



**GYMDOGS
EXPERIENCE**

EXPLORATORY RESEARCH

Bradley Howard, Anna McCarthy, Rob Philo, Victoria Sturges, Andy Walsh

CLIENT OVERVIEW

The University of Georgia gymnastics team is one of the flagship collegiate gymnastics programs in the country. The GymDogs lead the nation with 10 NCAA championships, but they haven't hoisted the trophy since 2009, the final season of legendary coach Suzanne Yoculan. Since Yoculan finished her 25-year tenure with a career record of 831-117-7, Georgia has a combined record of 61-58-1. In those 11 years, the GymDogs have had three different head coaches and are searching for a way to distinguish themselves from other top flight programs. Our group will be coordinating with Lijah Galas, who is in charge of creative services and social media for the GymDogs, as we look to create 3D/AR digital elements which can be used to help with fan engagement and to recruit prospective student athletes.

IMPROVEMENT

As you look across the top gymnastics programs across the country, there is typically one thing in common: a strong social media presence. While Georgia has a steady following across its various social channels, other competitors are far more advanced and popular. Here is table to compare:

Program (Current Rank)	Instagram Followers	Twitter Followers	Facebook "Likes"
Florida (No. 1)	86.5K	29.3K	49K
LSU (No. 2)	102K	40.5K	77K
Oklahoma (No. 4)	97.2K	30.1K	22K
UCLA (No. 10)	411K	78.7K	314K
Georgia (No. 13)	45.1K	18.8K	17K



TECH OVERVIEW

SPARK AR

Spark AR is a digital platform used to create augmented reality experiences that can be put on Facebook and its subsequent apps and devices (ex: Instagram). There is a vast library of learning opportunities, templates, and easy-to-navigate databases that allow for easy integration of AR features. As our group is not overly proficient with AR/3D technology, this digital asset is one that will come in handy as we try to create different Instagram filters, among other things. It's easy to use and we think it will be able to do everything we need throughout the semester.

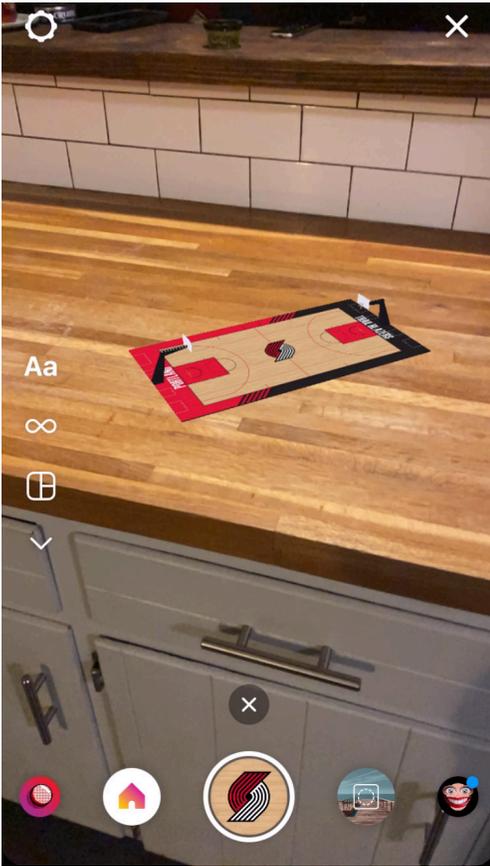
BLENDER

According to its website, Blender is a “free and open source 3D creation suite. It supports the entirety of the 3D pipeline—modeling, rigging, animation, simulation, rendering, compositing and motion tracking, video editing and 2D animation pipeline.” This app will be used to develop assets that are unique to the GymDogs and can be implemented into the AR elements throughout the semester.

3D MODELS

Besides Blender, there will be other opportunities to use 3D assets in this project. We would like to utilize 3D replicas of NCAA Championship trophies and also one of Stegeman Coliseum. They'll be helpful when showing off the GymDog's accomplishments to recruits and fans. Other than that, we will also leave room to maneuver if we find other digital elements and apps that we think would come in handy as we progress through this project.

INSPIRATION



For this project so far, a lot of our inspiration has come from our Zoom meeting with Galas as well as observations of the social media platforms that the GymDogs are active on. We have been educated on the brand details behind the GymDogs, from mottos and phrases to commonly used colors and graphics, so that will be a huge inspiration for the design elements of our products going forward. We'll be using all of the colors, fonts, and graphics to maintain brand consistency among our deliverables. Other than that, templates and examples on Spark AR have been helpful, as well as other AR filters on Instagram (like the one pictured to the left).

SOURCES

<https://georgiadogs.com/>

<https://www.facebook.com/>

<https://www.instagram.com/>

<https://twitter.com/>

<https://www.ncaa.org/about/resources/media-center/news/recruiting-dead-period-all-sports-extended-di-council>

<https://www.blender.org/>

<https://sparkar.facebook.com/ar-studio/>

<https://roadtonationals.com/results/standings/season/2021/5/0/5>