

Guide - M Murlidhar Hegde & Abhishek C Ganeshgudi / Acharya School of Design

skate monkz



By - Jojo Joseph / ASD18VG010 / Bachelor of visual arts in graphic design / Acharya School of Design

ABSTRACT

This project reviews the development of a brand, which took place as a result of a persistent problem which was identified by the research I did, in accordance with my passion. I believe a fully dedicated brand for the skateboarding community of India is a good business opportunity as confirmed in the research. The production and manufacturing side of Skatemonkz is manageable for an Indian brand. In conclusion Skatemonkz could be a profitable global business with its roots tracing back to the streets of India

Individually this project has been a huge learning curve for me. I thoroughly enjoyed each and every minute spend on the research of the project. I truly believe india has a lot of untapped potential and our cultural diversity could lead to some of the most authentic and original art that are going to be created in the 21st century. The project gives me utmost motivation to play a small role in the uncovering process of this potential, through Skatemonkz.