

- ▶ DEFINITION Outdoors - hiking - trail - backpacking

Backpacking

verb

gerund or present participle: backpacking

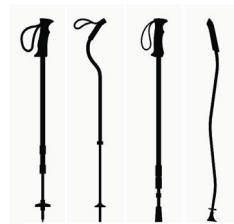
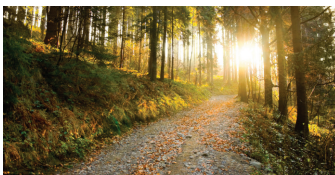
travel or hike carrying one's belongings in a backpack.

"he has backpacked around the world"

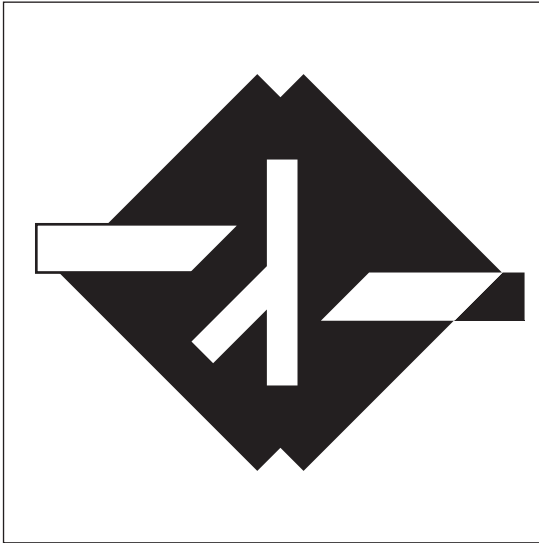
- ▶ KEY "OPERATIVE" WORDS (at least 6-10 words)

Walking. Explore. Siteseeing. Meeting. Adventure. Journey.
Travel. Hustle. Survival. Healthy. Fit.

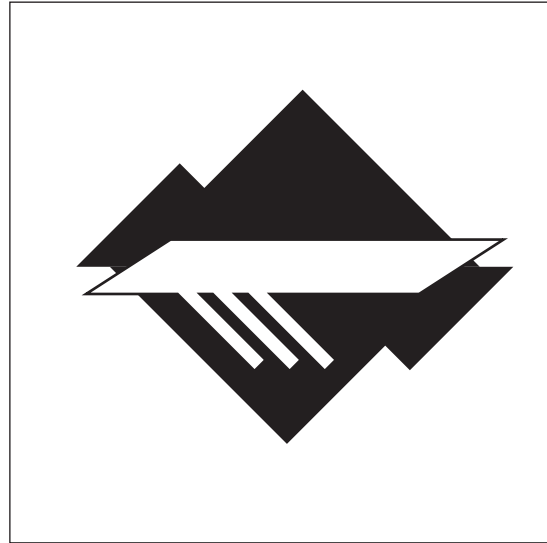
- ▶ VISUAL AIDS



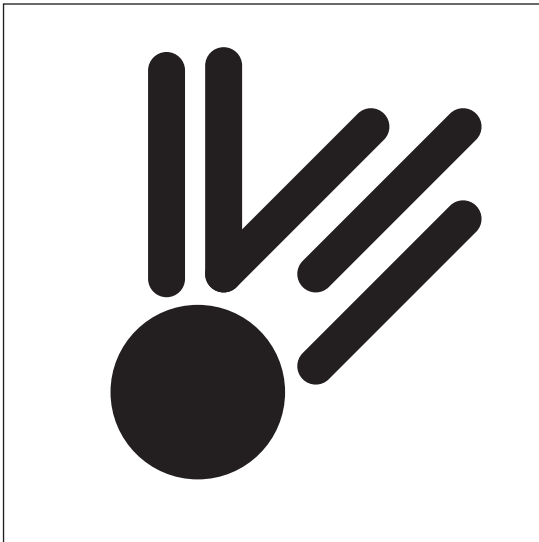
Abstract Mark



sketch 1



sketch 2

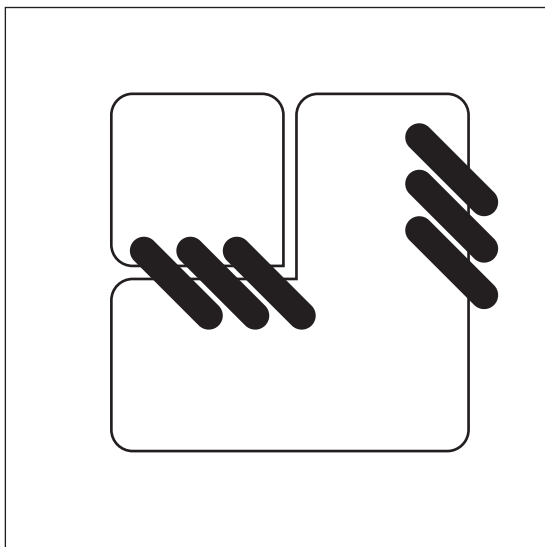


sketch 3



sketch 4

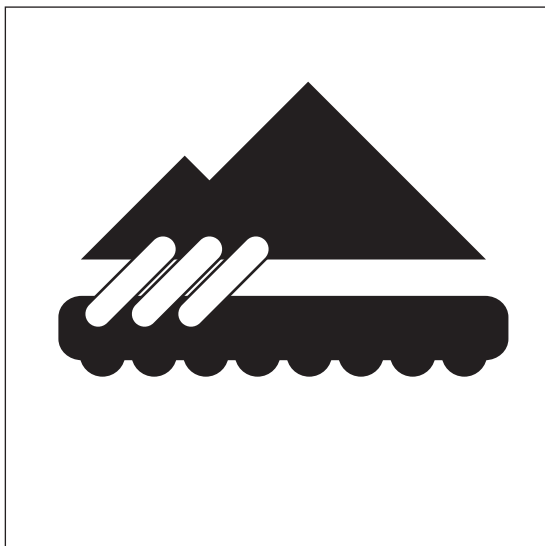
Abstract Mark



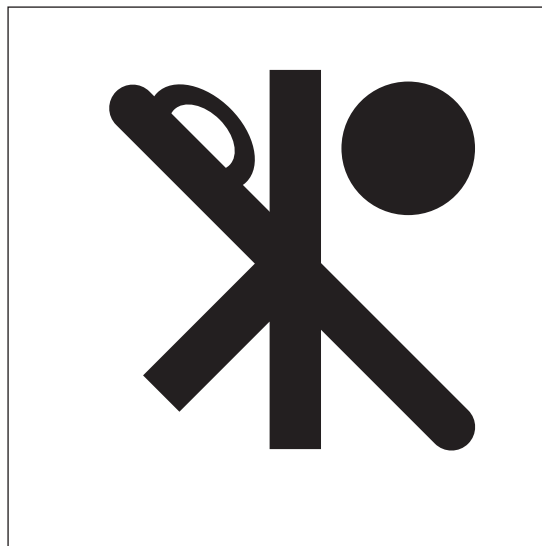
sketch 5



sketch 6



sketch 7



sketch 8

Borders and Containers



sketch 1



sketch 2



sketch 3



sketch 4

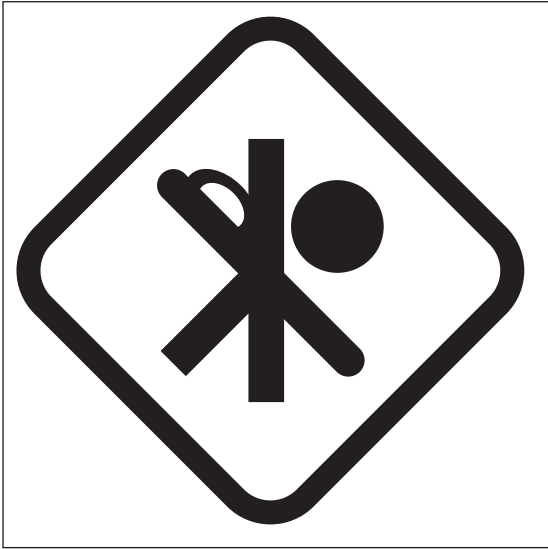
Borders and Containers



sketch 5



sketch 6

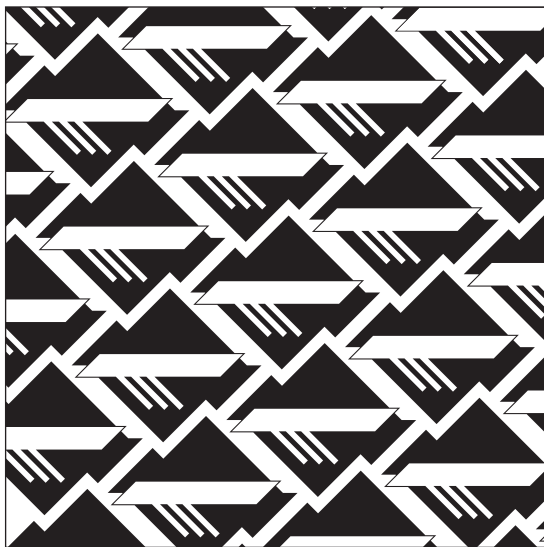


sketch 7

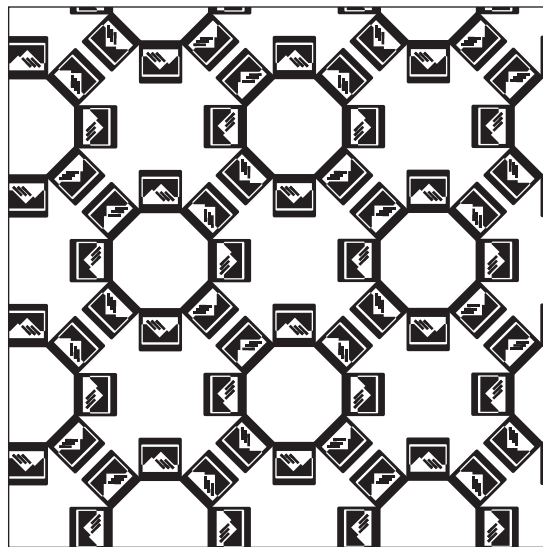


sketch 8

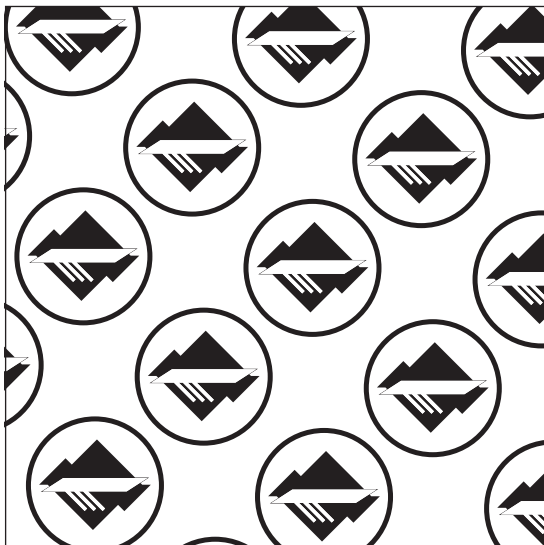
Pattern



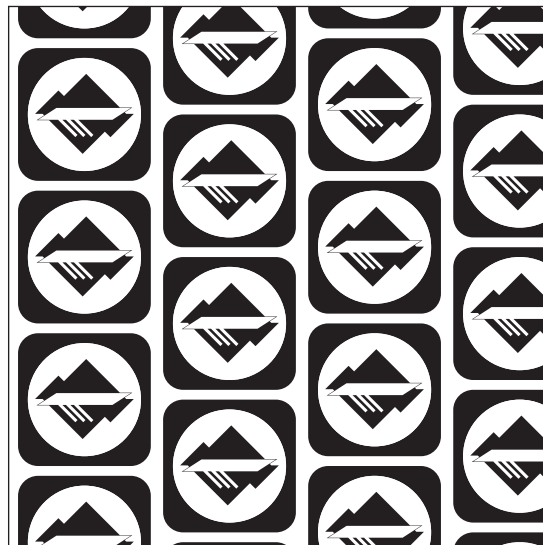
sketch 1



sketch 2



sketch 3

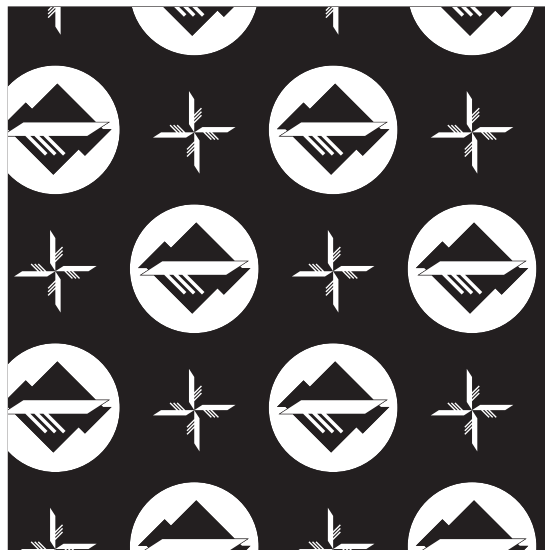


sketch 4

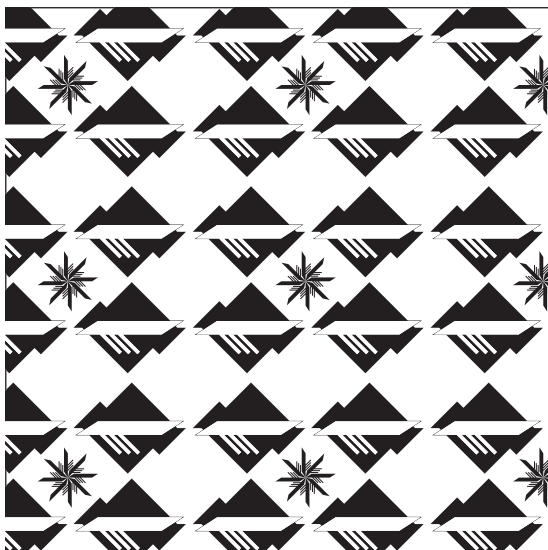
Pattern



sketch 5



sketch 6

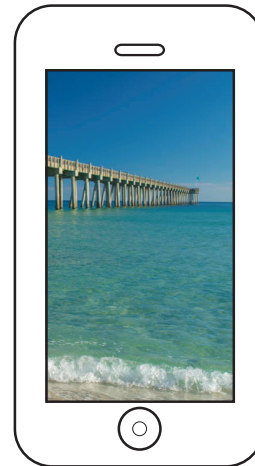
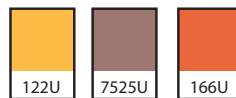
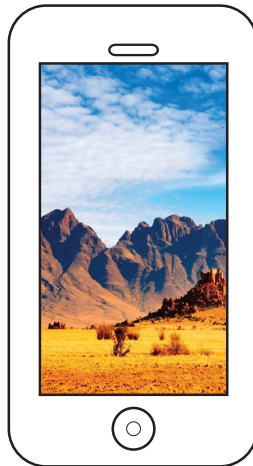
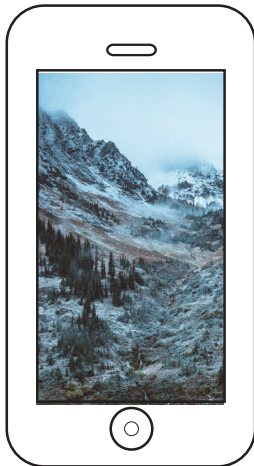
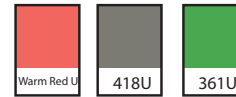
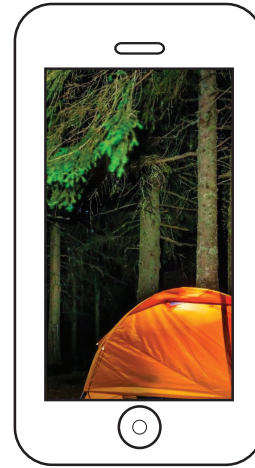
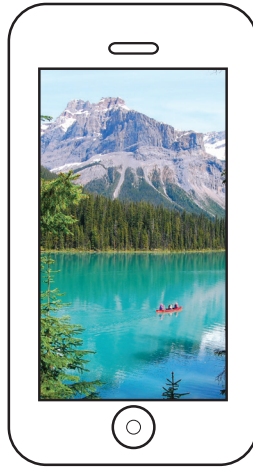
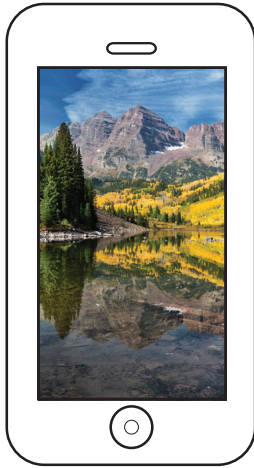


sketch 7

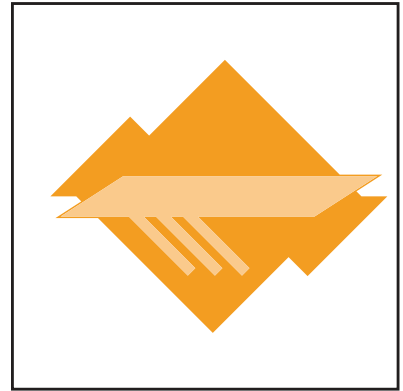
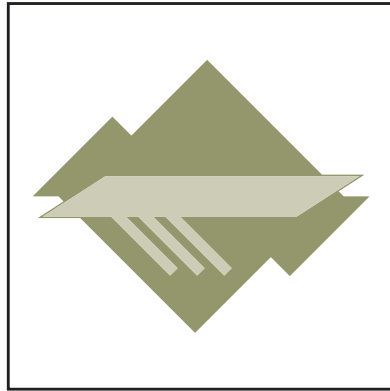
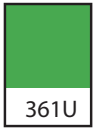
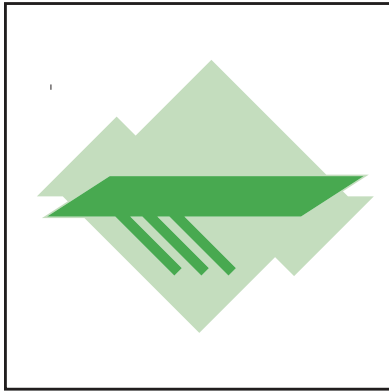


sketch 8

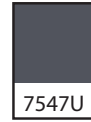
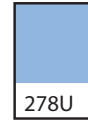
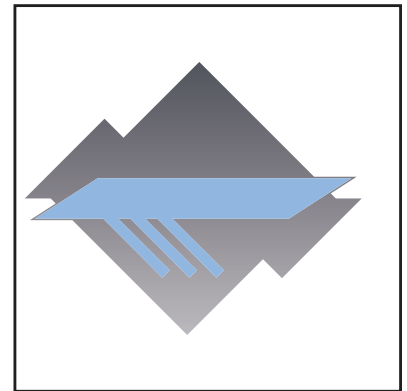
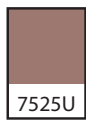
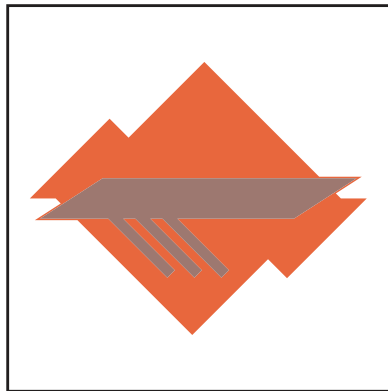
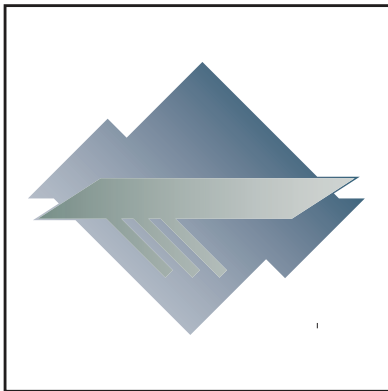
Sampling Colors



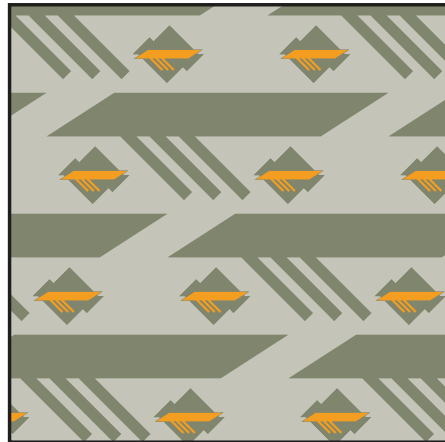
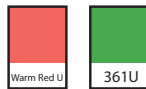
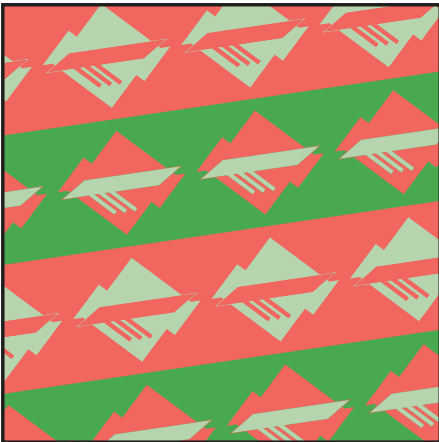
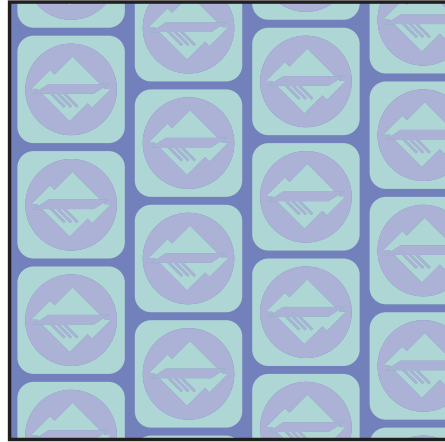
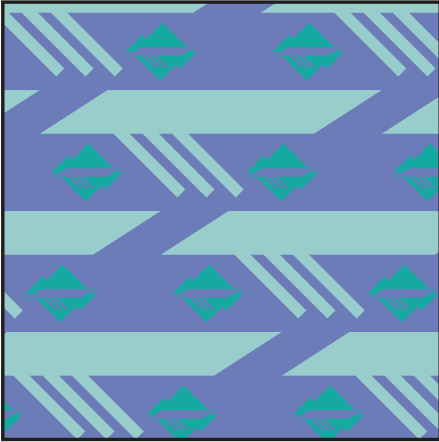
Sampling Colors: Abstract Mark + 1 Color + Tints and Shades



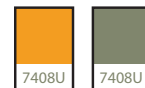
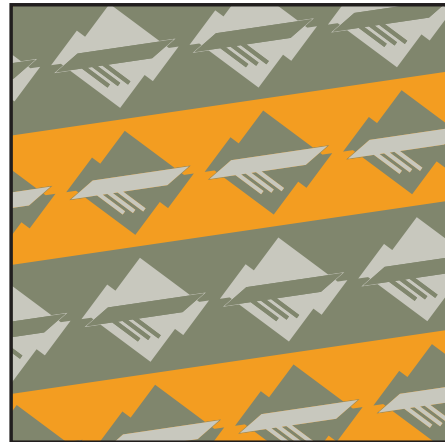
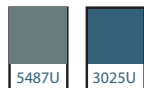
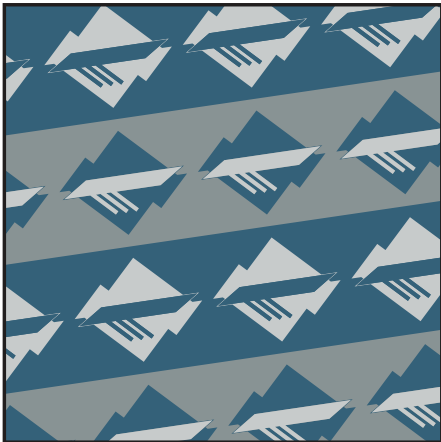
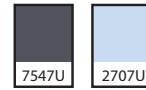
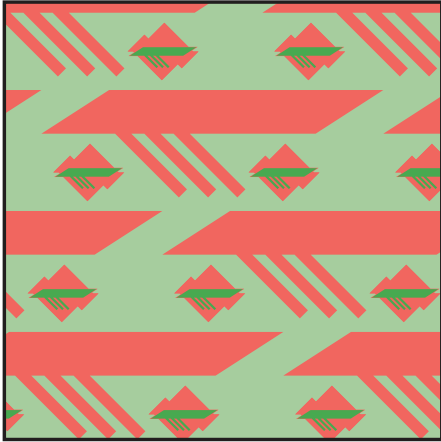
two color + tints & shades



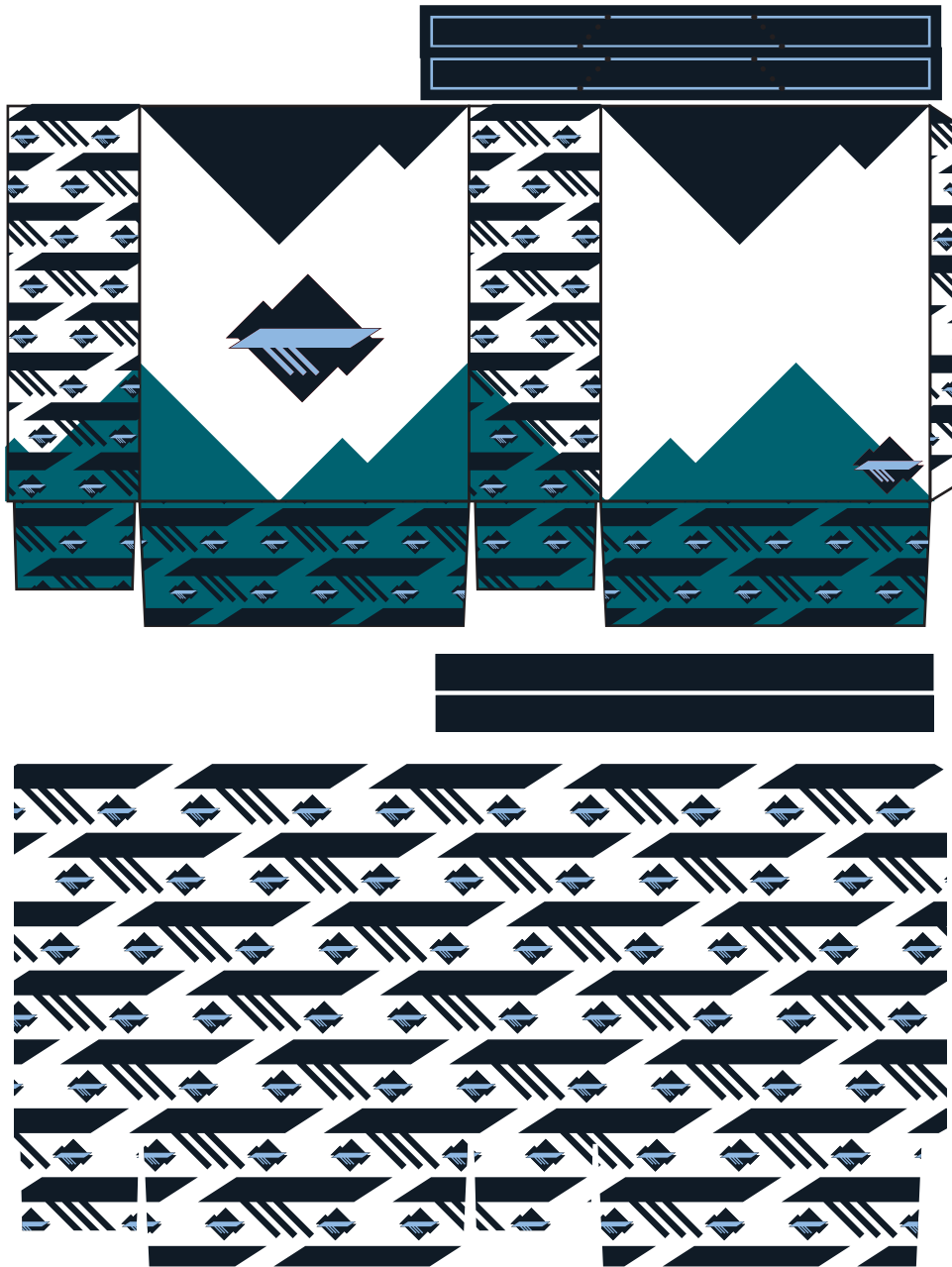
Sampling Colors: Pattern + 2 Colors + Tints and Shades



Sampling Colors: Pattern + Tints and Shades



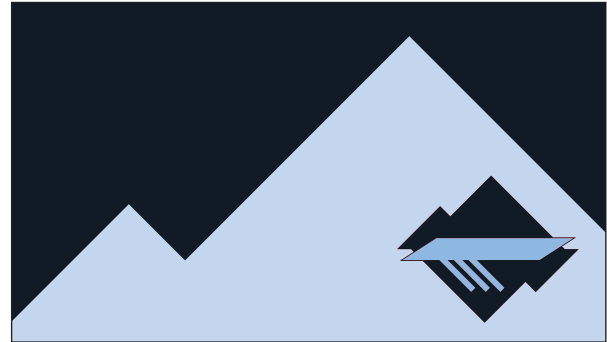
Packaging Bag



Packaging Bag



Business Cards



Letter head and Envelope



**Thunderbluff Outdoor
Gear**

2000 Main Street
San Diego, CA 92123

1(619) 222-2222

April 26, 2018

Bob Xiong
Client Services
2000 Main Street
San Diego, 92123

Dear Alumni,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Best Regards,

John Smith
Pharmacy Technician



**Thunder Bluff Outdoor Gear
Distribution Center**

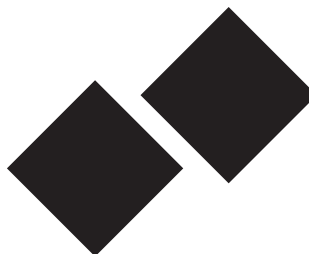
2000 Main Street
San Diego, CA 92123

Bob Xiong
Abstract Mark and Logo Design
Graphic Design 1
SDSU Spring 2019

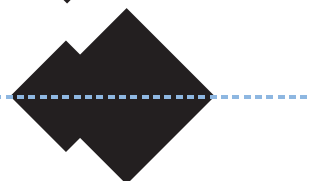
Sketch



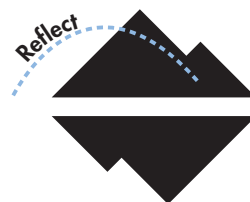
Mountains / Hills



Cut



Reflect



Laces / bindings



Shoe Laces

