfGyMY7fyk1dDE0F>
- https://www.blue-tomato.com/en-GB/blue-world/skate/top-skateboard-brands/?srsltid=AfmBOoqJyyECH8jYt9u080Xlq1_i9G6v-r6iSD3b1f0LM7r20QIYj7fd
- <https://fulkit-skateboards.com/en/blog/post/top-15-the-best-skateboard-deck-brands-2024.html>

Research

Powell Peralta



Santa Cruz



Research

Antihero



Zero



Research

Polar Skate Co



Baker

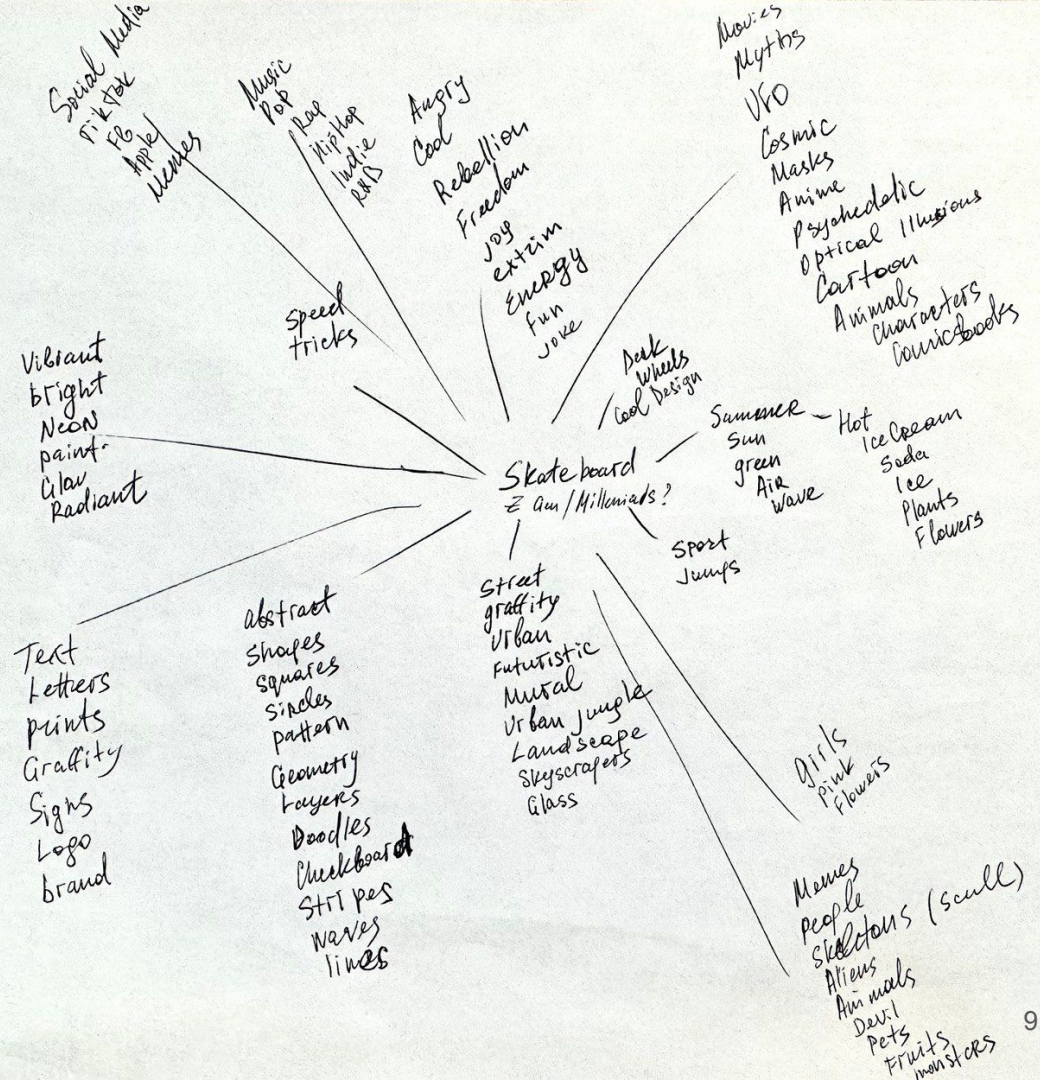


Research

Hockey



Mind Map



Mood Board



Mood Board



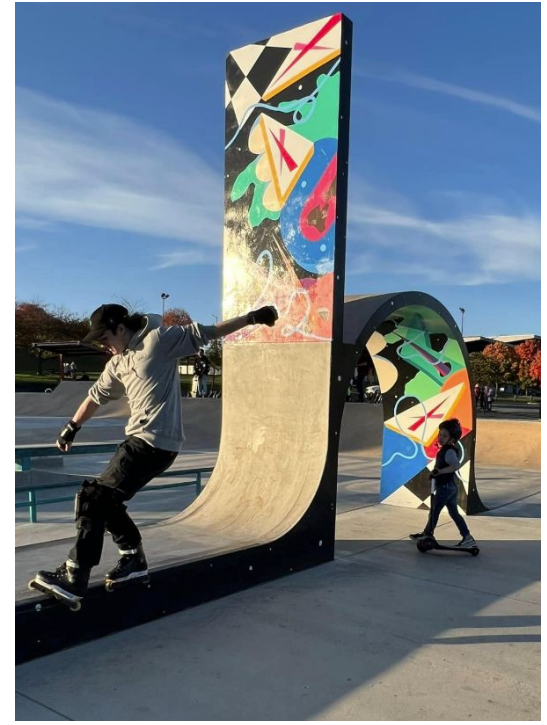
Mood Board



Mood Board



Mood Board



Color Palettes

1



2



3



Sketches of Skateboards



Sketches of Skateboards



Sketches of Skateboards



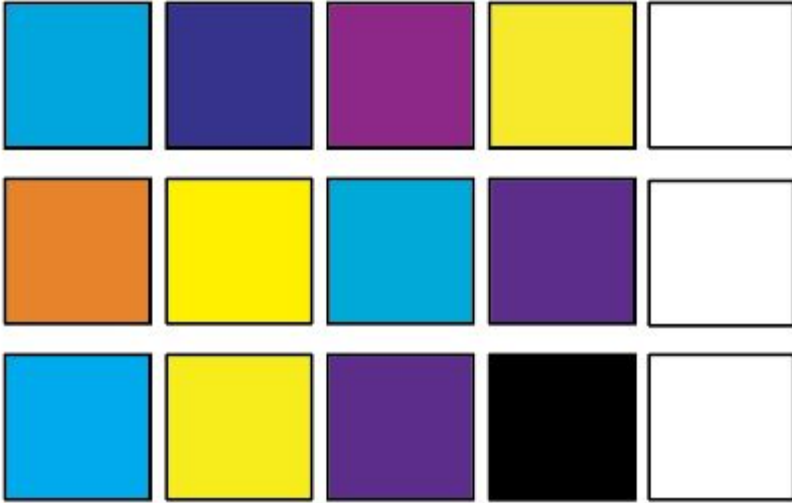
Sketches of Skateboards



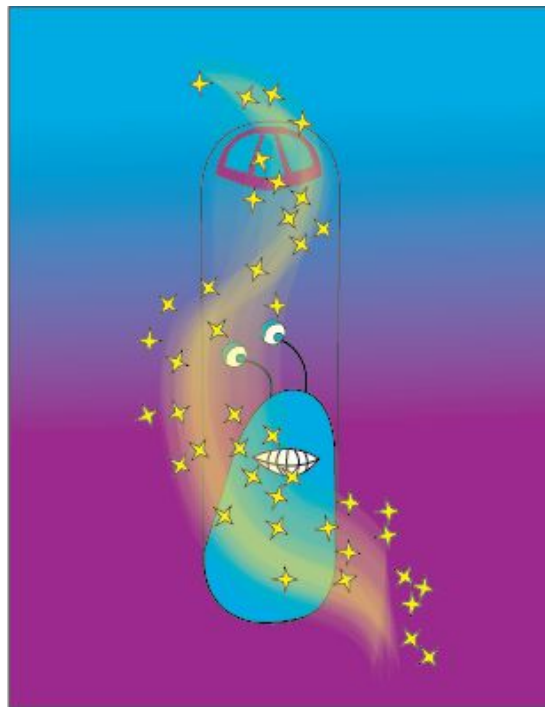
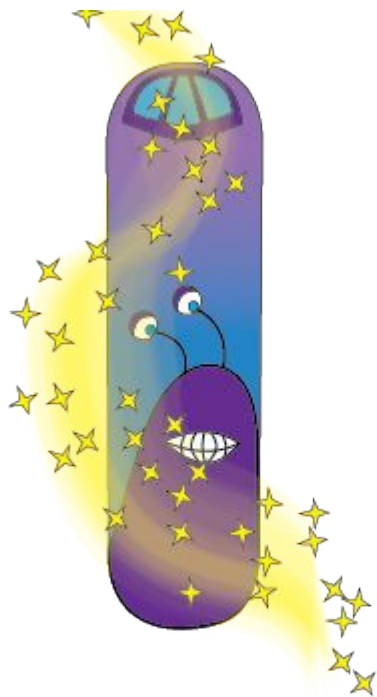
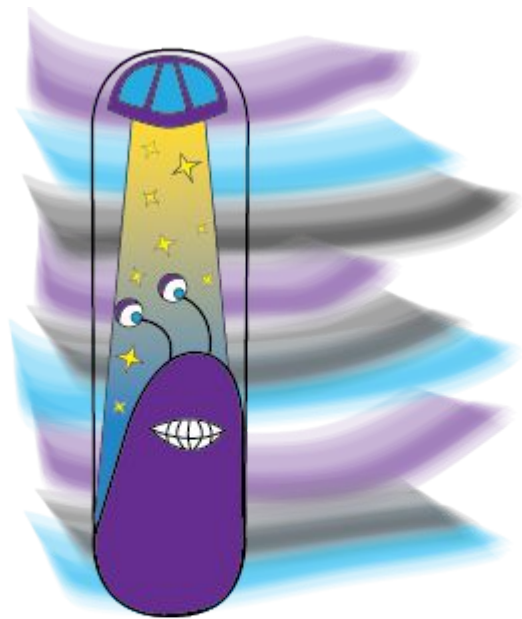
Roughs



Color Palettes



WIP



Comprehensive

