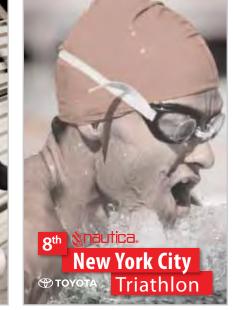


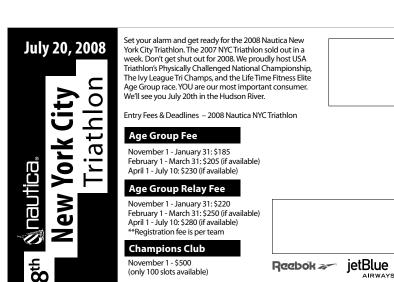
Strategic Design and Photography for Commerce













PROCESS STATEMENT

The ideation behind the cards was to create a uniformed campaign for the New York City Triathlon. The most logical form was to create three cards, one for each of the sports in the triathlon (one card for biking, one for swimming,

and one for running). On these cards the challenge was to give the sponsors prominent placement and create hierarchy within the back of the card.