

Advertising Design and Taekwon-Do

Being a Graphic Designer has always been good for myself and Taekwon-Do. I have had the privilege of designing a variety of Taekwon-Do advertising, some of which includes the “Mosgiel” and “Dunedin” club logos, promotional posters, stickers, signs, business cards, regional and interclub tournament certificates, an ink jet poster drop... and more recently the Y2K Taekwon-Do world camp logo.

What I would like to do is suggest a guide for Students/Instructors of Taekwon-Do who have a need for good design, whether they are designing their club’s logo/identity or something as simple as a raffle card.

Why have good design with Taekwon-Do?

The reason is simple; clubs use advertising to either get more people interested in joining Taekwon-Do, or to help with sponsorship and club support. Also, well designed club logos and promotional or advertising material looks more organised and professional, which can help your club in many ways, eg Club spirit/pride.

As an example I would like to discuss the design of the “Dunedin” club logo, which the instructor Mr Jake Pearson asked me to produce. The initial use of the logo was an embroidered patch, although it was also to be used later in other advertising for the Dunedin club.

Aspects of the design to consider included, cost, simplicity (small words or images sometimes have problems reproducing when embroidered), size (to appear no larger than the ITFNZ logo patch on the dobok), shape and also colours.

This patch or logo needed to say “Dunedin” and “Taekwon-Do”. Dunedin City has a great Scottish background so the use of tartan was a good idea for the logo, but this in itself presented a small problem. To embroider the tartan in all its colours would have been complicated and the cost too high, so the solution was to simply embroider onto tartan material. That was the Dunedin side of the logo sorted out so all that was needed now was an element or image of Taekwon-Do. As I developed the logo from sketches on paper to computer artwork a simplified illustration of two people sparring was produced.

