



CLIENT: SMOKER CRAFT

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN - BACKLIGHTING

SOLUTION: THEME

OBJECTIVE

Integrate a graphic theme to two new high-end pontoons.

CHALLENGE

The main challenge was to achieve the look envisioned by the design team at Smoker Craft. They had developed a design that carried across the boats and we had to live up to it by creating multiple parts that incorporated texture and lighting effects. Everything needed to match together and we had to keep costs as low as possible.

SOLUTION

Using the graphic theme, each part was developed individually. This way, we were able to play around each part's thickness, fastening system and lighting system to make sure it would all fit together, and, also, be cost effective. No matter what the construction was, each part shared the same graphic concept and the same texture effect, making it a whole, as it was designed to be.