

Project B - Companion Rationale

Topic

Birdies, Pars n Bogies - A lockdown golf companion

Audience

This companion is for the person who is looking at getting into golf and wants an insight into the positives and negatives of becoming a golfer. I share my experience of getting back into golf during lockdown and share my thoughts on specific areas within the golfing community such as; the increase of golf being played during lockdown, benefits of golf, Memberships and expenses.

Aims

To create a helpful and practical insight into what happened when I got into golf and how it can help a new player coming into the game, while also highlighting my home course of Queanbeyan. I in turn hope that this is able to help people in the future to decide whether golf is for them or not.

Research

In Australia there was a huge increase in the number of golfers from last year due to the pandemic, this number however is excluding Victoria as due to the strict lockdown laws by the Victorian Government golf courses were closed reducing the overall number of people being able to play. There was a 4% increase in the number of competitions played in 2020 compared to 2019 with a 44% increase in competition rounds being played by 20 – 49 year old's since April 2019. There has been an increase in the YTD rounds played for every age bracket from 10 to 74 years old (Golf Australia 2020). The challenge for Australian golf is to keep the interest of all the new golfers (WALSH 2020).



Setup

I chose to set my companion up how I as it allowed me to show a map of the hole I played with the ball flights of my shots, have a picture of the hole that I was playing while also being able to write a paragraph on a topic. This allows lots of information into a small space however doesn't clutter the page with too much information. This setup is also aesthetically pleasing with most of the colours I have used being part of a golf course or a colour that compliments the greens and yellows of a golf course.

Colour Palette



Typography

The typography for this companion was a little difficult because I wanted to get as close to the PGA golf typeface ("PGA Tour Font" 2020) but also create something smooth and visually appealing, so I ended up using two different typefaces for this project.

DIN Alternate Bold
Superclarendon

I used Superclarendon as it was the closest to the PGA typeface and DIN Alternate creates a very soothing and flowing typeface that ties everything together.

Aa

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Queanbeyan Golf Club

I wanted to incorporate stats from a golf course in this companion, and I thought the best place to do this was to go to my home course Queanbeyan. I made a 6-hole map in order to get my 6 entries and I was going to write about different aspects of golf I discovered through the pandemic and playing golf. This allowed me to be creative in what I was going to do and as Queanbeyan Golf Course is one of the courses my dad and I played on throughout the pandemic it fitted perfectly with what I was aiming for. I was able to get a full 18-hole round in and was able to record statistics of distance and number of times a club was hit which helped me create the statistics you can see in the companion.



("Queanbeyan Golf Club" 2020)

Printing

As this project is an electronic hand in, I was unable to put together a properly designed guidebook/companion. I was however able to print off my work and observe how it looked in the form of what it was made for. Being able to see my work in hardcopy made the aesthetic of my companion become better than I imagined and adds to the computerised form that was handed in.

Bibliography

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