

ALLEN TIMBOL
MA VISUAL COMMUNICATION



RECREATION



BRIEF

ARE YOU INTO FASHION? STREETWEAR?
THE RECREATION APP LETS YOU EXPLORE
THE LATEST STREETWEAR TRENDS AND
GET SPECIAL ACCESS TO LEARNING ITS
ORIGINS.

THERE IS ALSO THE OPPORTUNITY TO EARN
REWARDS ALONG THE WAY!

THE WHOLE APP HAS BEEN CREATED
THROUGH SKETCH AND ADOBE XD.



SIGN IN

● SIGN IN

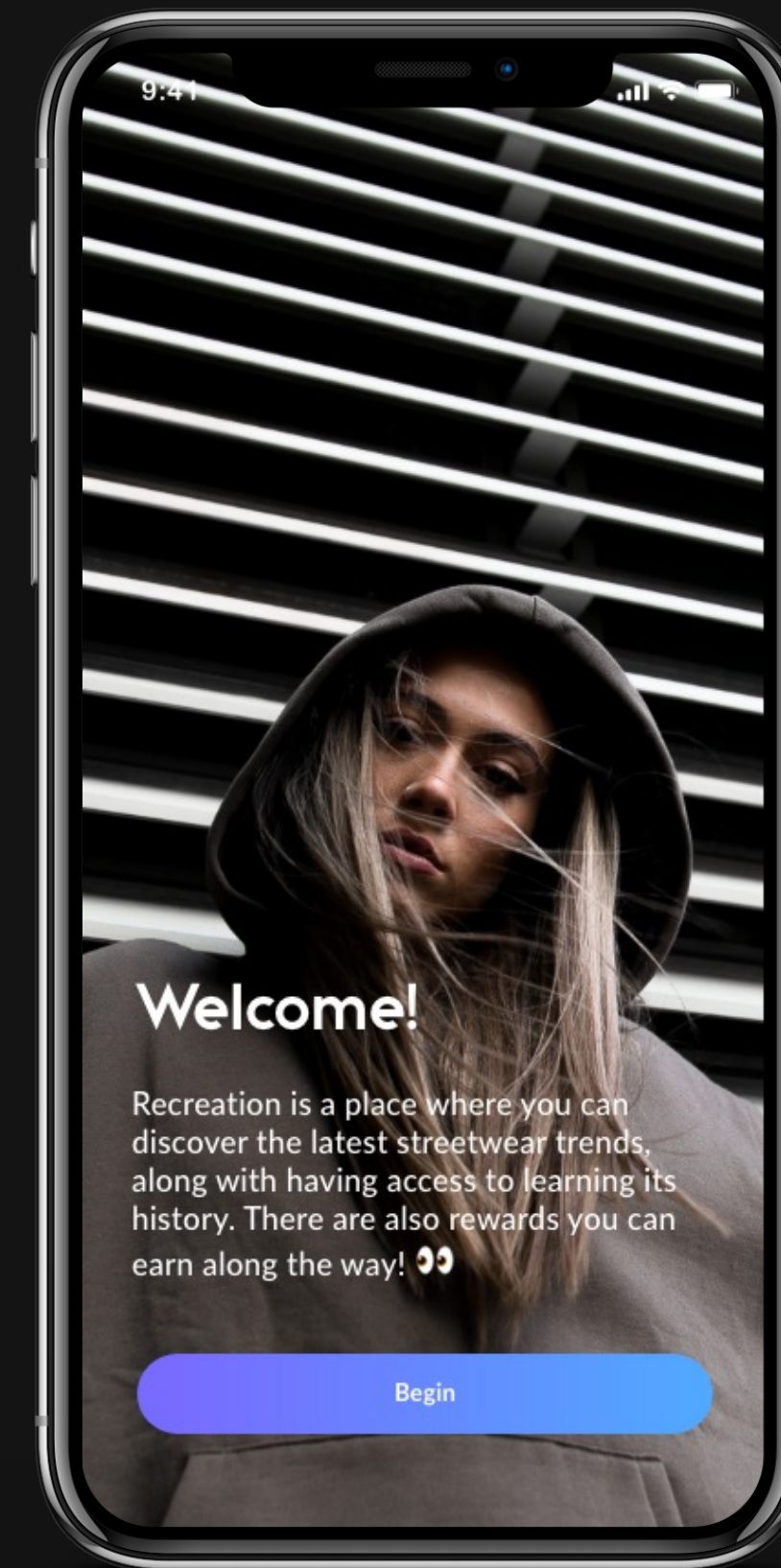
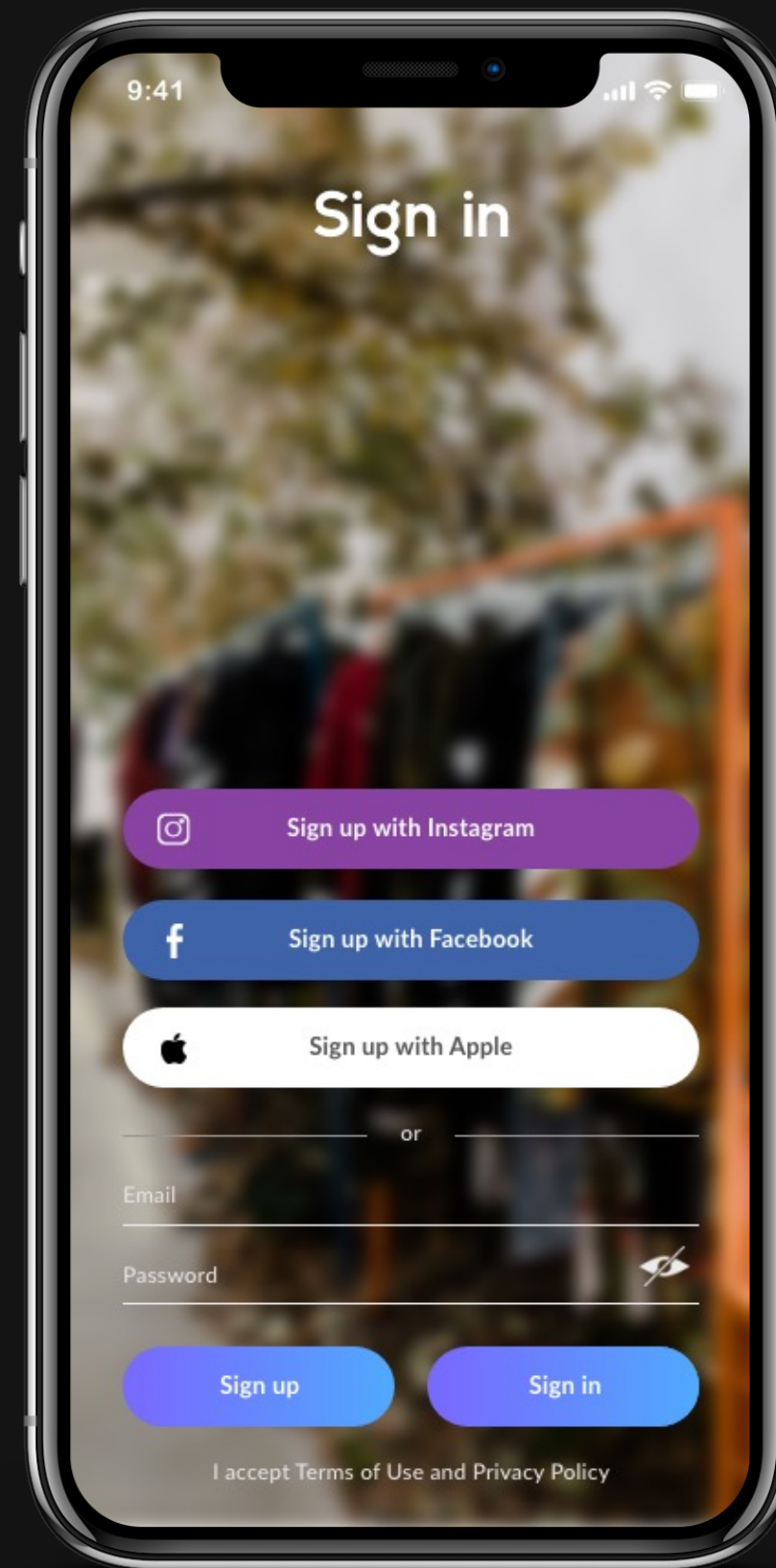
○ LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



THE USER WILL BE TAKEN TO THE SIGN PAGE AS SOON AS THEY OPEN THE APP.

THEY CAN JOIN USING THEIR EXISTING SOCIAL MEDIA ACCOUNTS SUCH AS FACEBOOK.

LATEST

○ SIGN IN

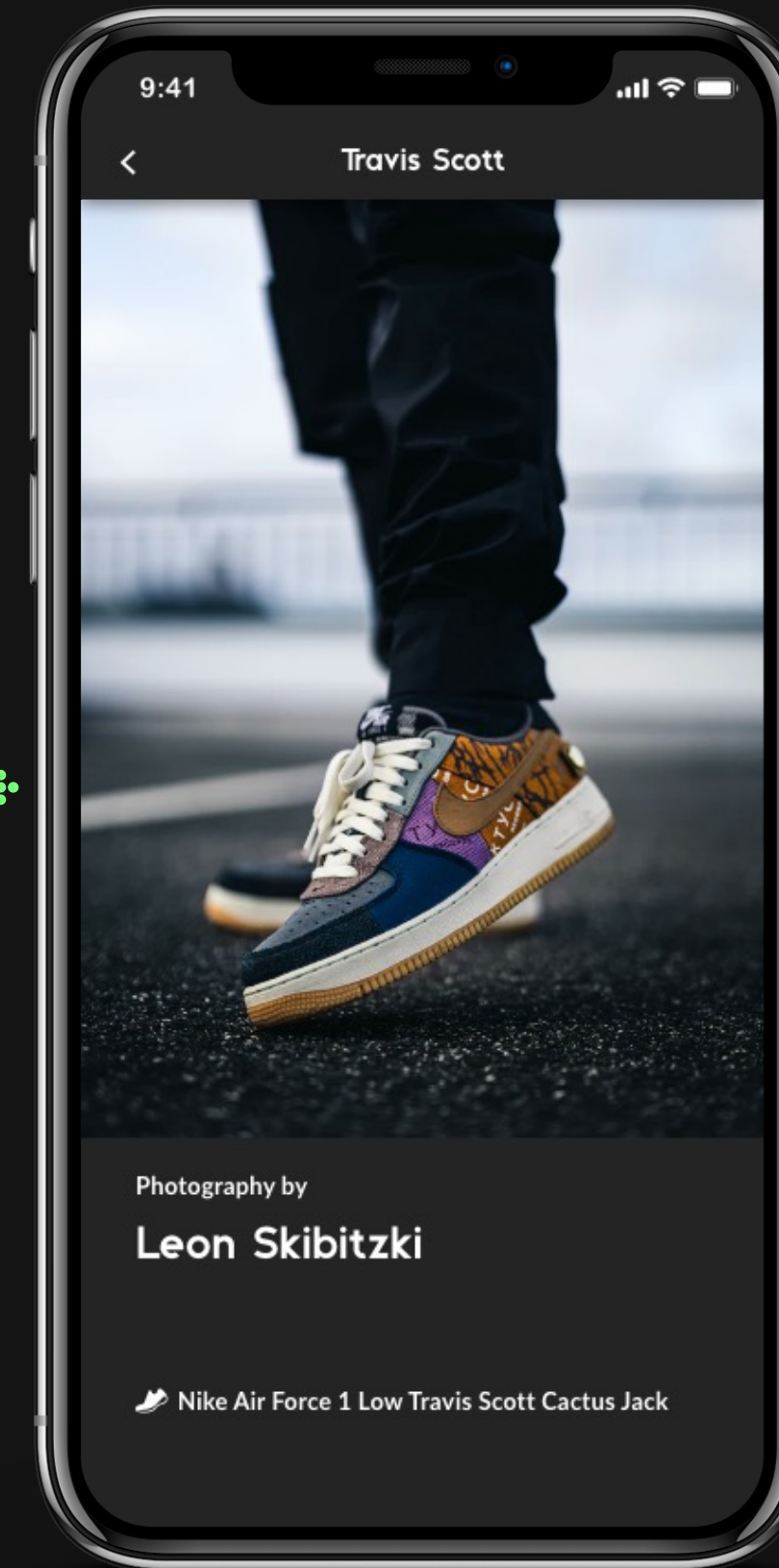
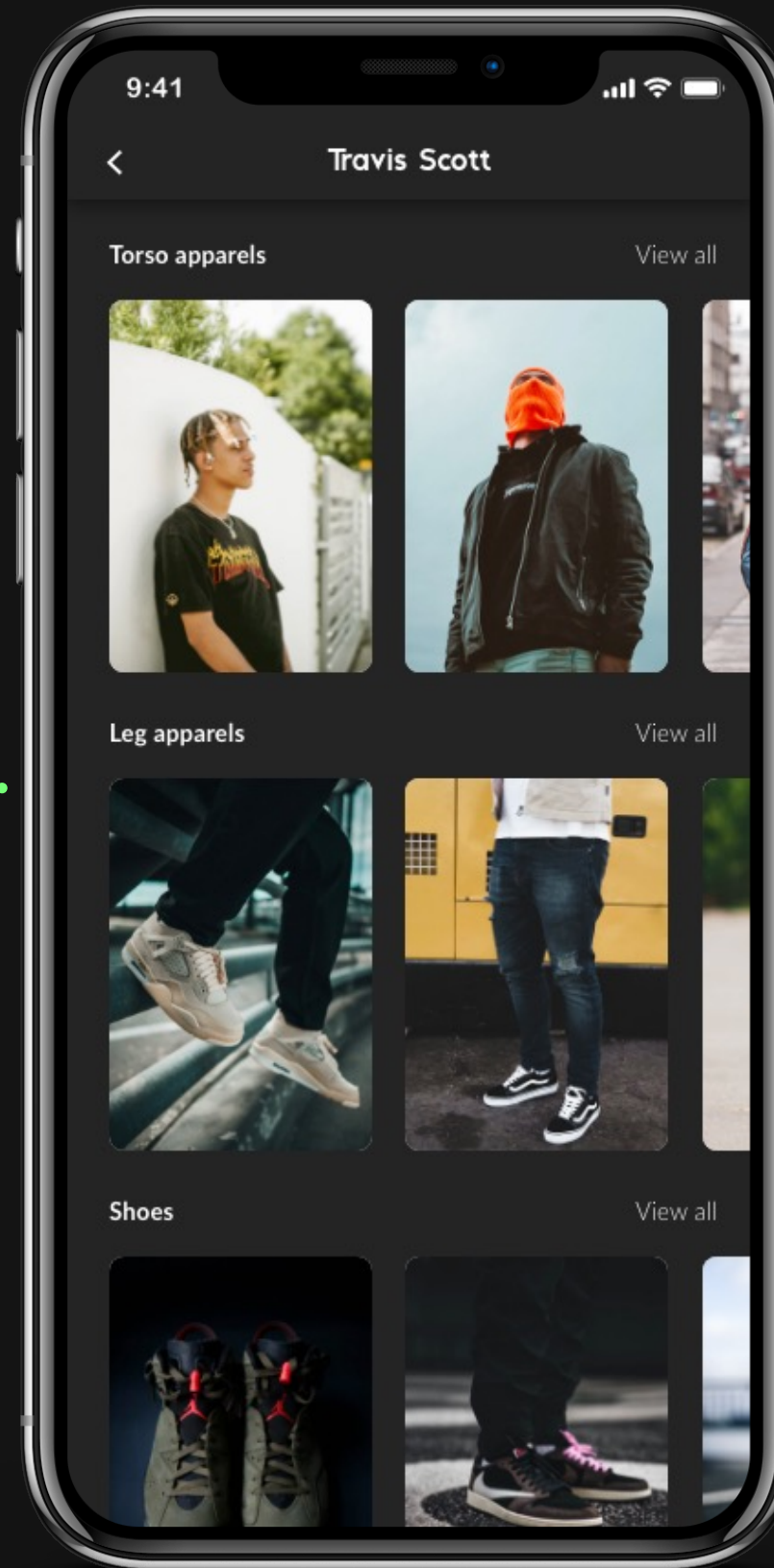
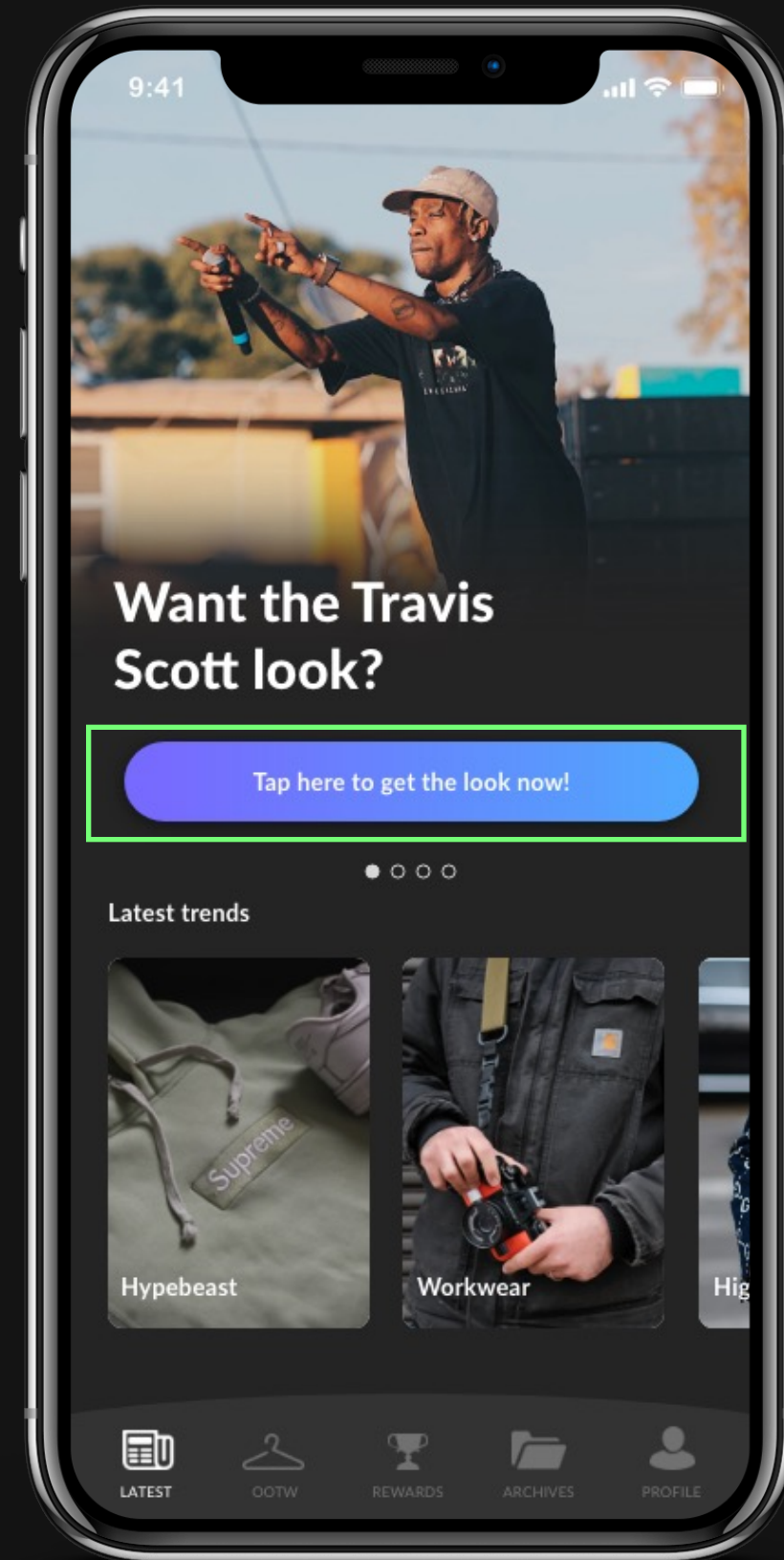
● LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



THE LATEST PAGE OFFERS YOU TO DISCOVER STYLE INSPIRATIONS FROM CELEBRITIES TO INFLUENCERS WHO ARE IN THE STREETWEAR COMMUNITY.

CHECK OUT THE NEWEST STREETWEAR TRENDS EVERY WEEK.

LATEST

○ SIGN IN

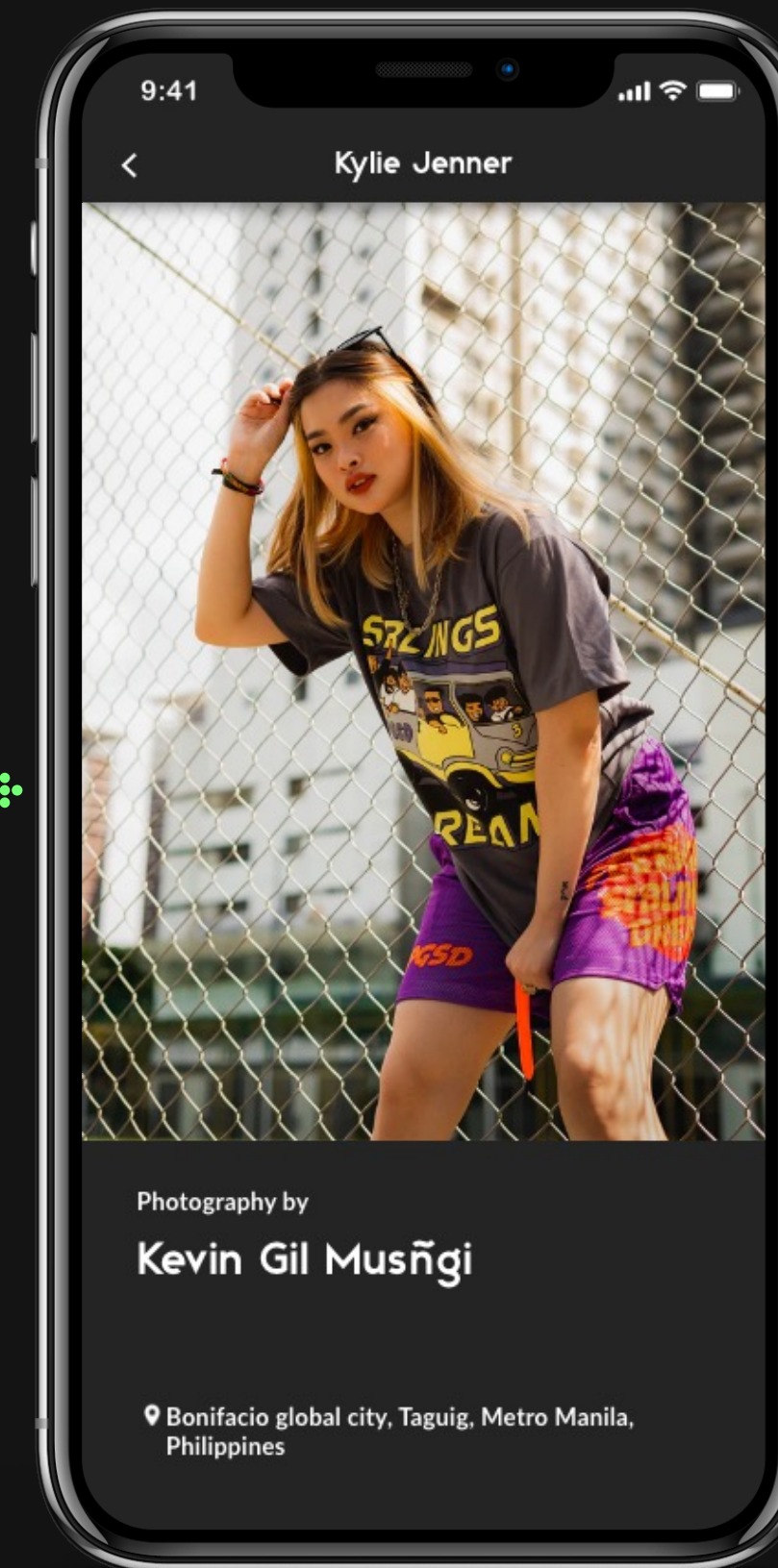
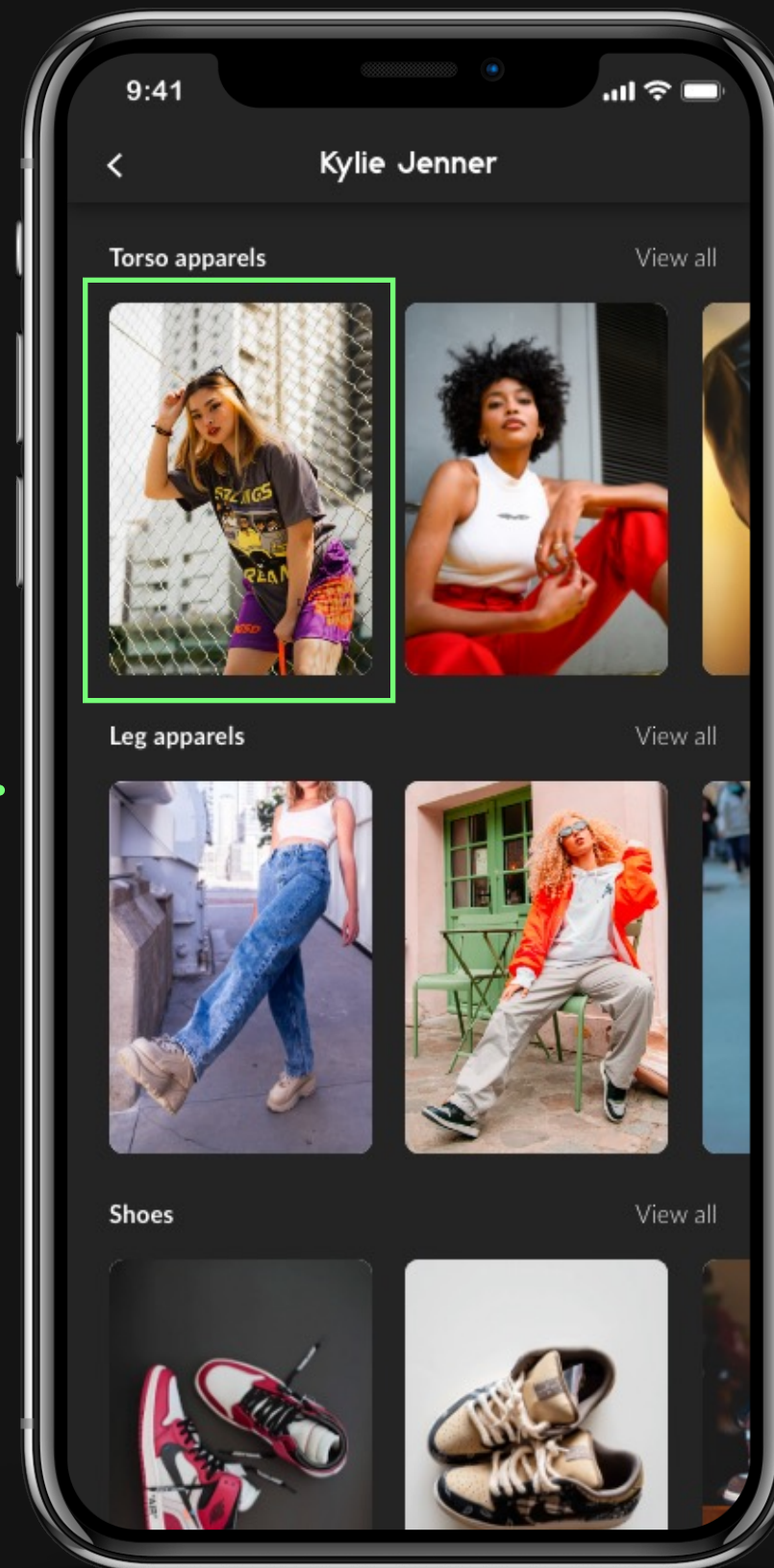
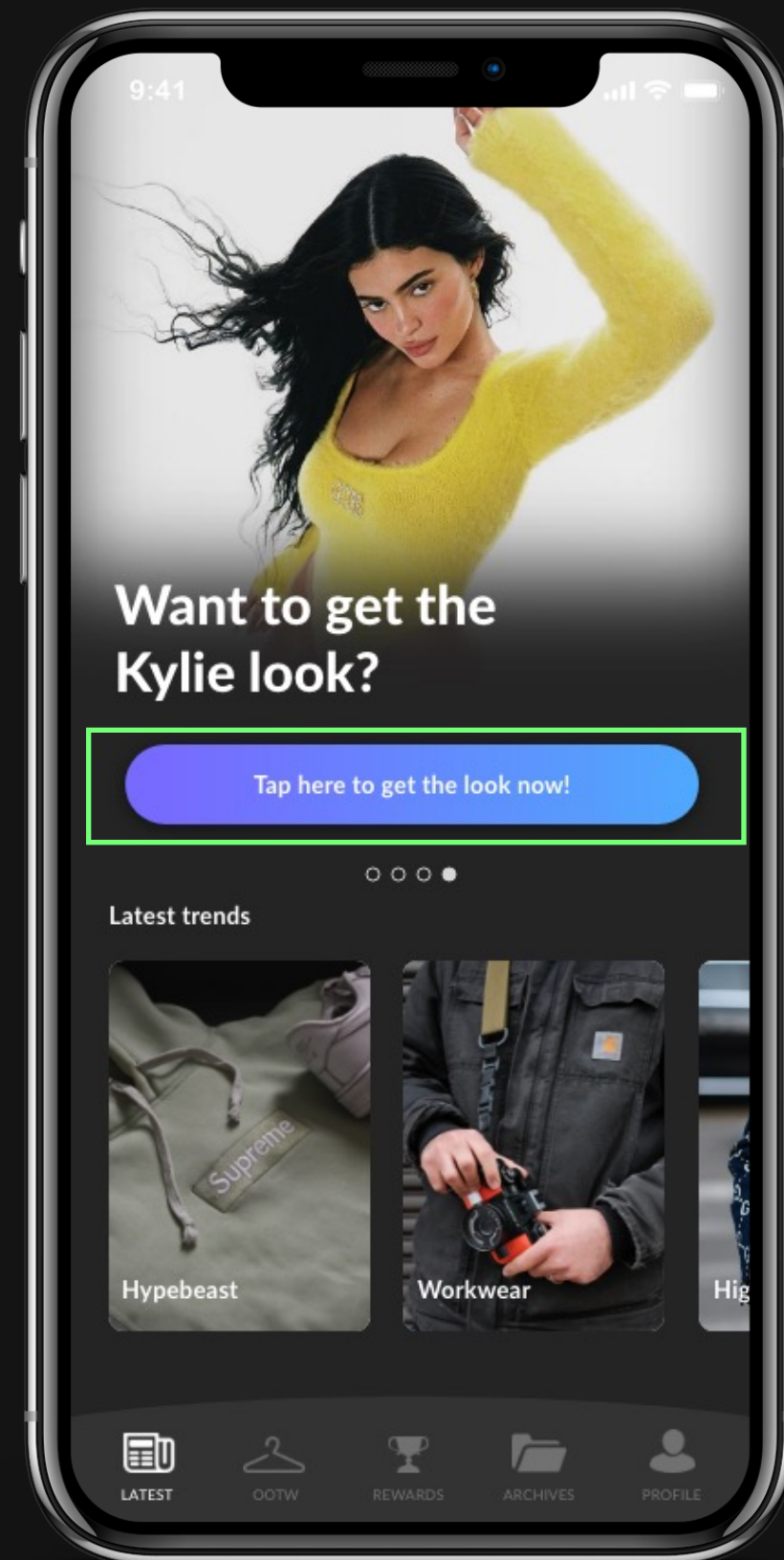
● LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



THE LATEST PAGE OFFERS YOU TO DISCOVER STYLE INSPIRATIONS FROM CELEBRITIES TO INFLUENCERS WHO ARE IN THE STREETWEAR COMMUNITY.

CHECK OUT THE NEWEST STREETWEAR TRENDS EVERY WEEK.

LATEST

○ SIGN IN

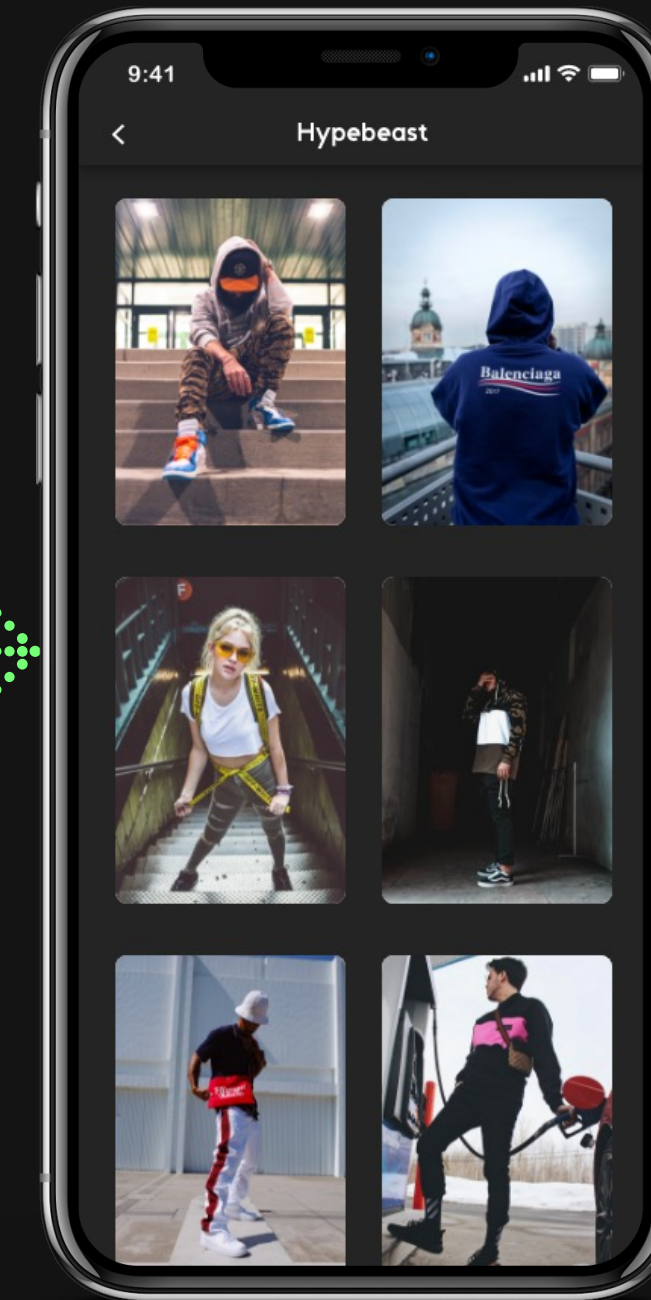
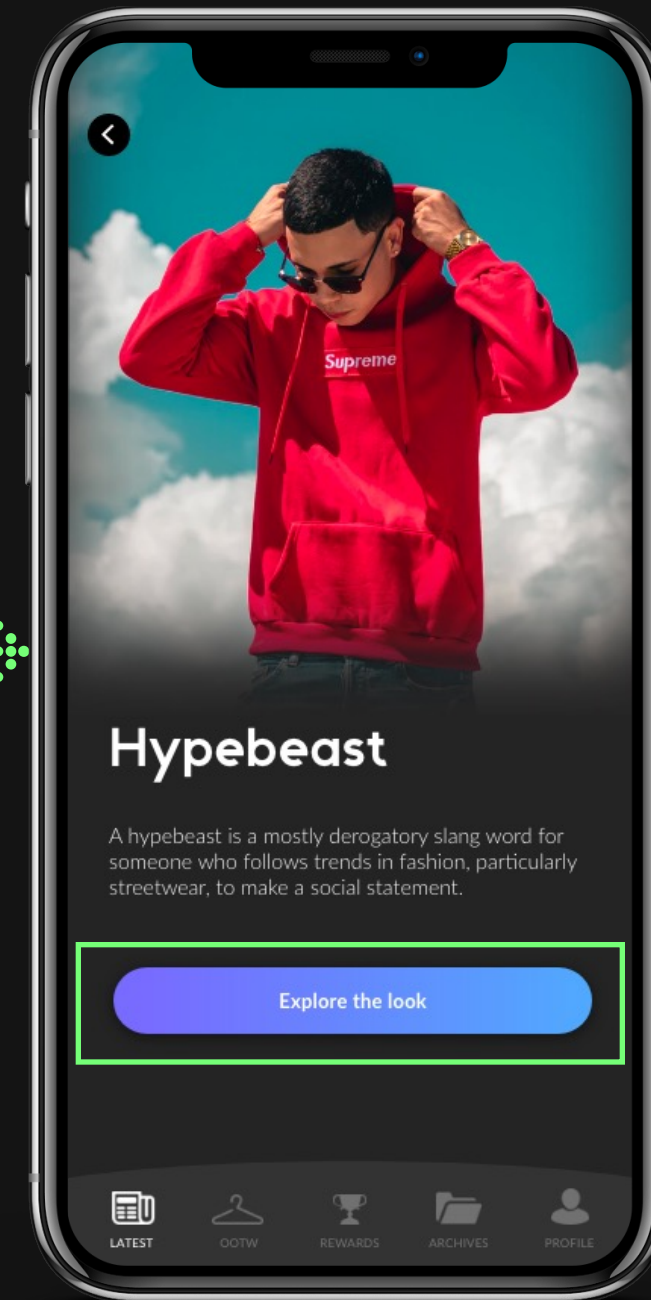
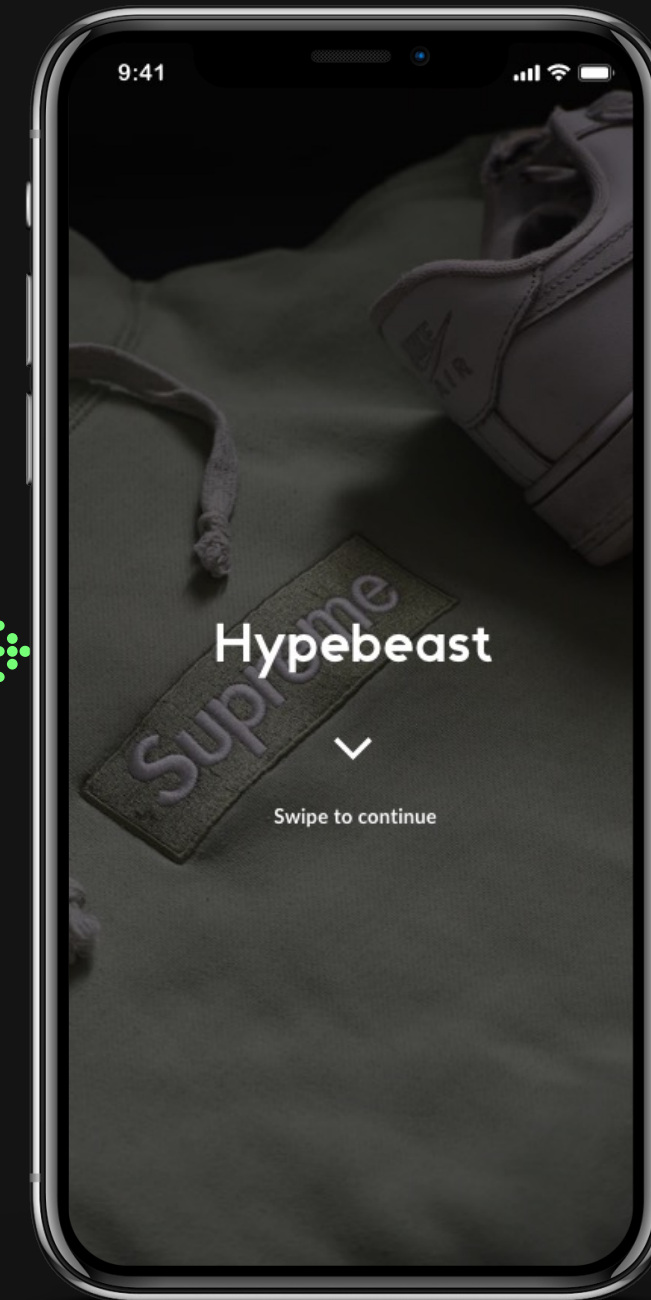
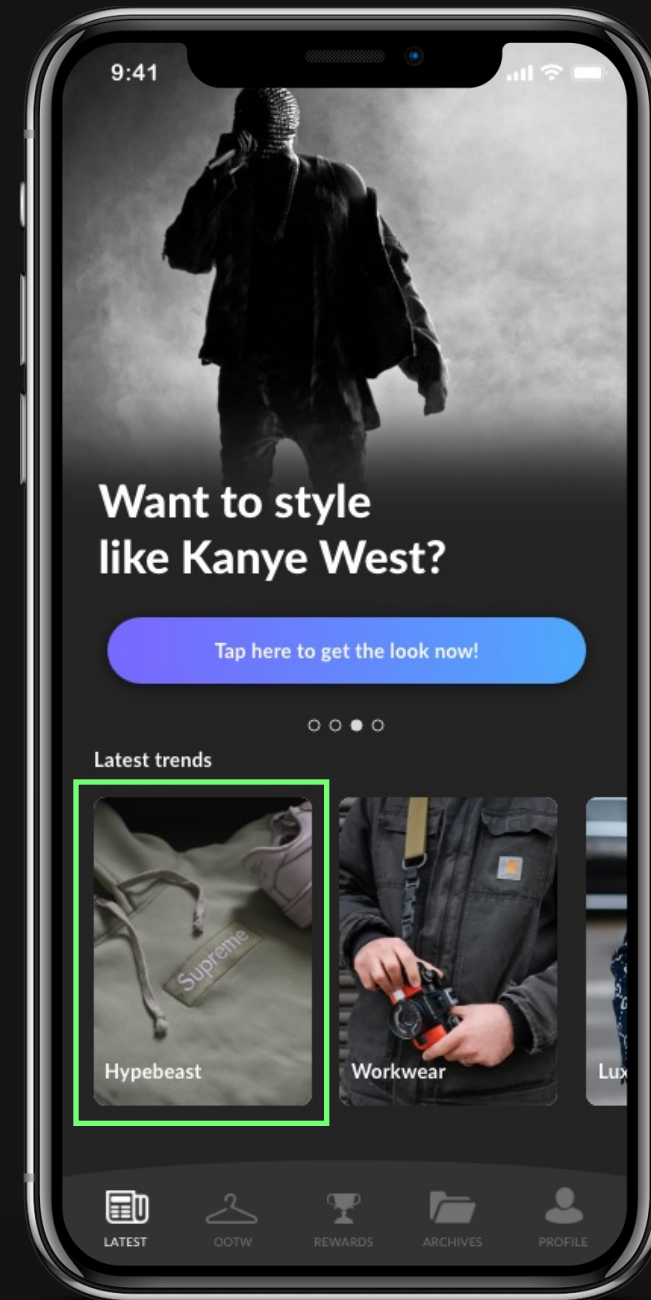
● LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE

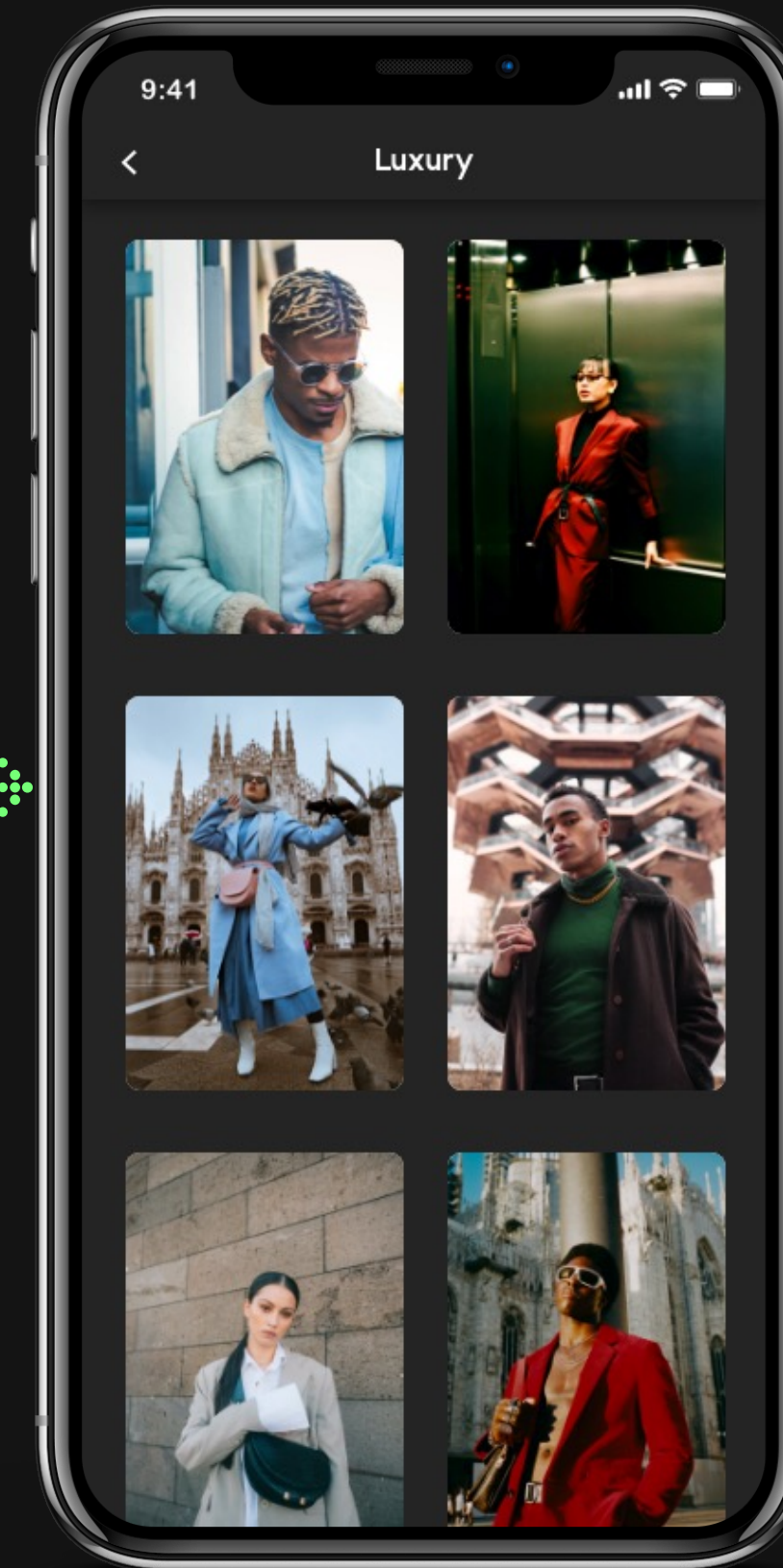
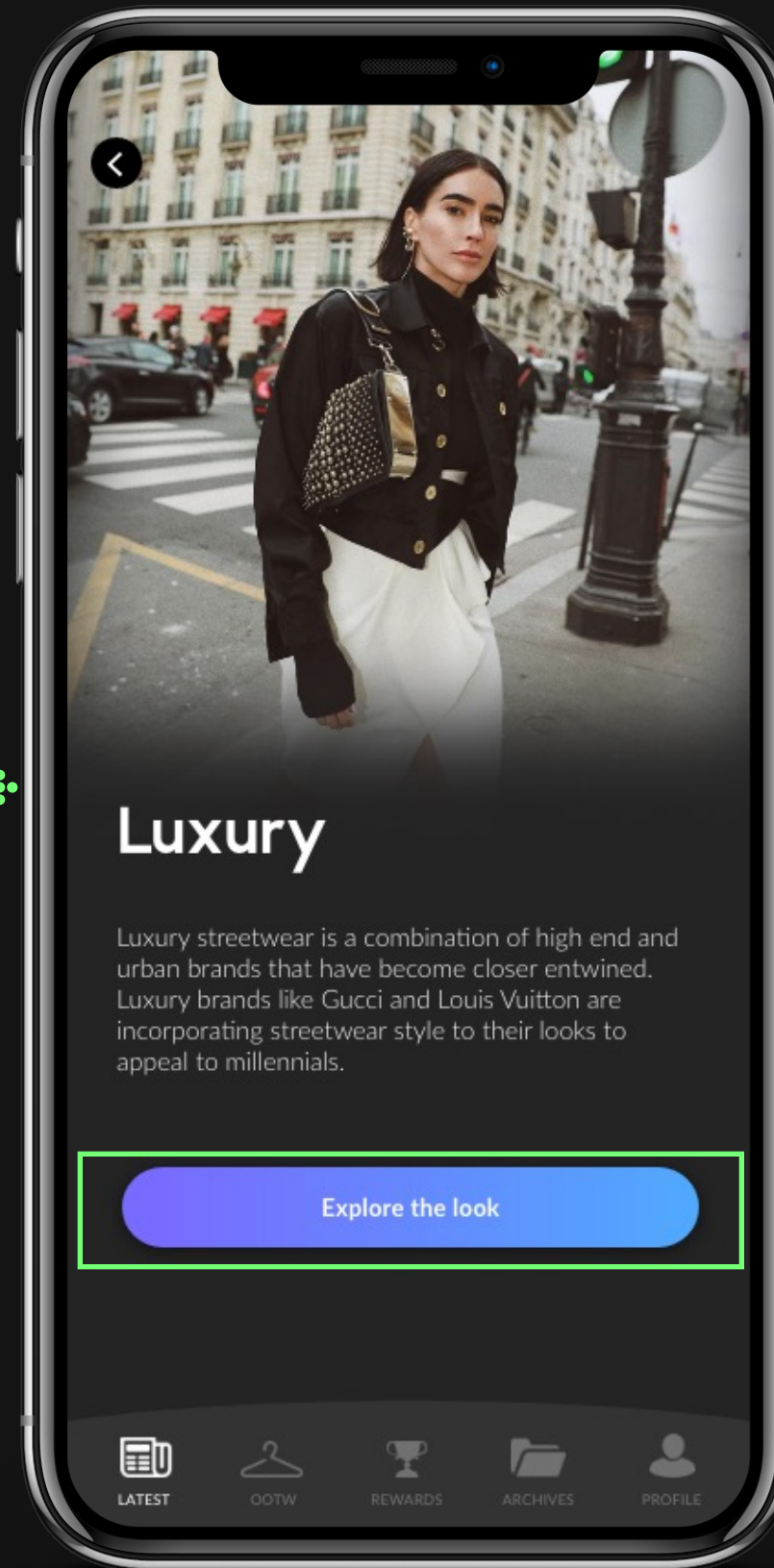
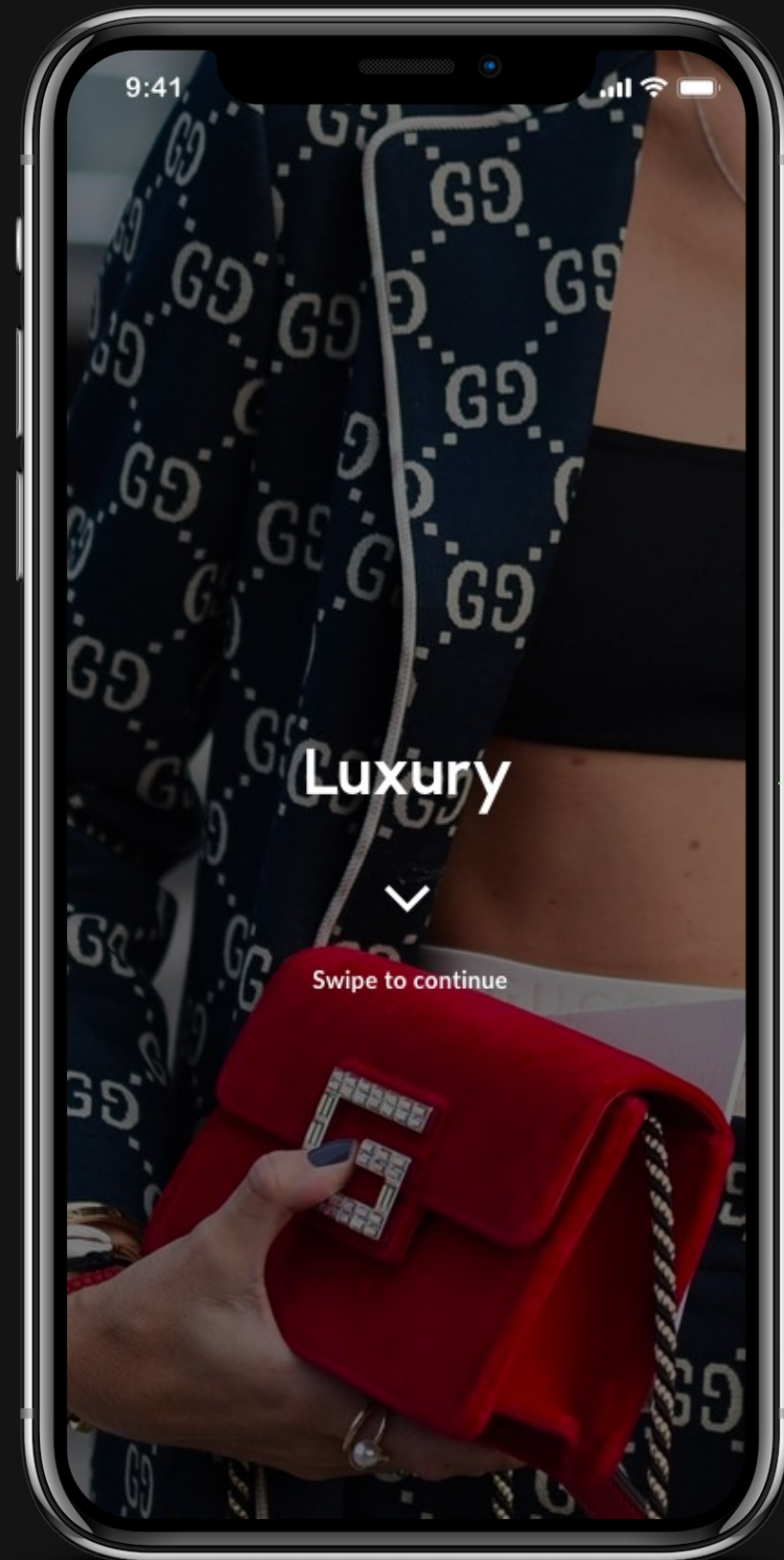


ARE YOU A HYPEBEAST?
OR THE TYPE WHO IS
INTO VINTAGE
CLOTHING?

THE LATEST PAGE ALSO
SHOWCASES THE
LATEST STYLES IN
STREETWEAR.

LATEST

- SIGN IN
- LATEST
- OOTW
- REWARDS
- ARCHIVES
- PROFILE



ARE YOU A HYPEBEAST?
OR THE TYPE WHO IS
INTO VINTAGE
CLOTHING?

THE LATEST PAGE ALSO
SHOWCASES THE
LATEST STYLES IN
STREETWEAR.

OOTW

○ SIGN IN

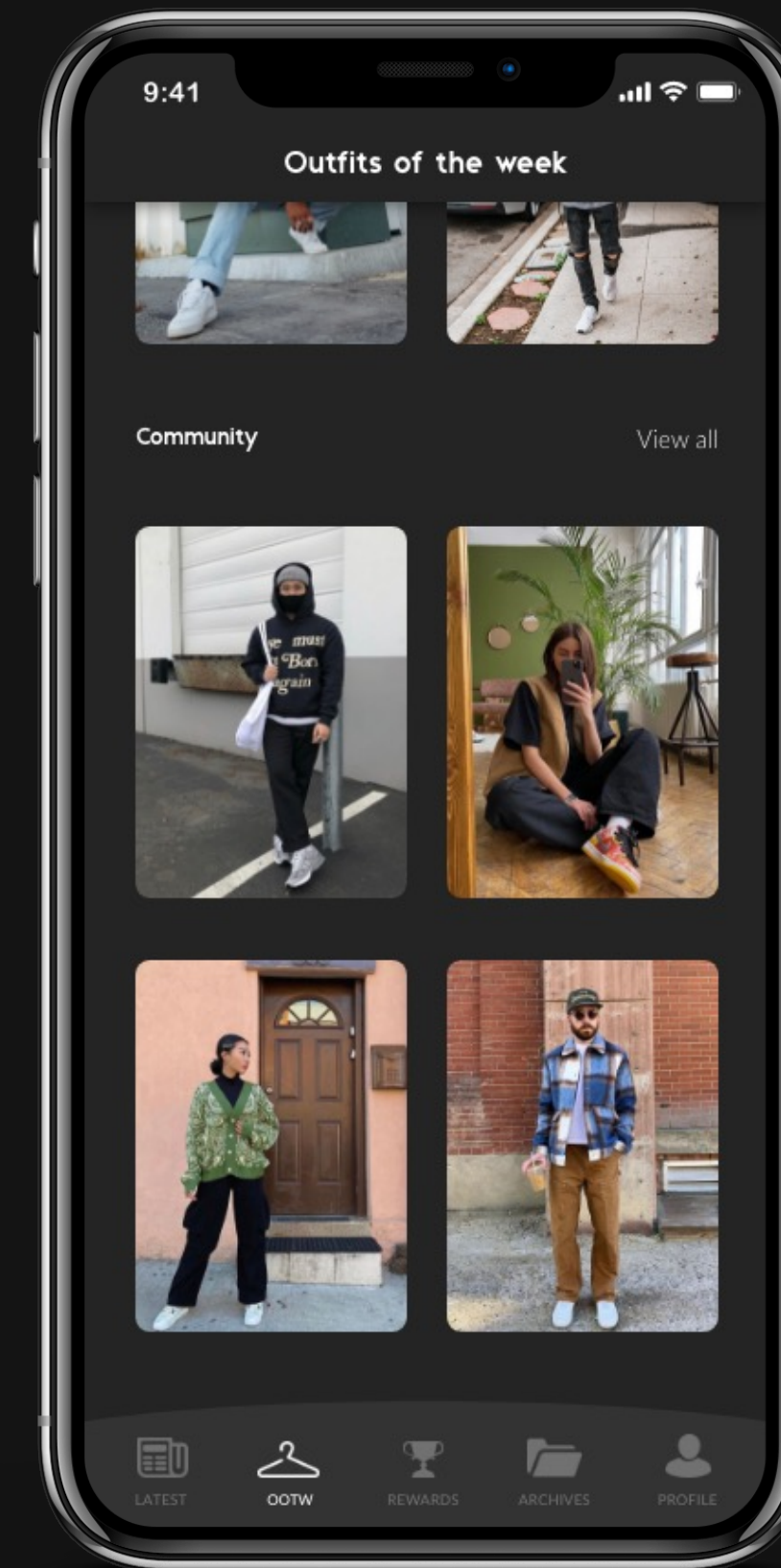
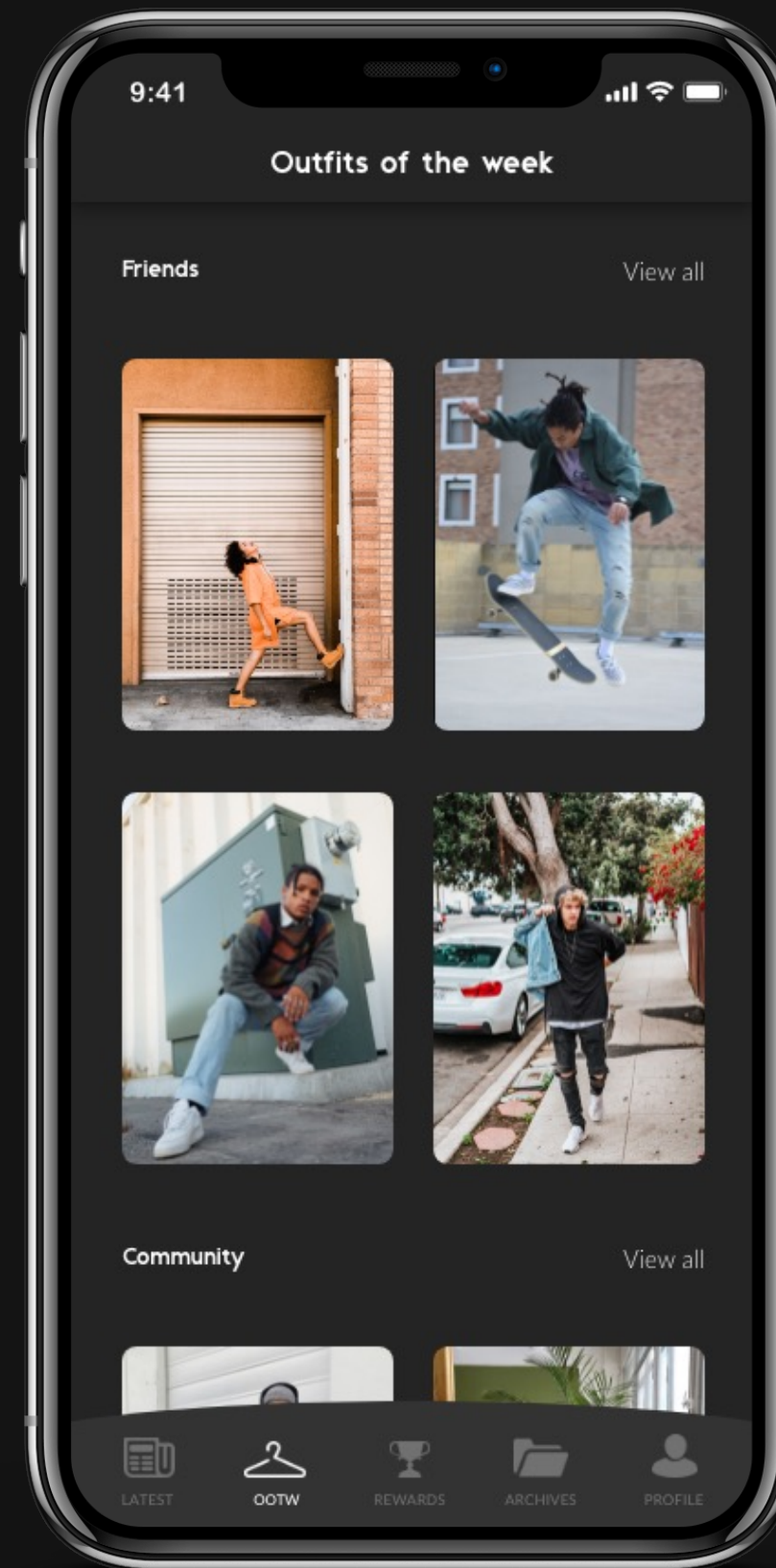
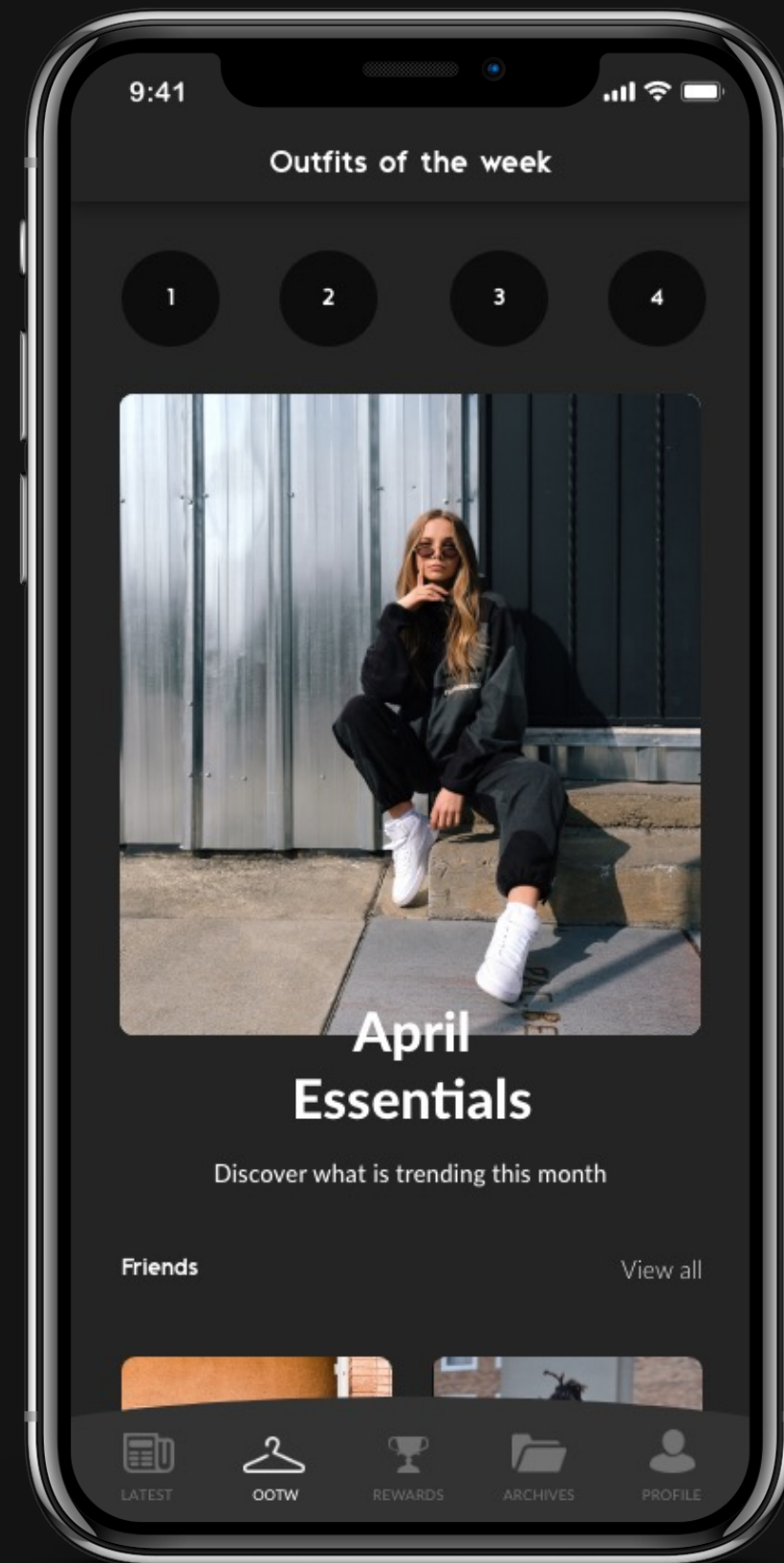
○ LATEST

● OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



OUTFITS OF THE WEEK, ALSO KNOWN AS OOTW, ALLOWS THE USER TO POST FOUR OF THEIR FAVOURITE OUTFITS FOR THE WEEK.

SHARE OR DISCOVER NEW STYLES FROM YOUR FRIENDS AND THE WHOLE COMMUNITY.

OOTW

○ SIGN IN

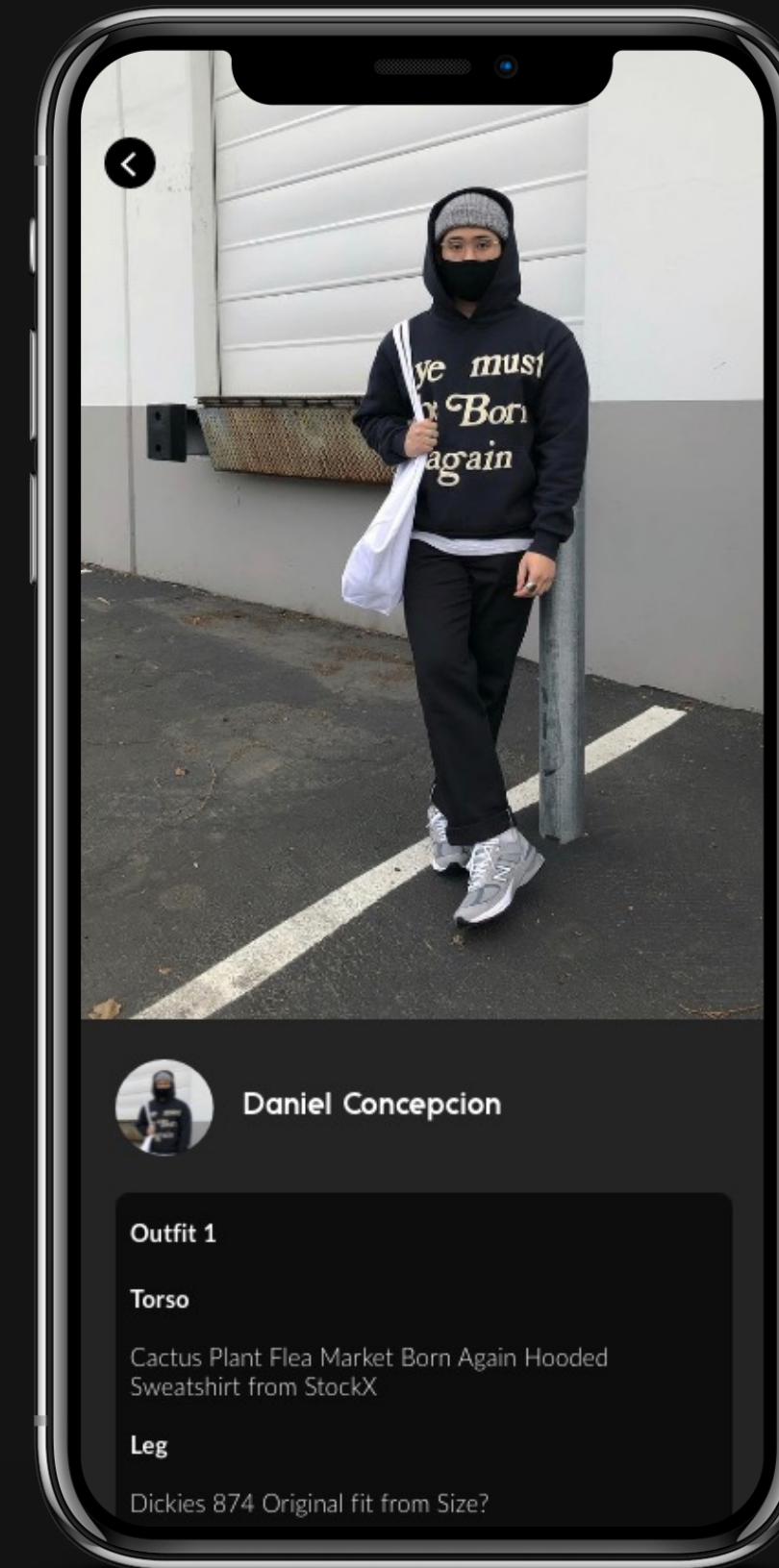
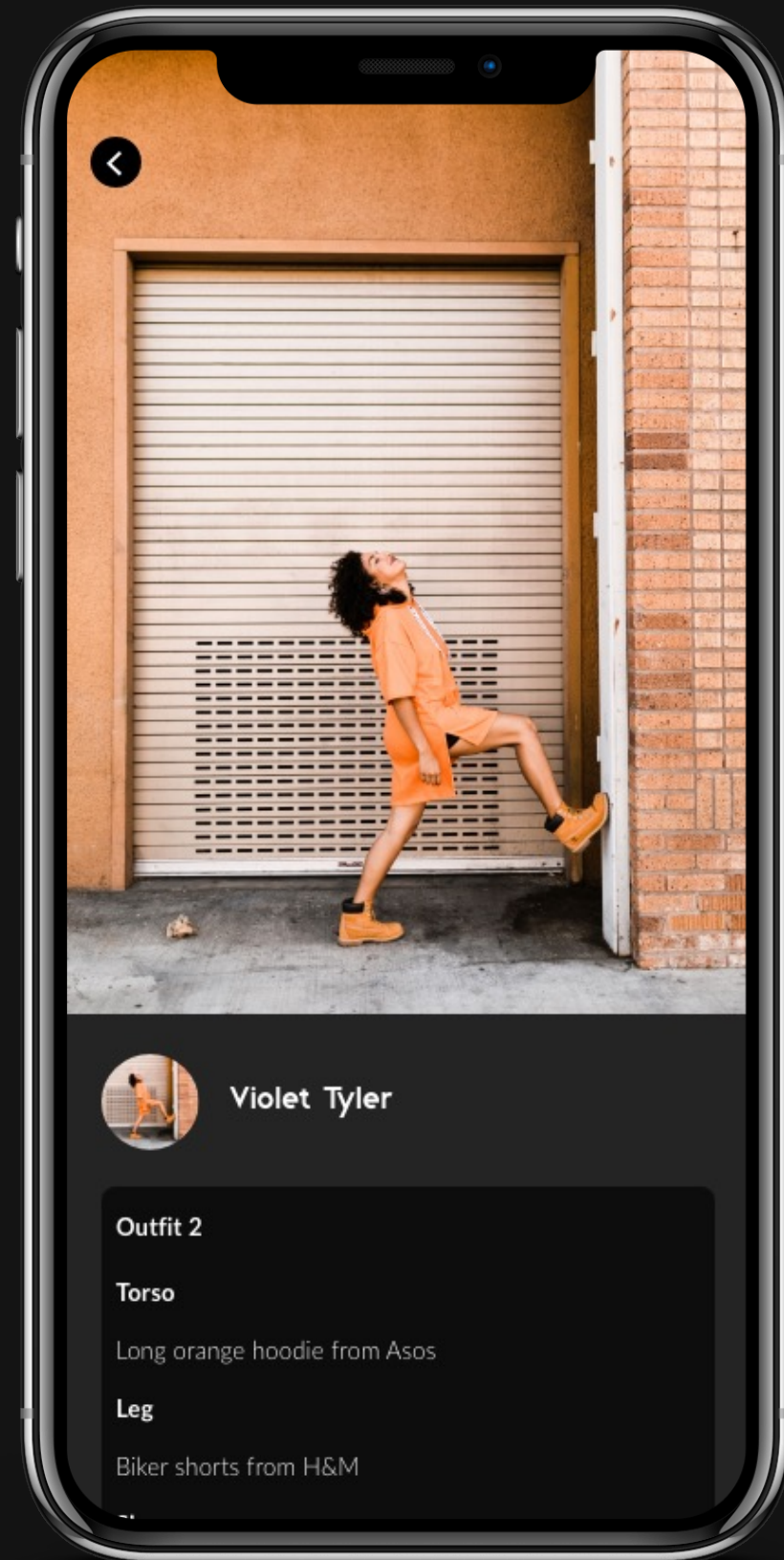
○ LATEST

● OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



OUTFITS OF THE WEEK, ALSO KNOWN AS OOTW, ALLOWS THE USER TO POST FOUR OF THEIR FAVOURITE OUTFITS FOR THE WEEK.

SHARE OR DISCOVER NEW STYLES FROM YOUR FRIENDS AND THE WHOLE COMMUNITY.

OOTW



○ SIGN IN

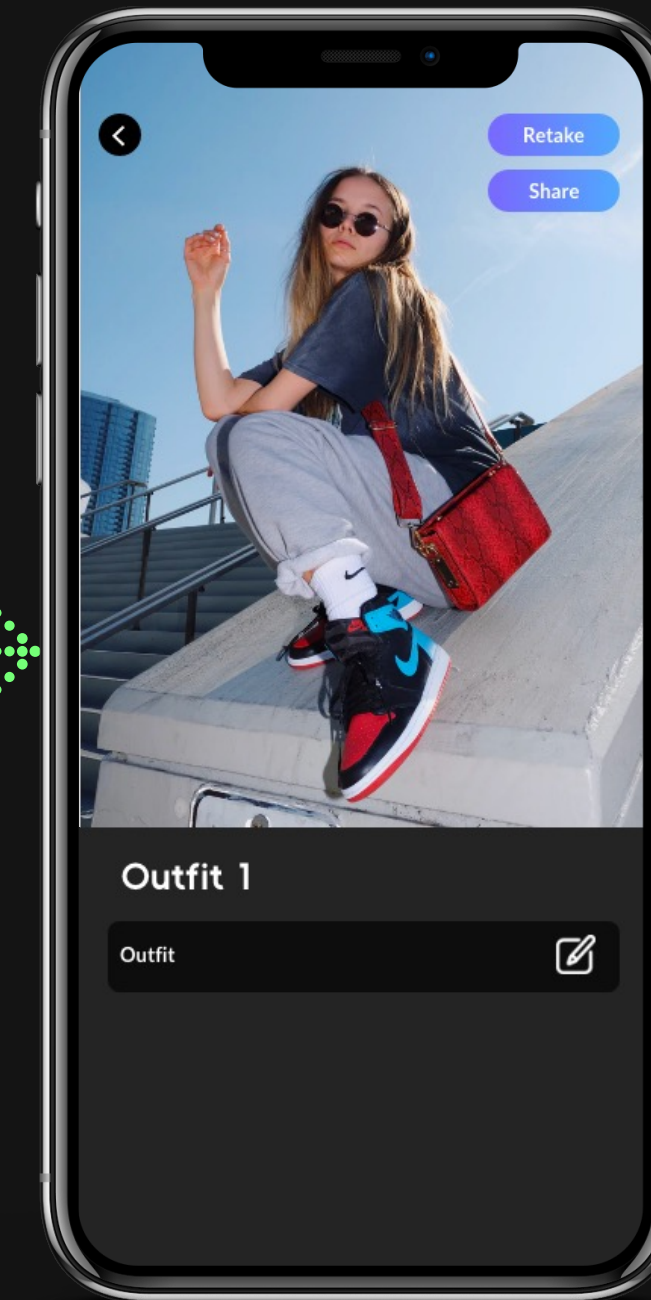
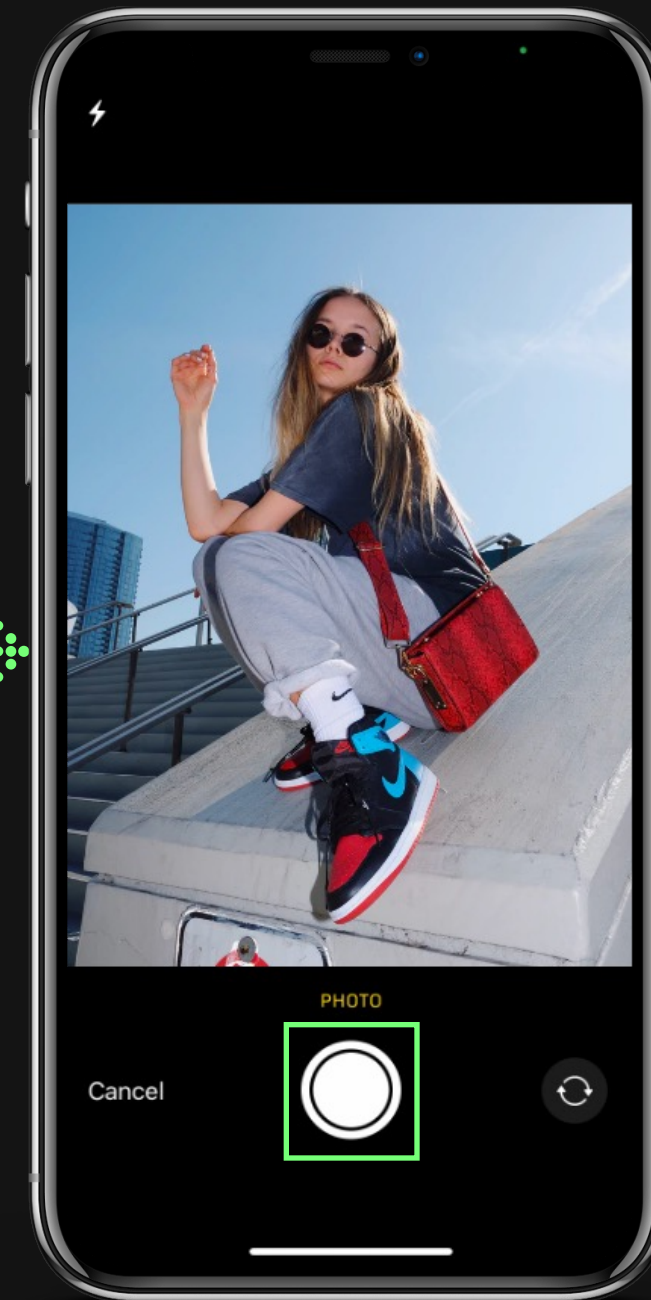
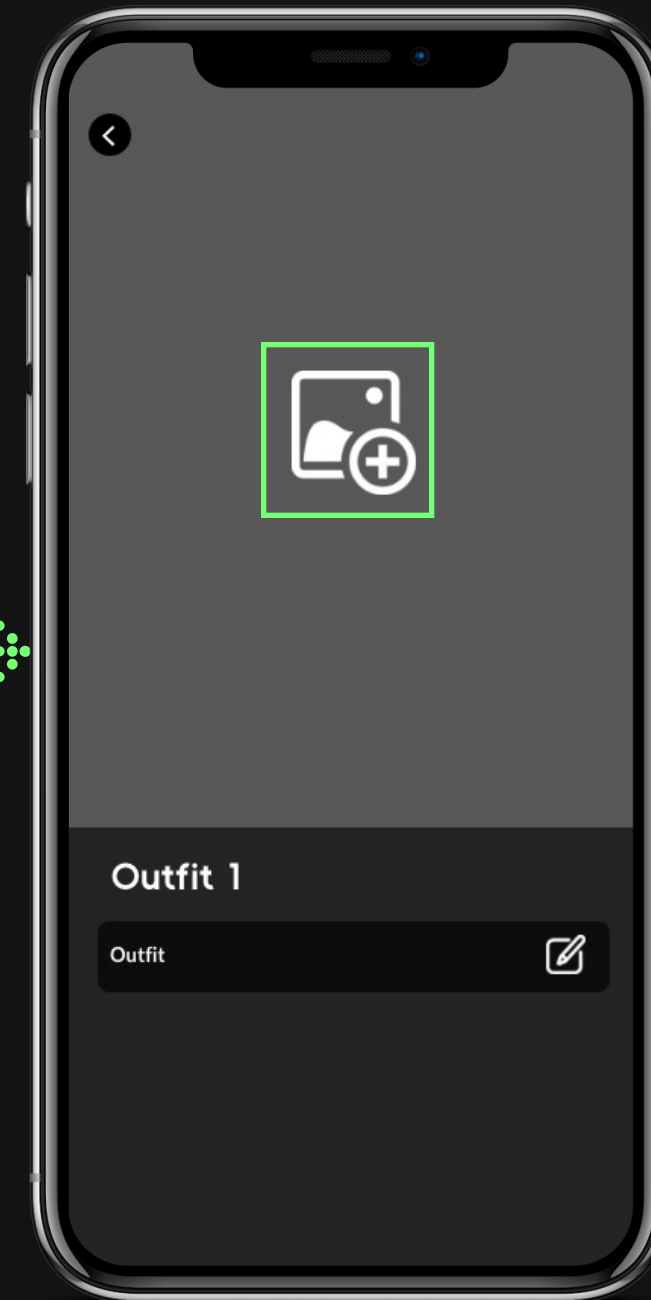
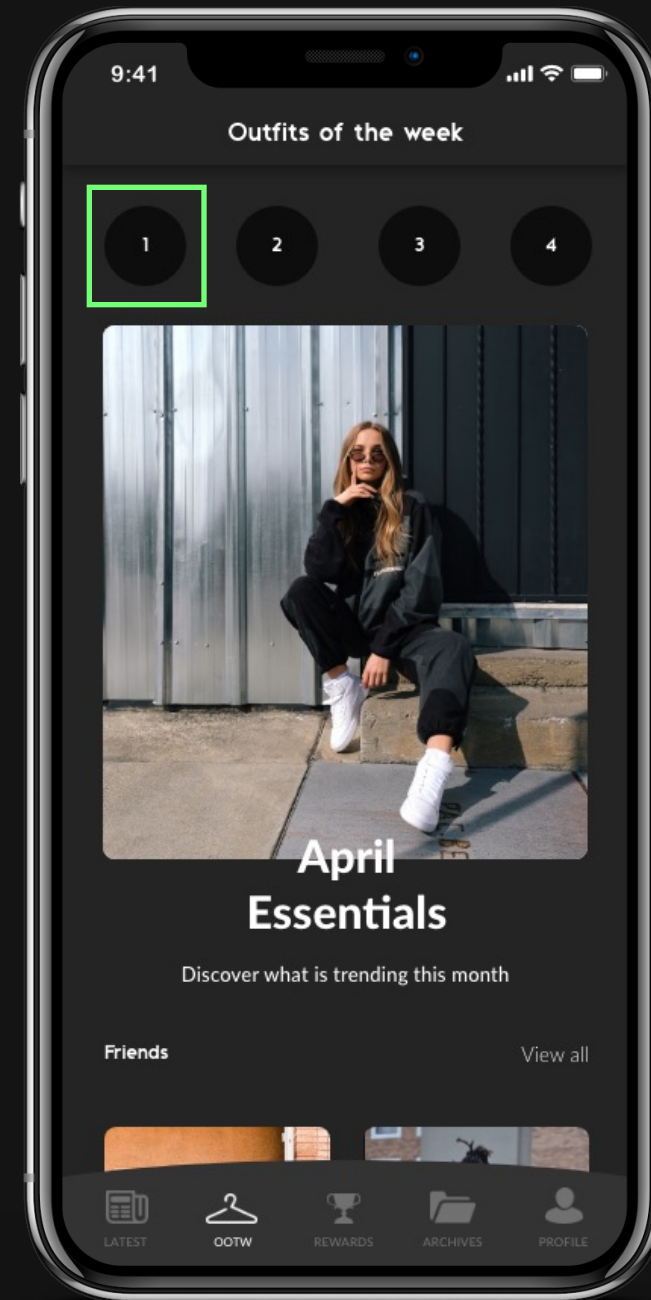
○ LATEST

● OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



BY POSTING AN OUTFIT, USERS CAN EARN POINTS TO REDEEM A DISCOUNT CODE ON THE REWARDS PAGE.

EVERY POST IS AUTHENTICATED BY A.I. TECHNOLOGY





○ SIGN IN

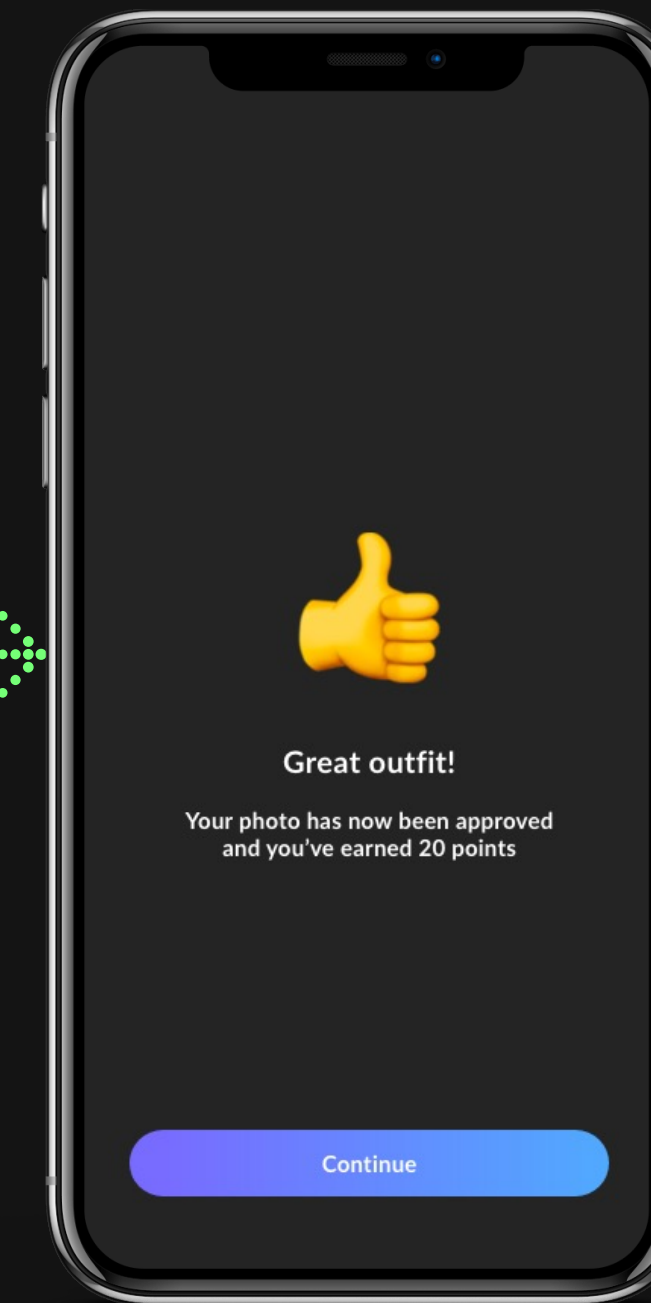
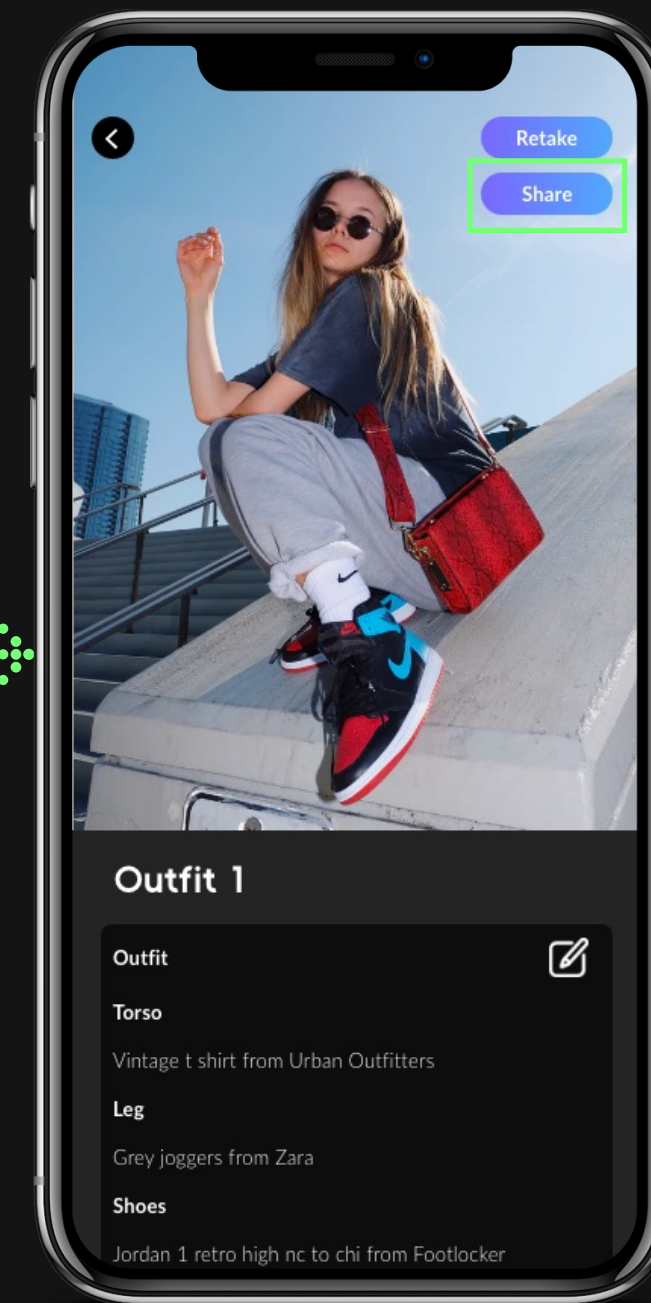
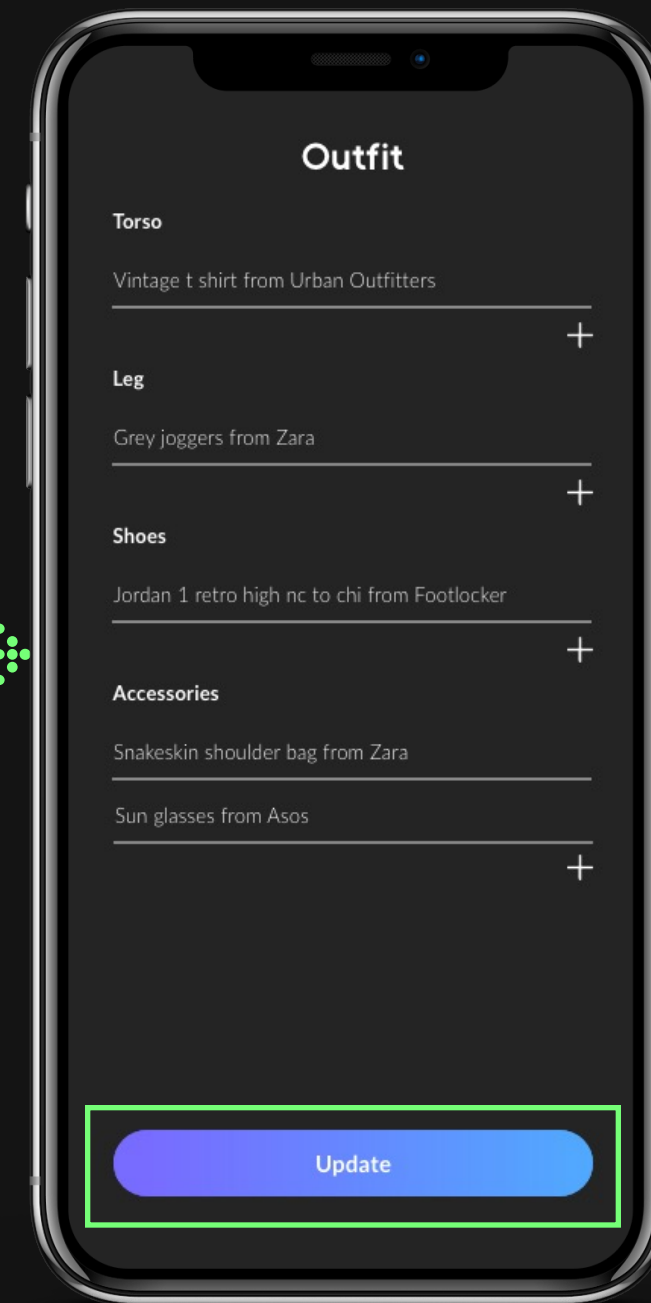
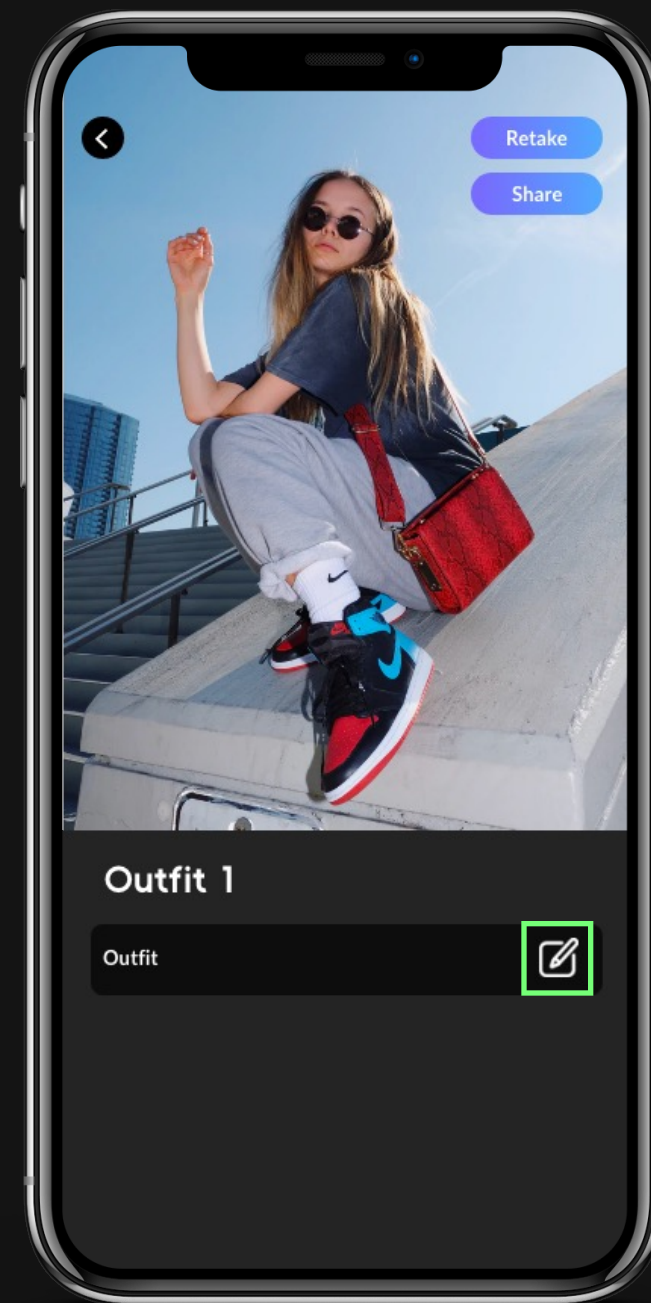
○ LATEST

● OOTW

○ REWARDS

○ ARCHIVES

○ PROFILE



BY POSTING AN OUTFIT, USERS CAN EARN POINTS TO REDEEM A DISCOUNT CODE ON THE REWARDS PAGE.

EVERY POST IS AUTHENTICATED BY A.I. TECHNOLOGY



OOTW



SIGN IN

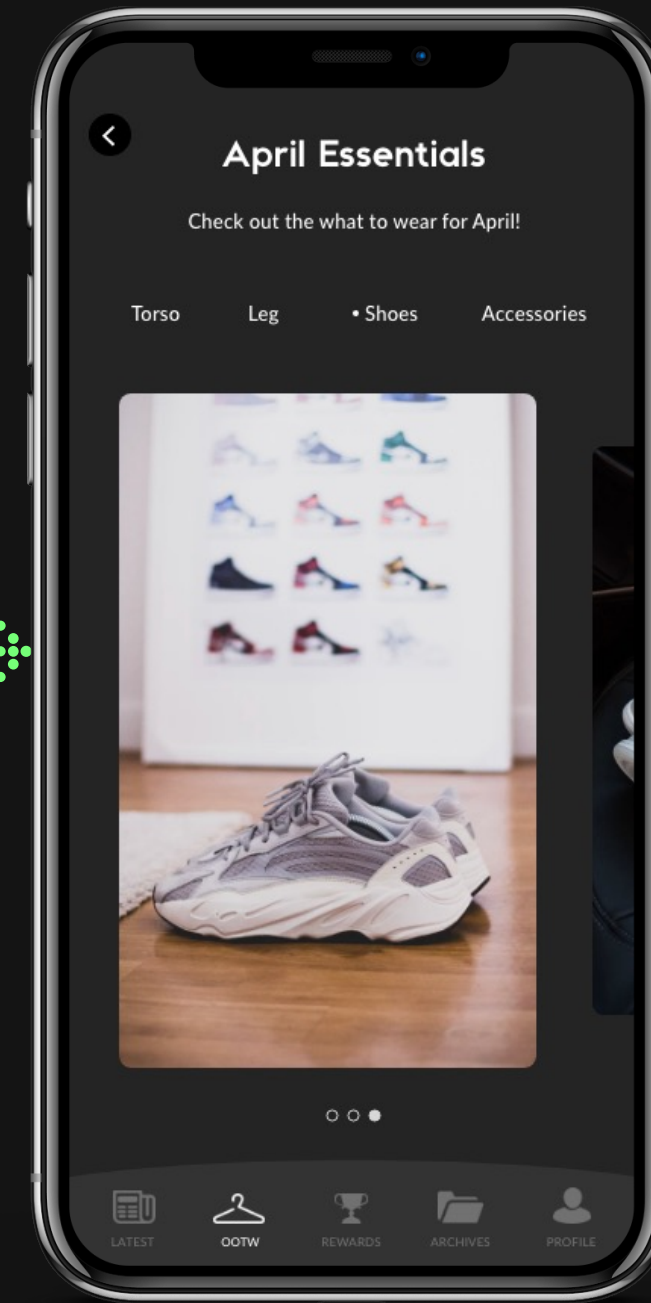
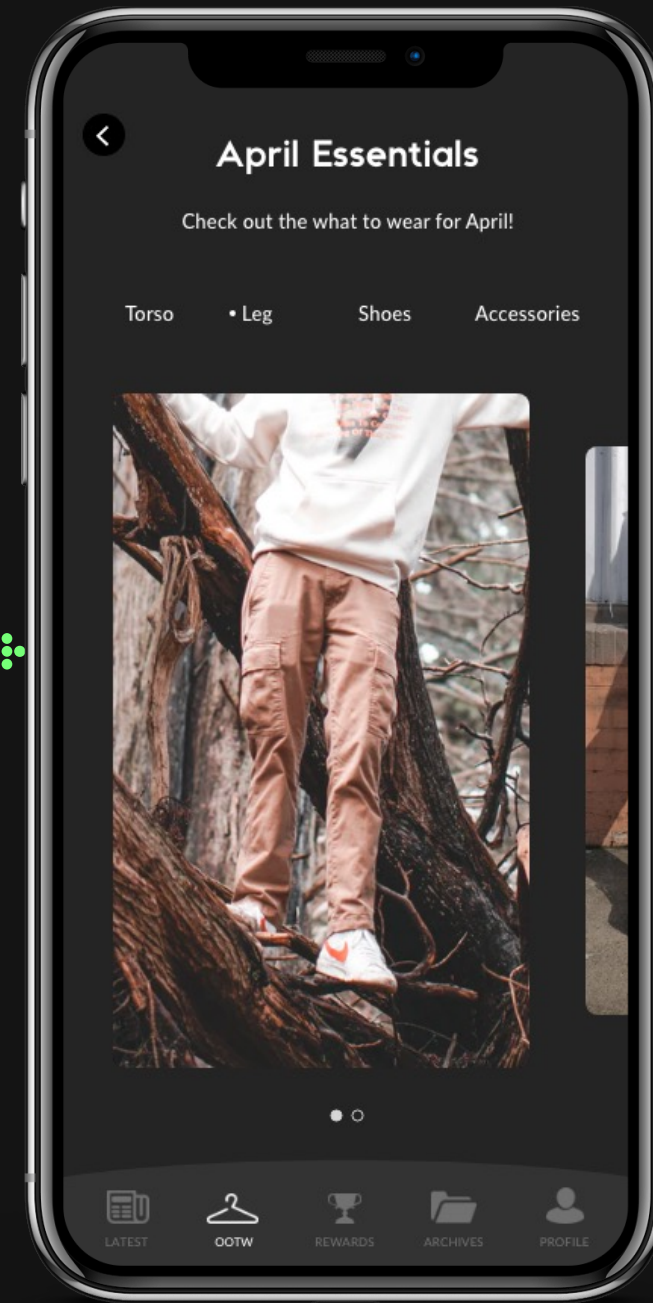
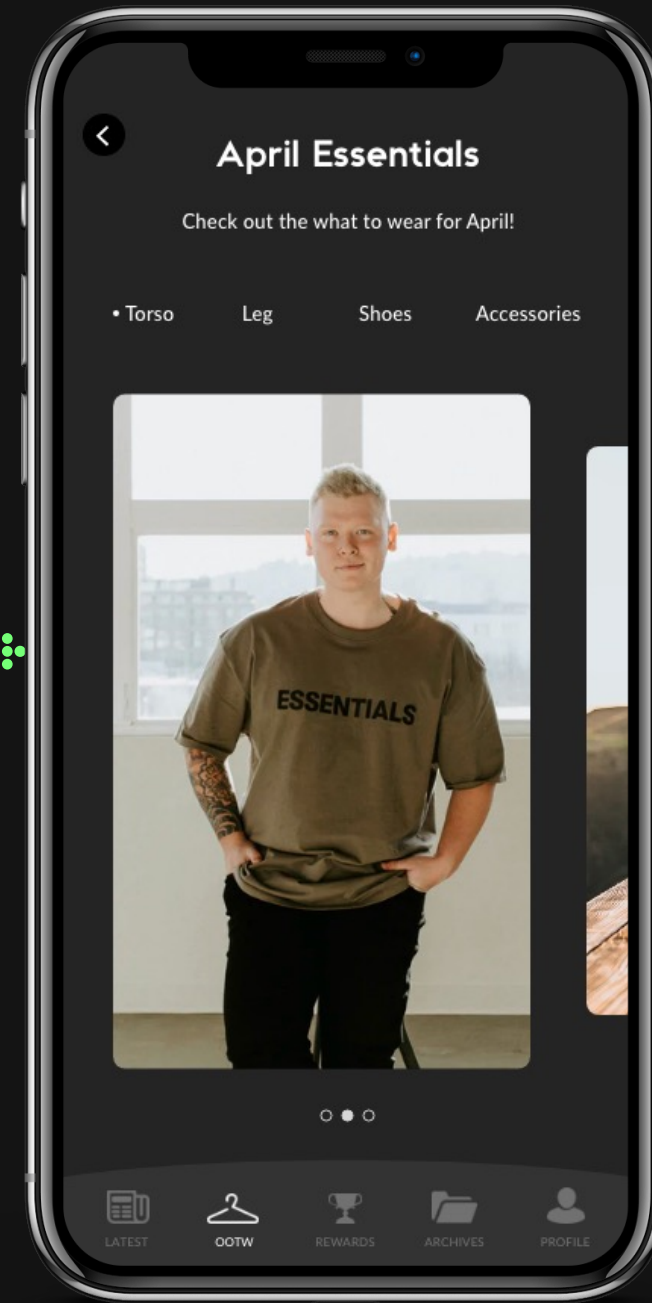
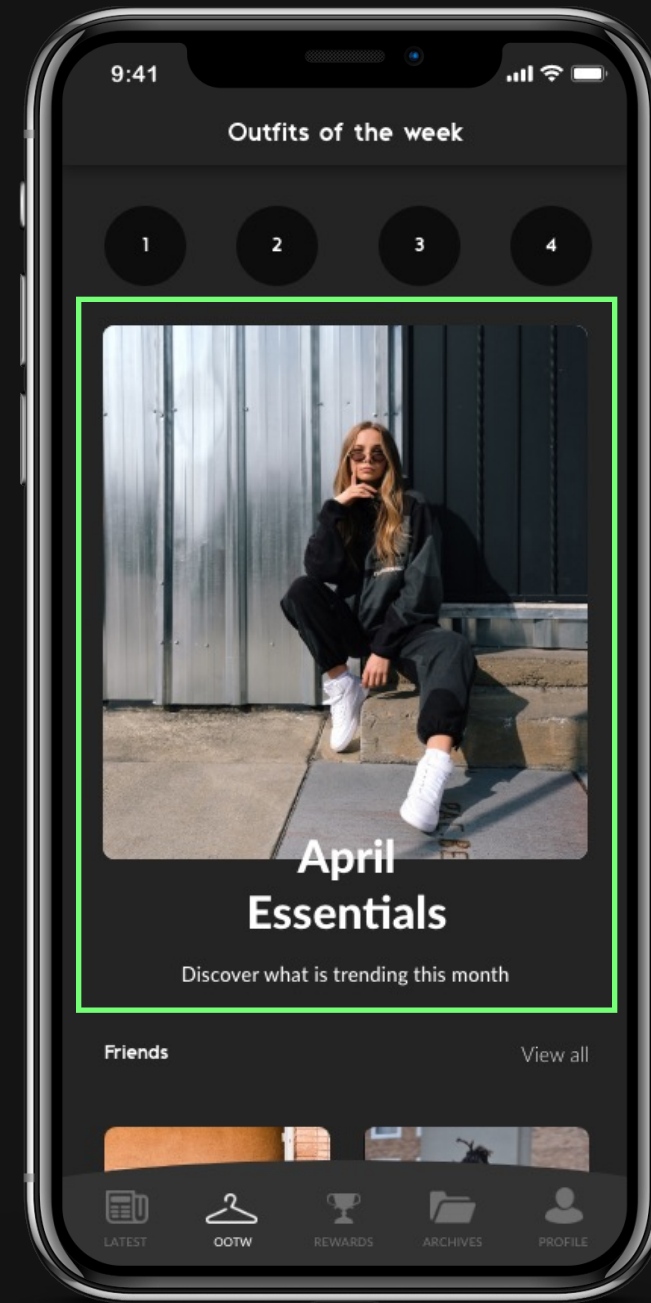
LATEST

OOTW

REWARDS

ARCHIVES

PROFILE



DO YOU HAVE NO IDEA
WHAT TO WEAR
DURING THE MONTH?

RECREATION BRINGS
YOU THE HOTTEST
FASHIONS IN
STREETWEAR FROM
HEAD TO TOE EVERY
MONTH!



REWARDS

○ SIGN IN

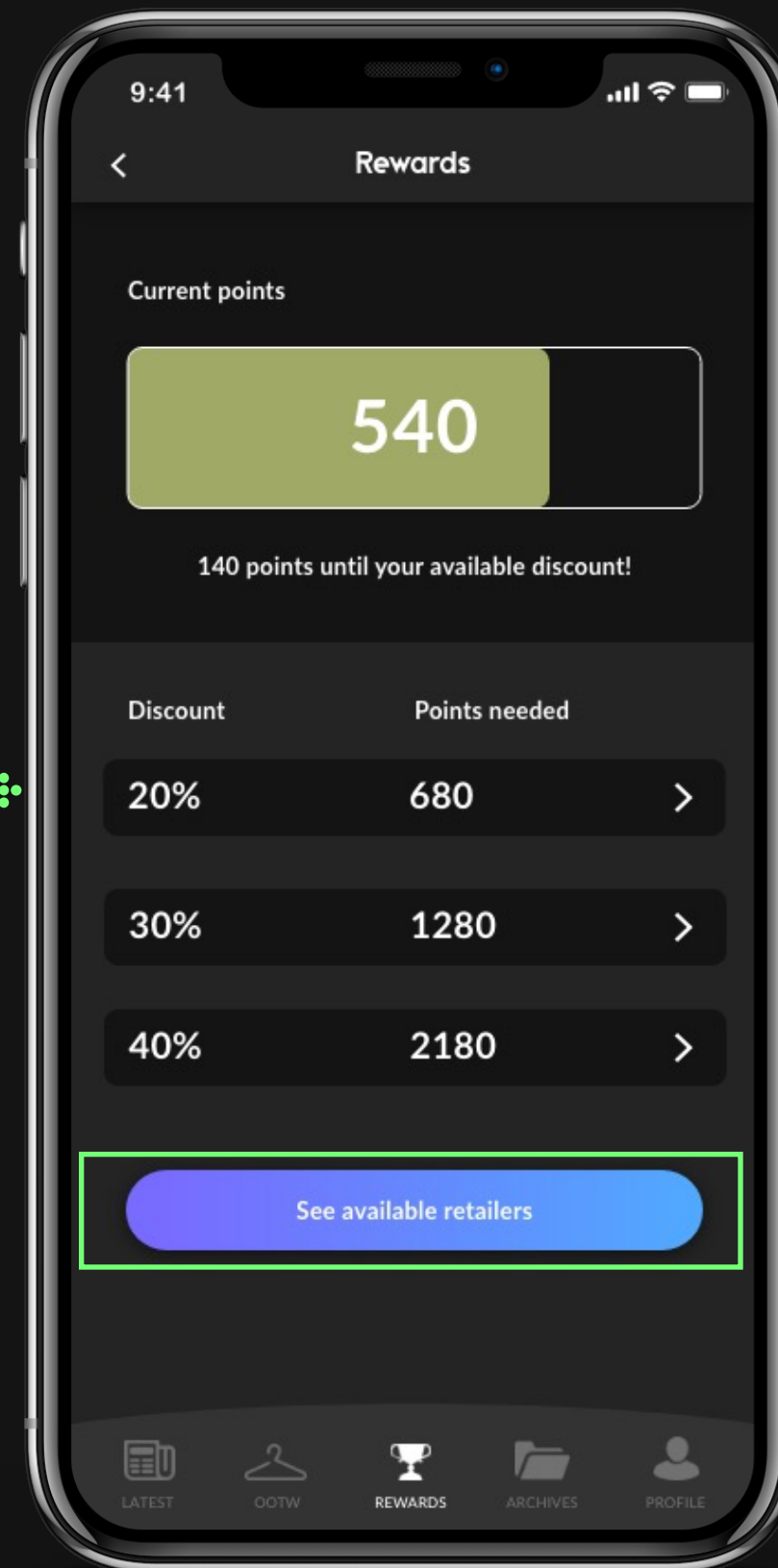
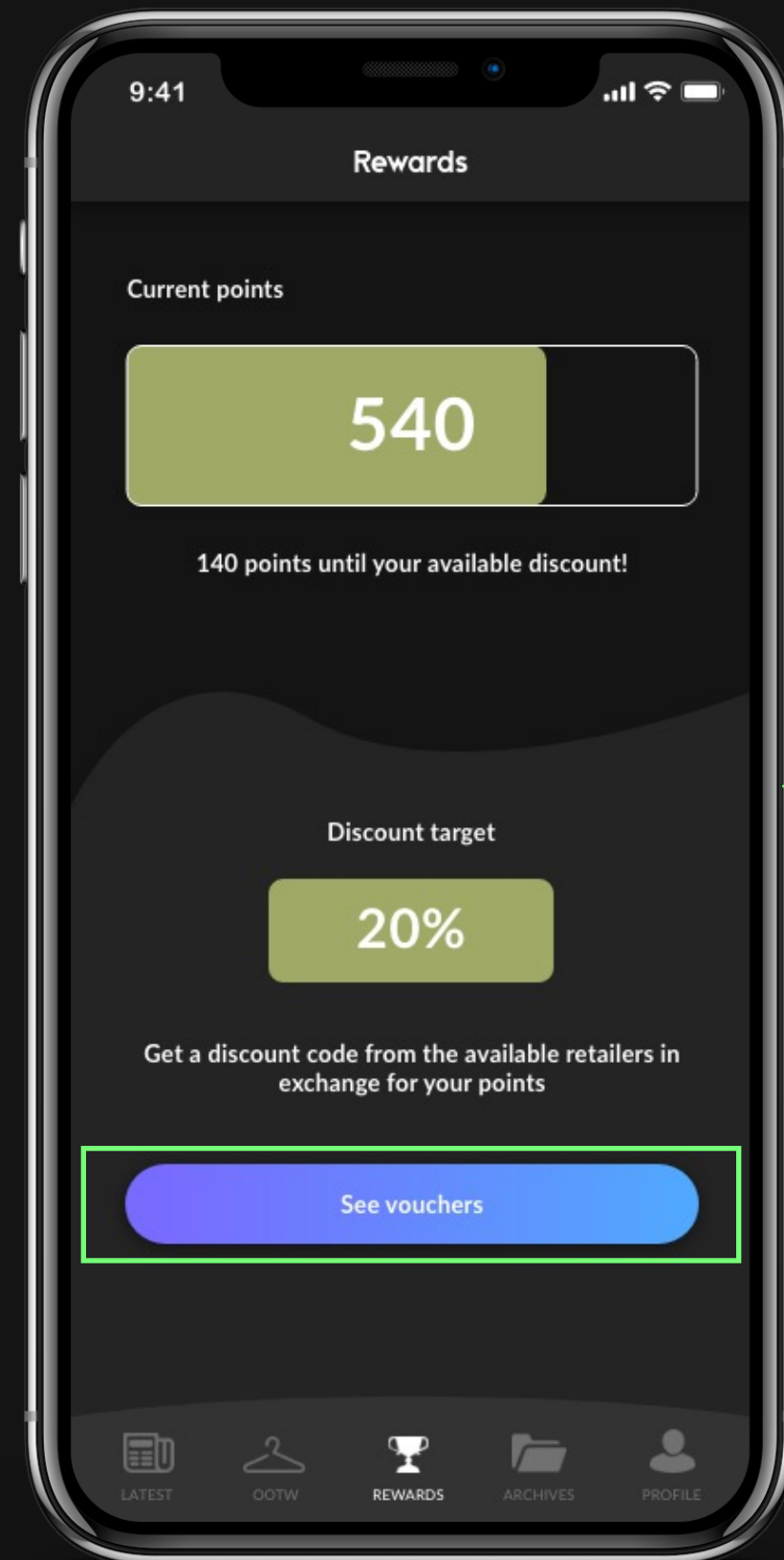
○ LATEST

○ OOTW

● REWARDS

○ ARCHIVES

○ PROFILE



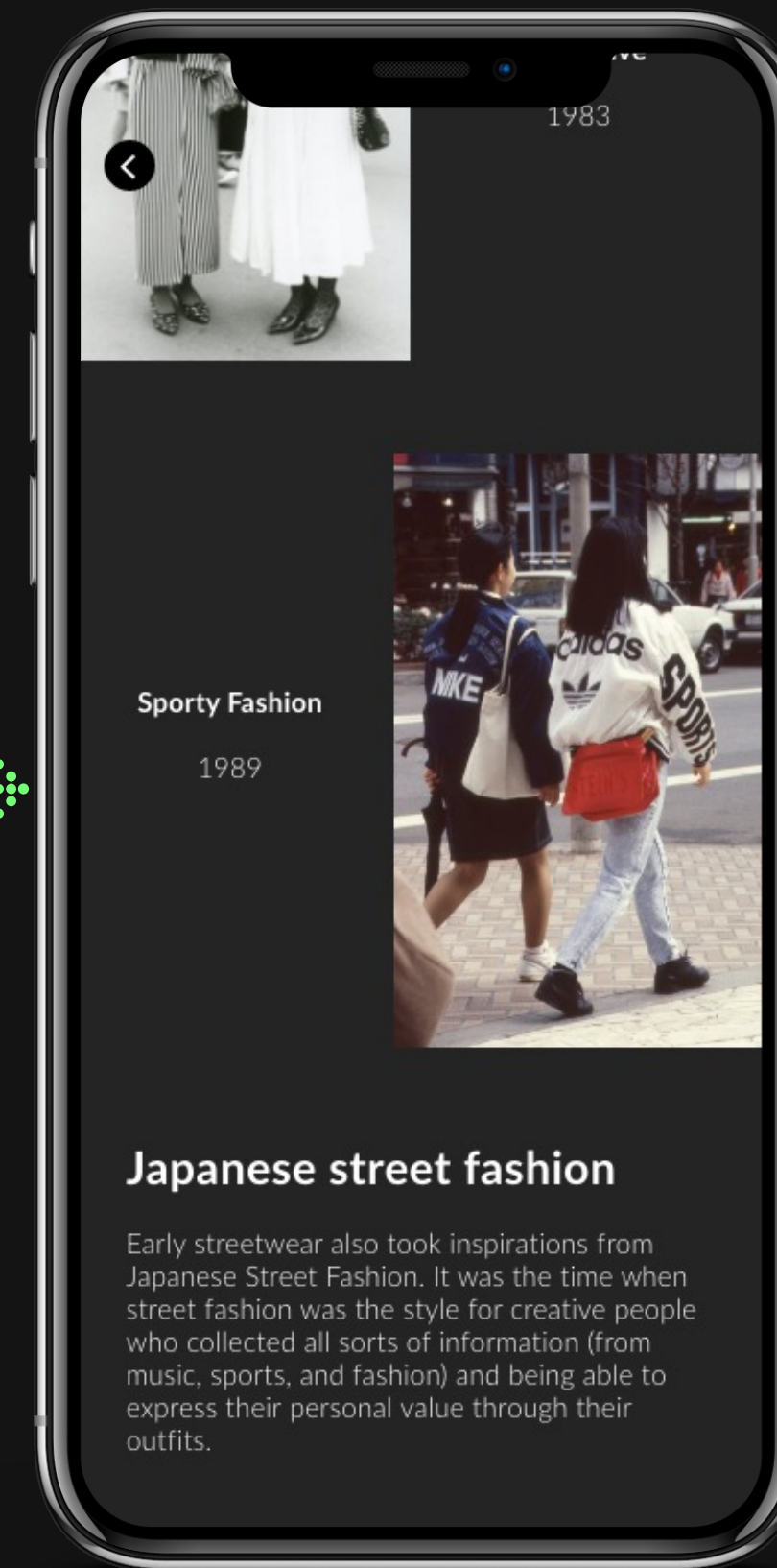
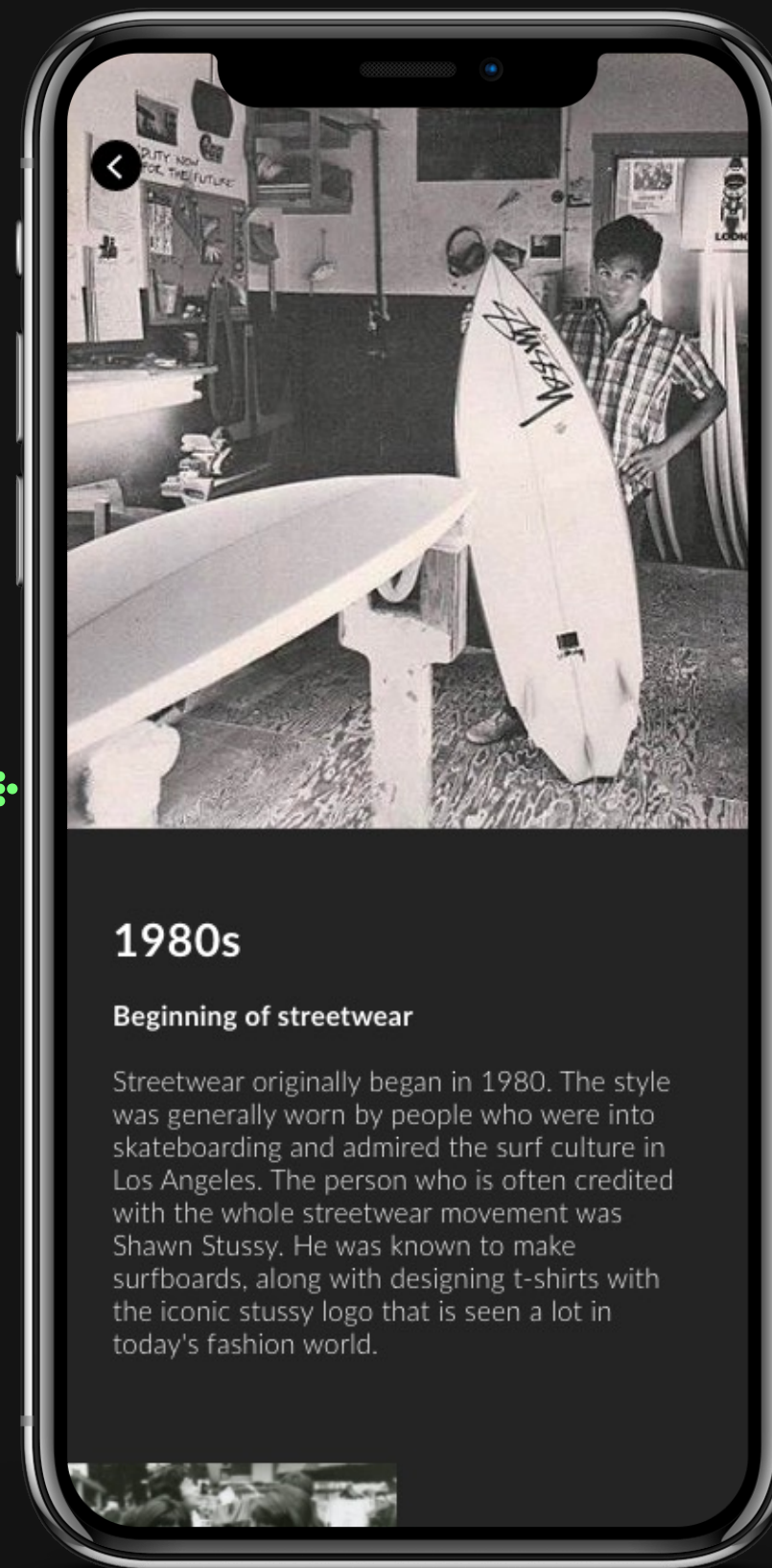
THE REWARDS PAGE ALLOWS THE USER TO SEE HOW MANY POINTS THEY HAVE UNTIL THEY CAN EARN THEIR DISCOUNT CODE.

AS LONG AS THEY HAVE THE RIGHT NUMBER OF POINTS, THEY CAN CHOOSE WHICH DISCOUNT TO REDEEM.

THE USER CAN ALSO SELECT WHICH RETAILER THEY WANT TO USE THE CODE FOR WHEN THEY HAVE THE RIGHT AMOUNT OF POINTS.

ARCHIVES

- SIGN IN
- LATEST
- OOTW
- REWARDS
- ARCHIVES
- PROFILE



THE ARCHIVES PAGE PROVIDES USERS WITH THE OPPORTUNITY TO EXPLORE THE HISTORY OF STREETWEAR FROM THE VERY START.

CONTENT IS UPDATED EVERY WEEK.

ARCHIVES

○ SIGN IN

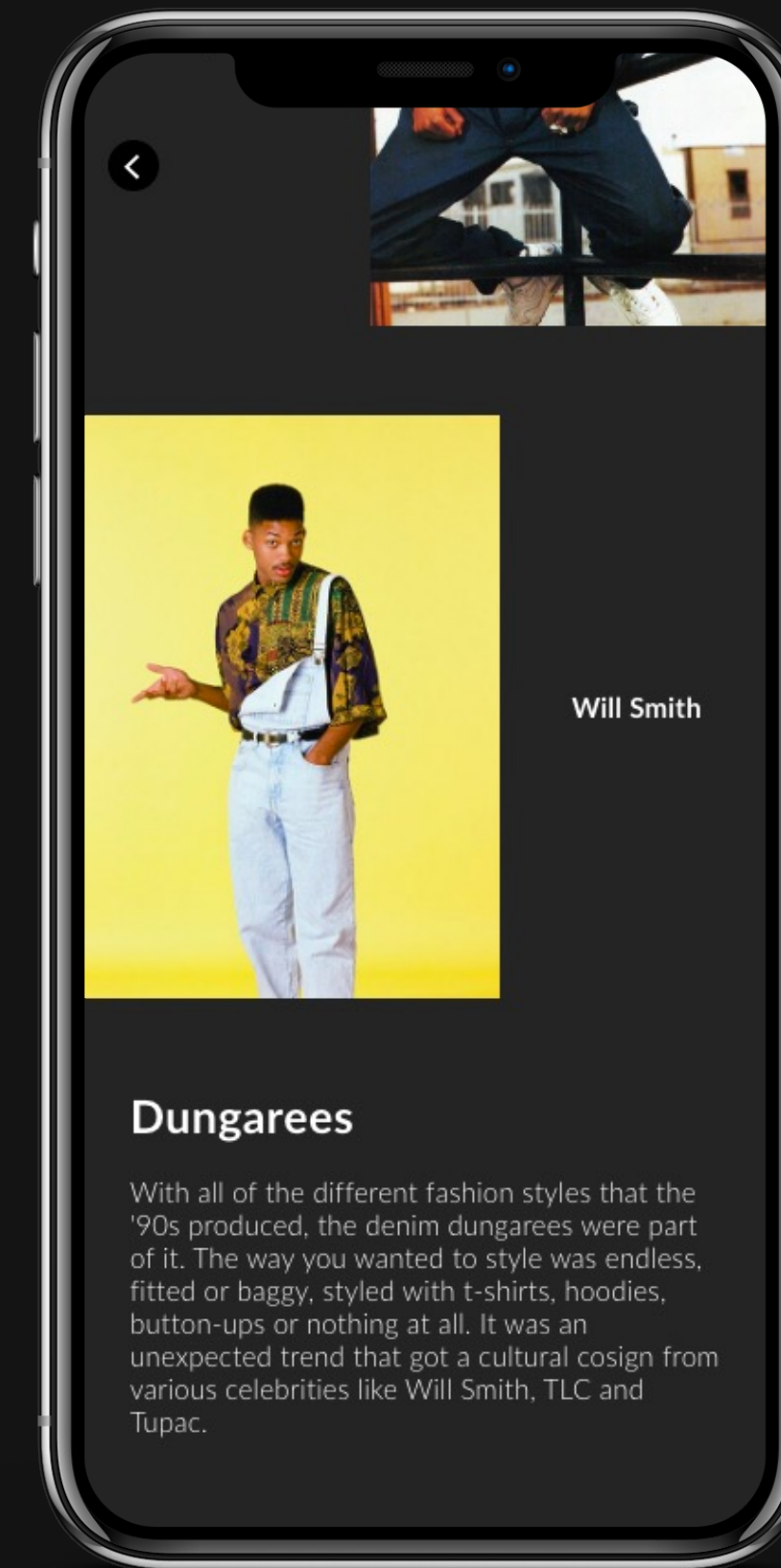
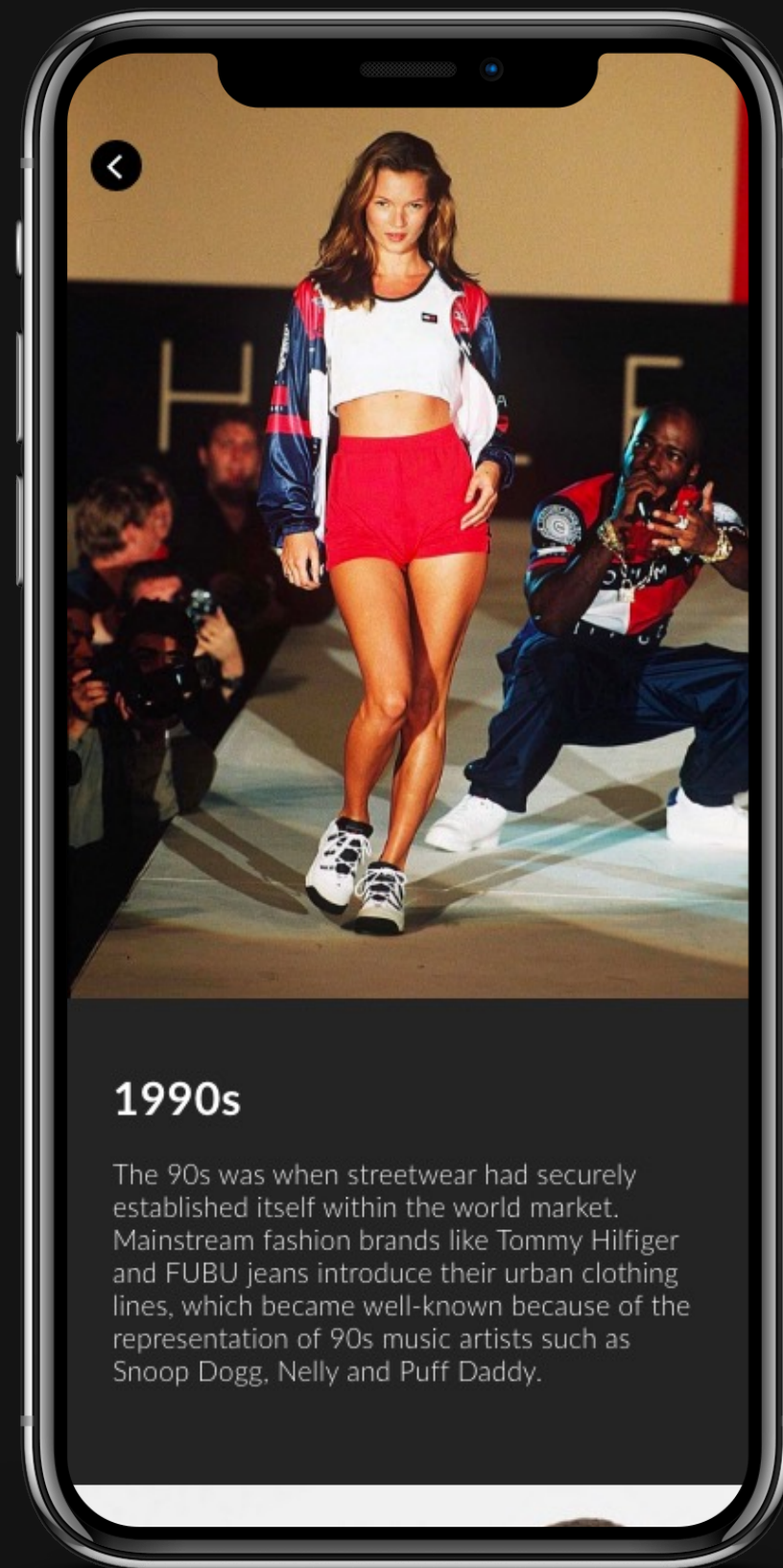
○ LATEST

○ OOTW

○ REWARDS

● ARCHIVES

○ PROFILE



THE ARCHIVES PAGE PROVIDES USERS WITH THE OPPORTUNITY TO EXPLORE THE HISTORY OF STREETWEAR FROM THE VERY START.

CONTENT IS UPDATED EVERY WEEK.

ARCHIVES

SIGN IN

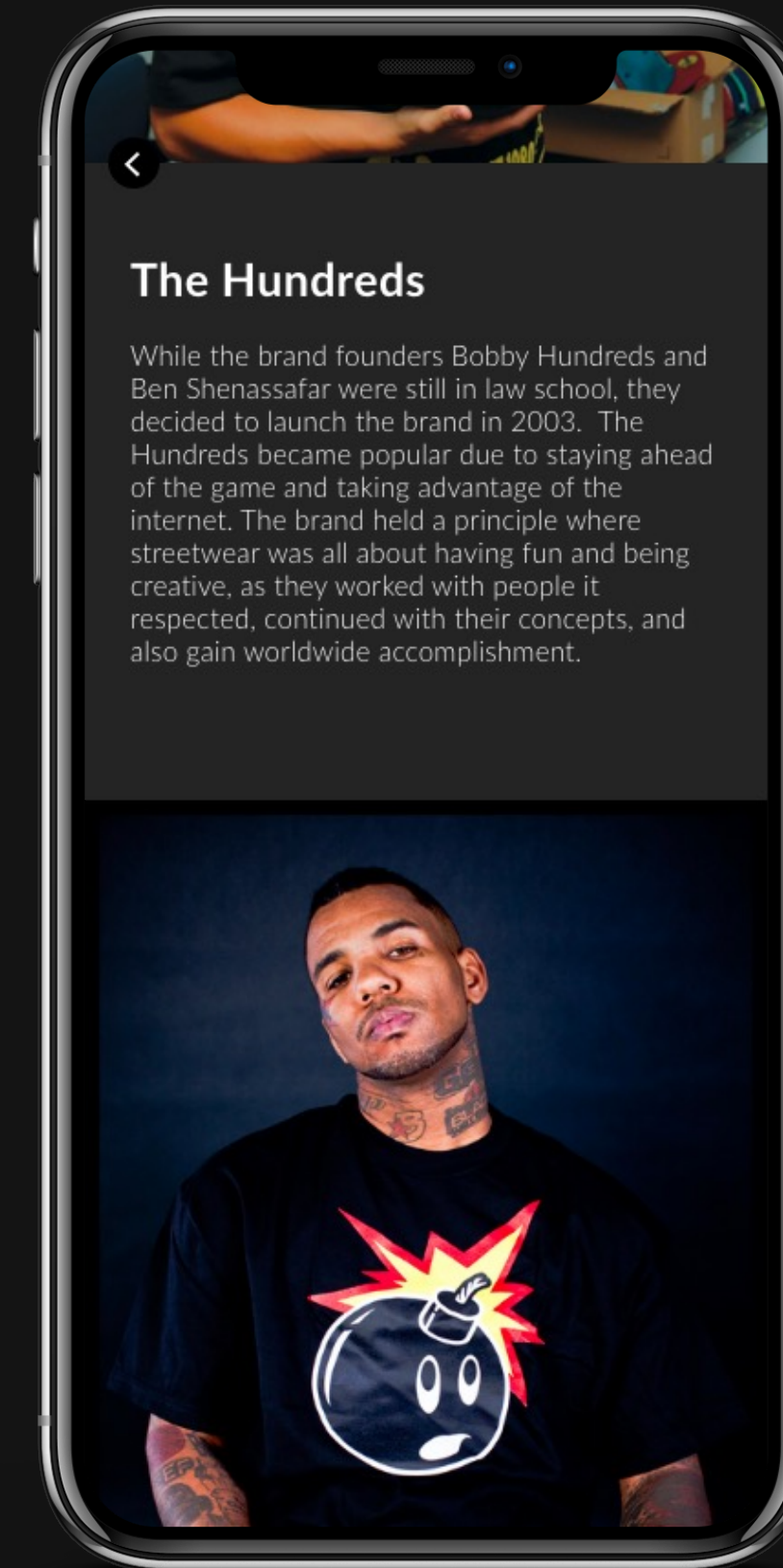
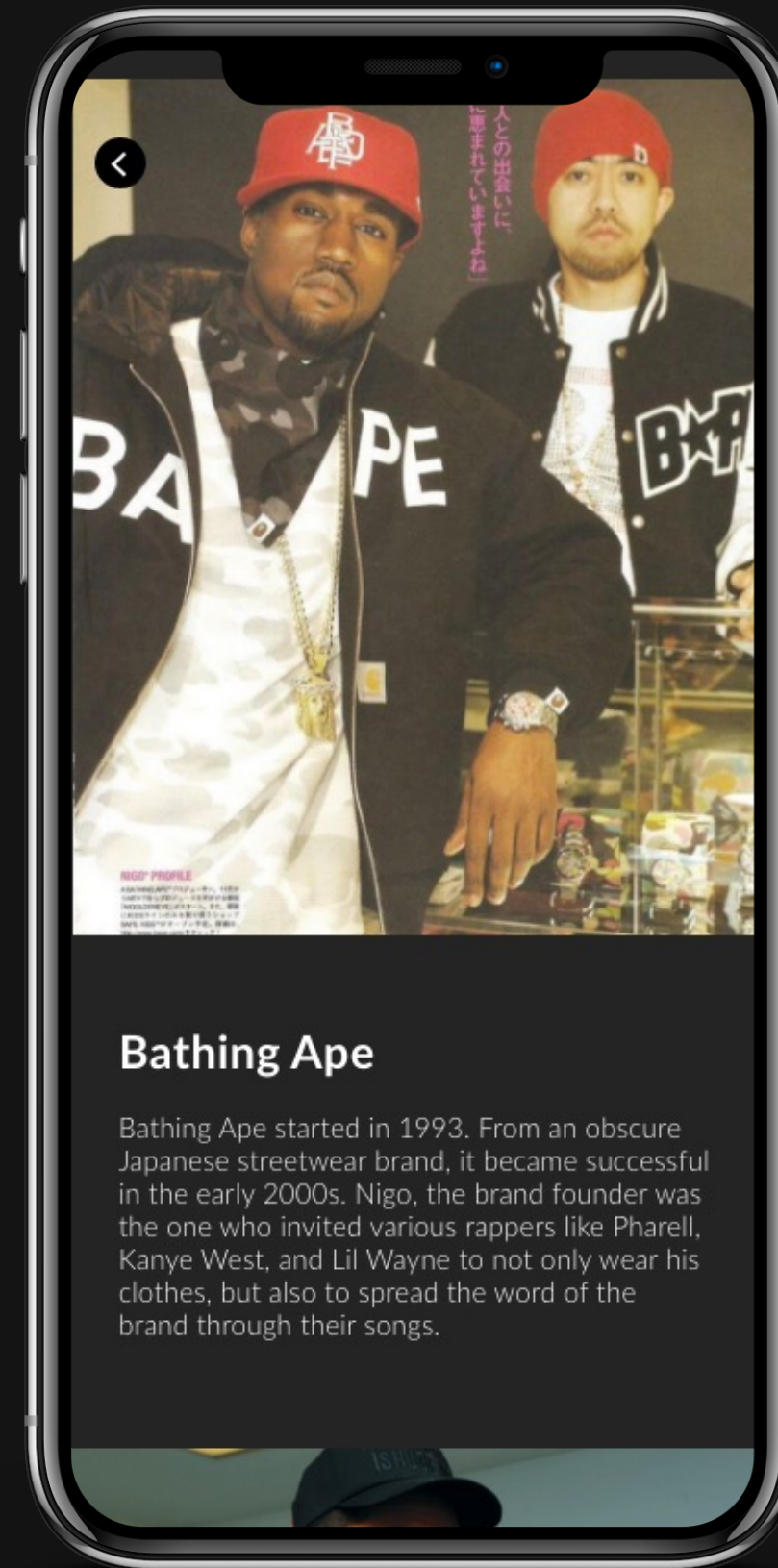
LATEST

OOTW

REWARDS

ARCHIVES

PROFILE



THE ARCHIVES PAGE PROVIDES USERS WITH THE OPPORTUNITY TO EXPLORE THE HISTORY OF STREETWEAR FROM THE VERY START.

CONTENT IS UPDATED EVERY WEEK.

ARCHIVES

○ SIGN IN

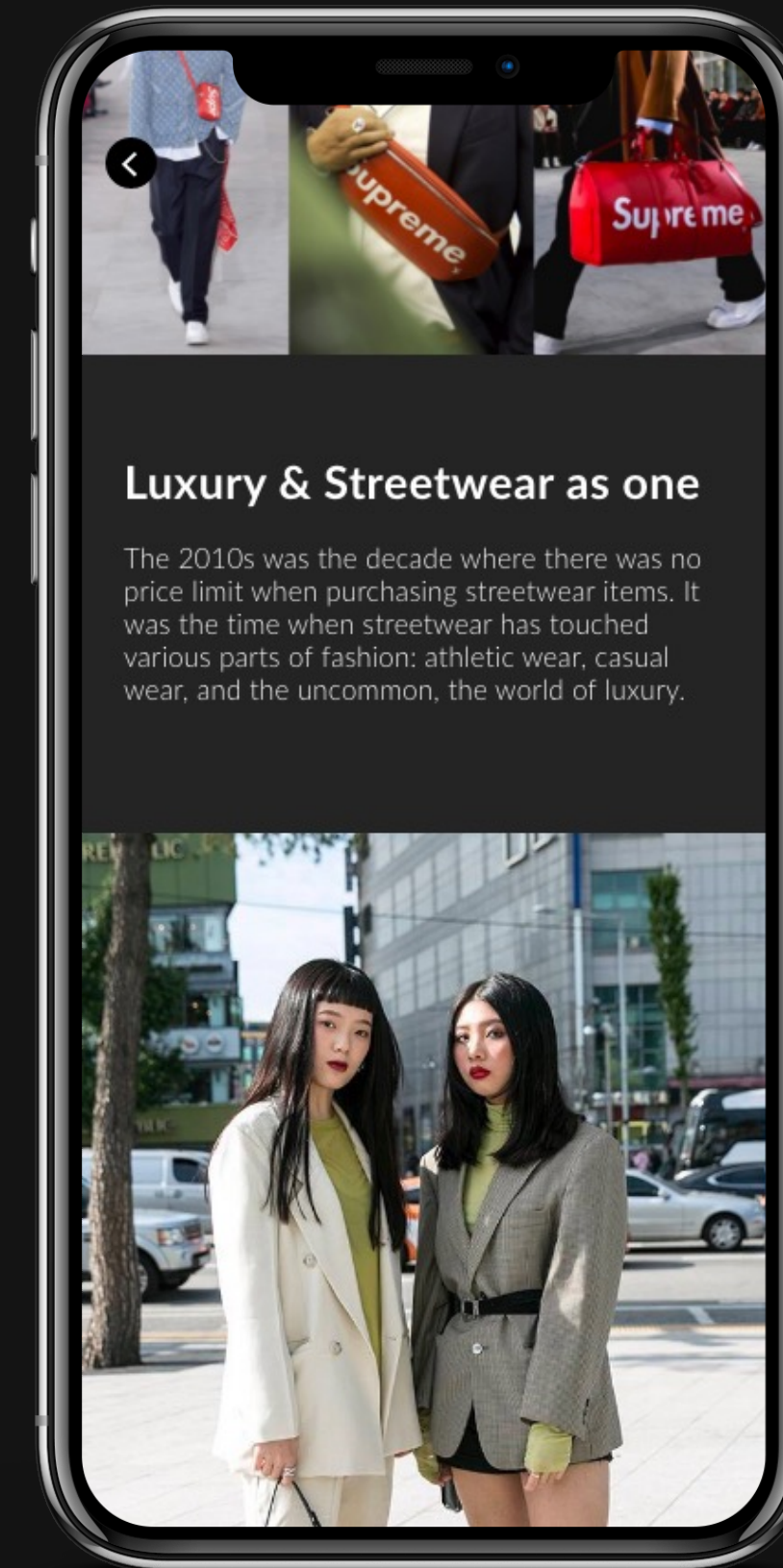
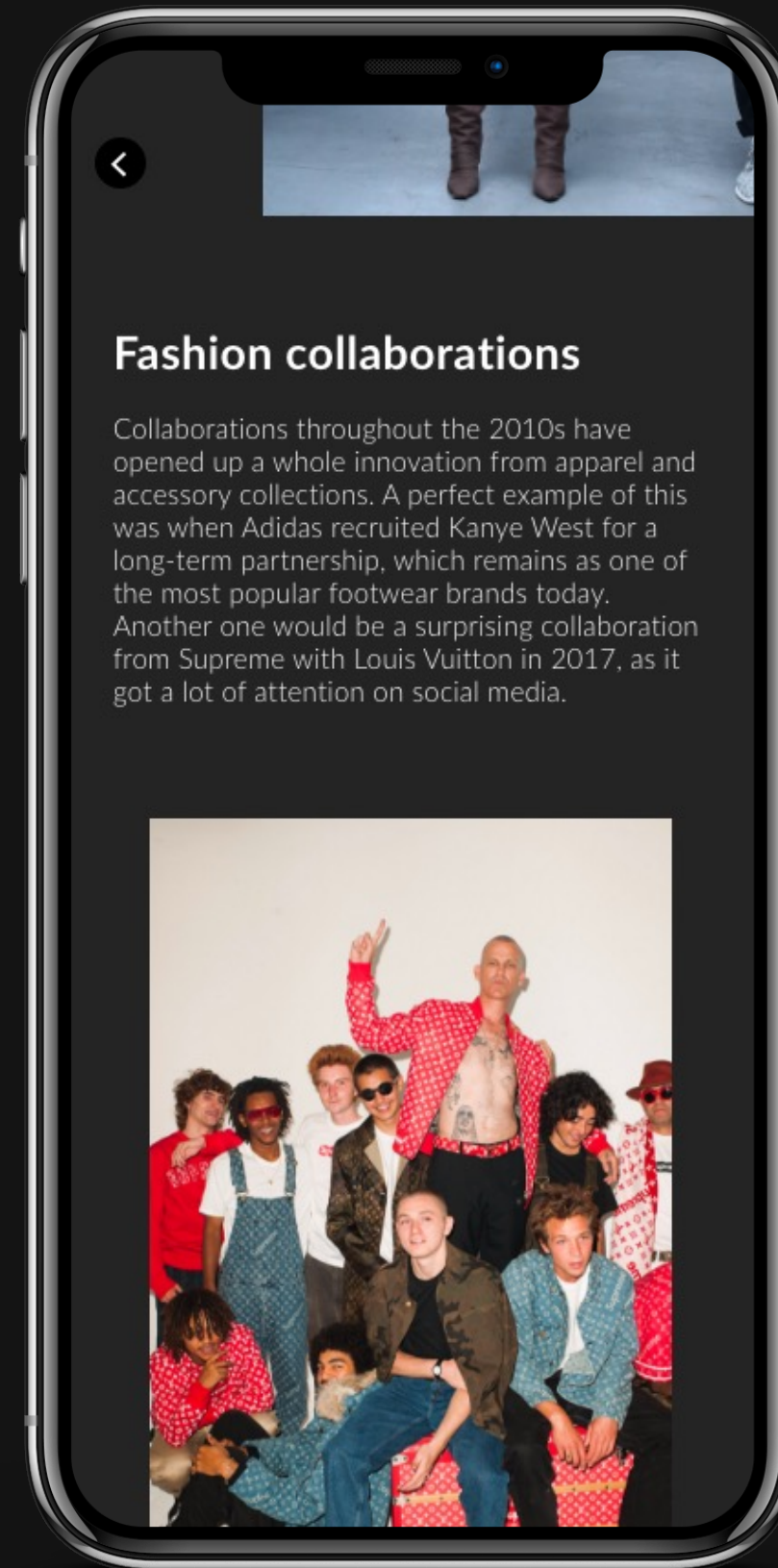
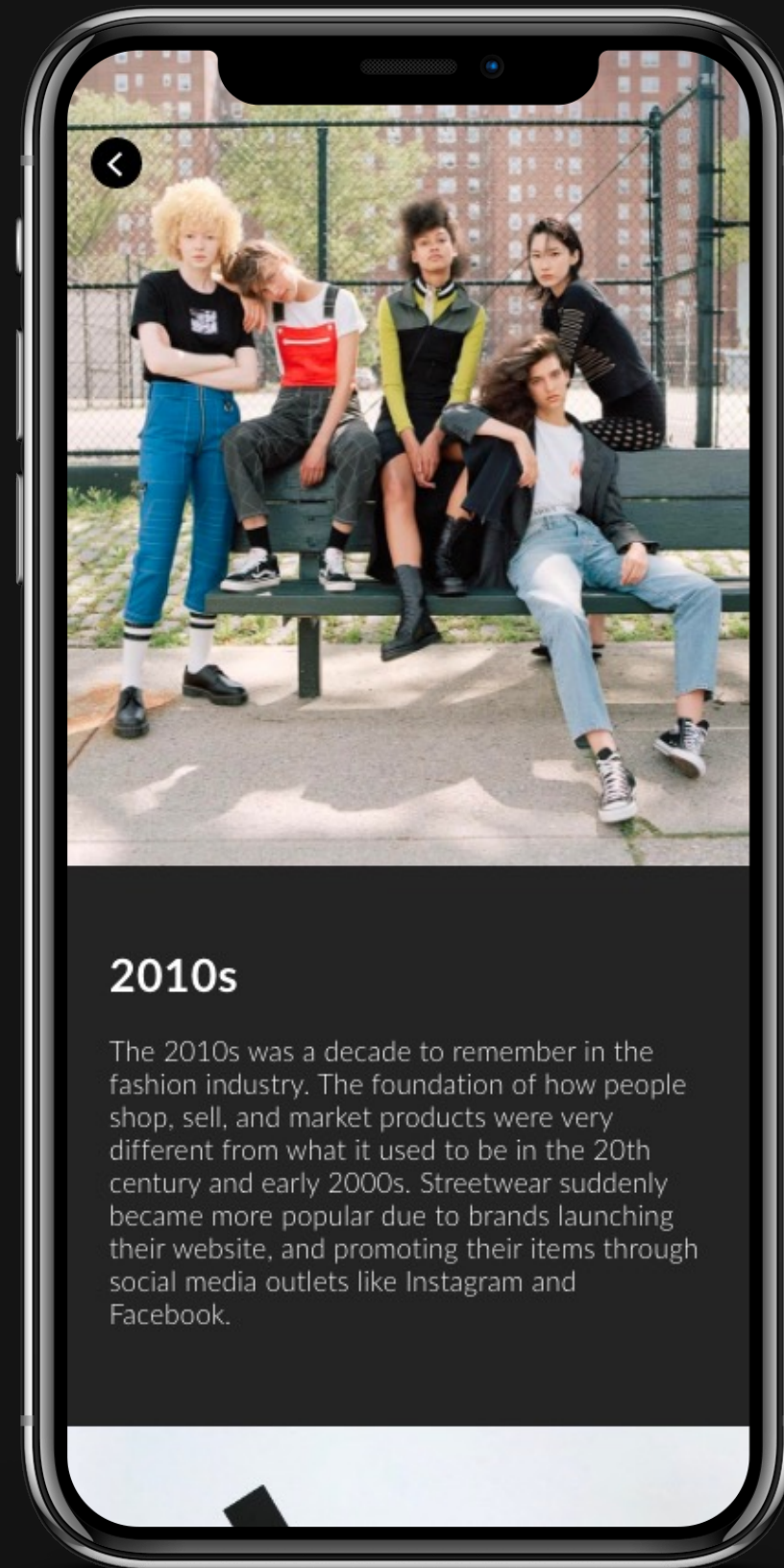
○ LATEST

○ OOTW

○ REWARDS

● ARCHIVES

○ PROFILE



THE ARCHIVES PAGE PROVIDES USERS WITH THE OPPORTUNITY TO EXPLORE THE HISTORY OF STREETWEAR FROM THE VERY START.

CONTENT IS UPDATED EVERY WEEK.

PROFILE

○ SIGN IN

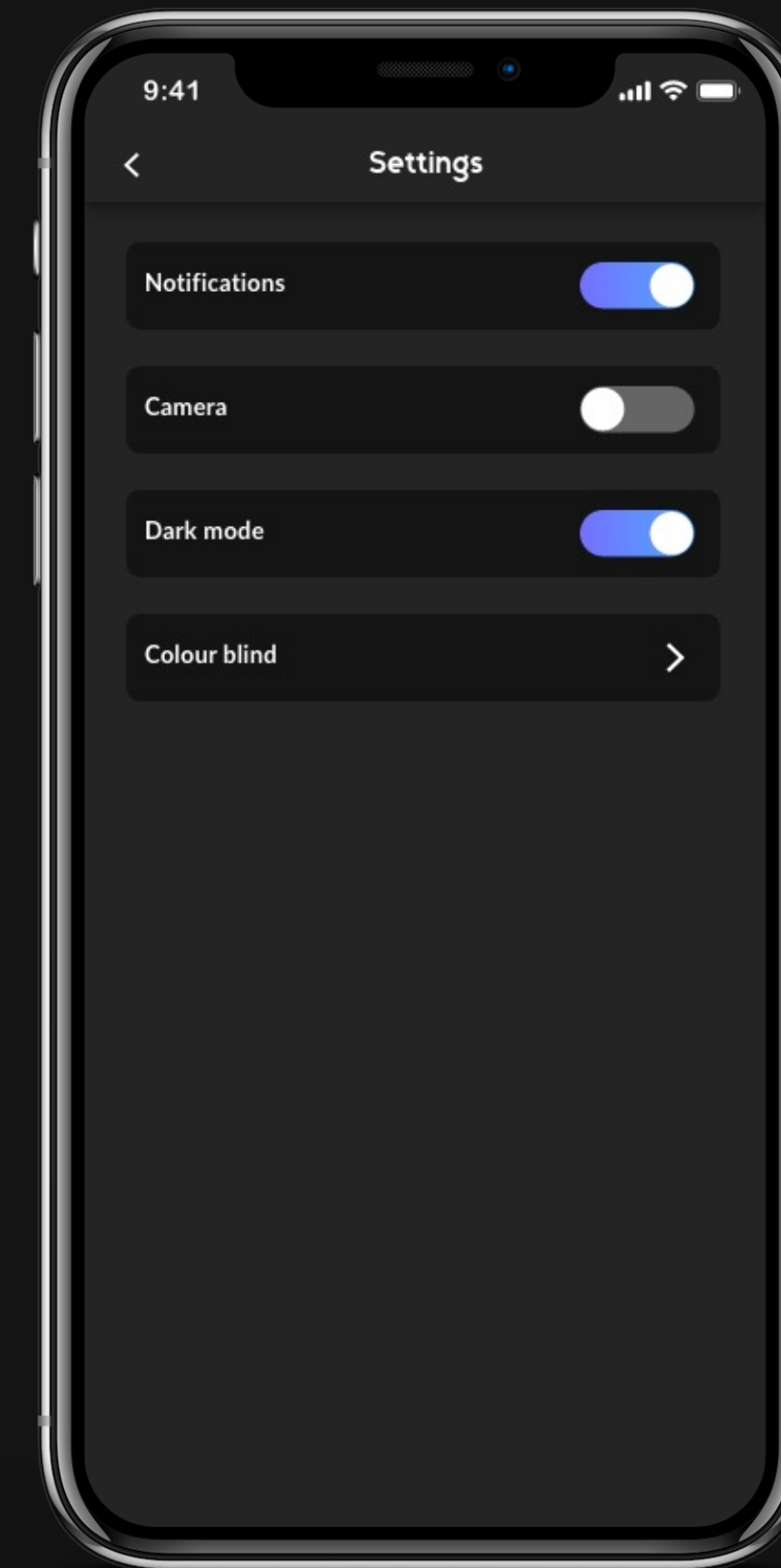
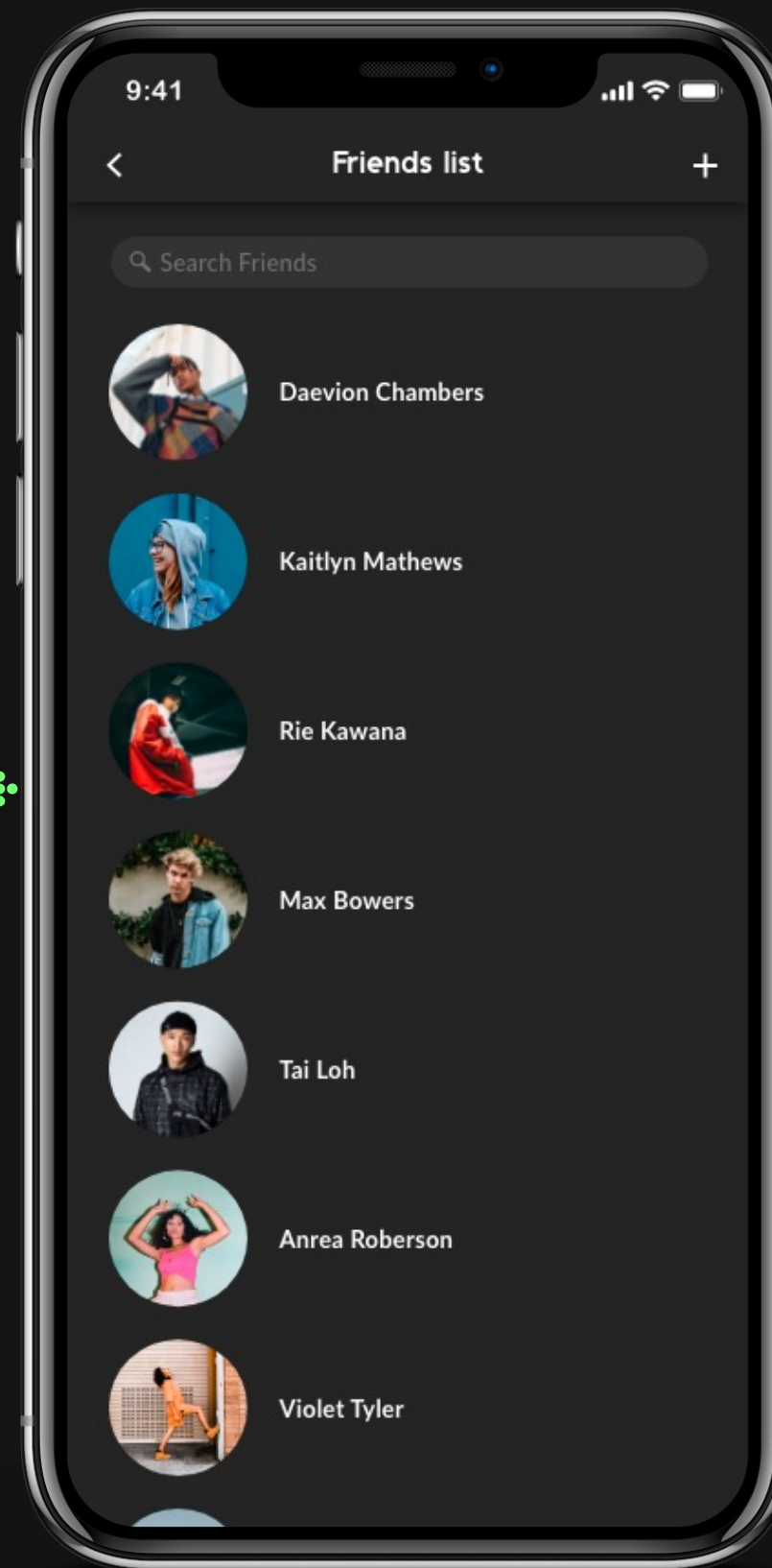
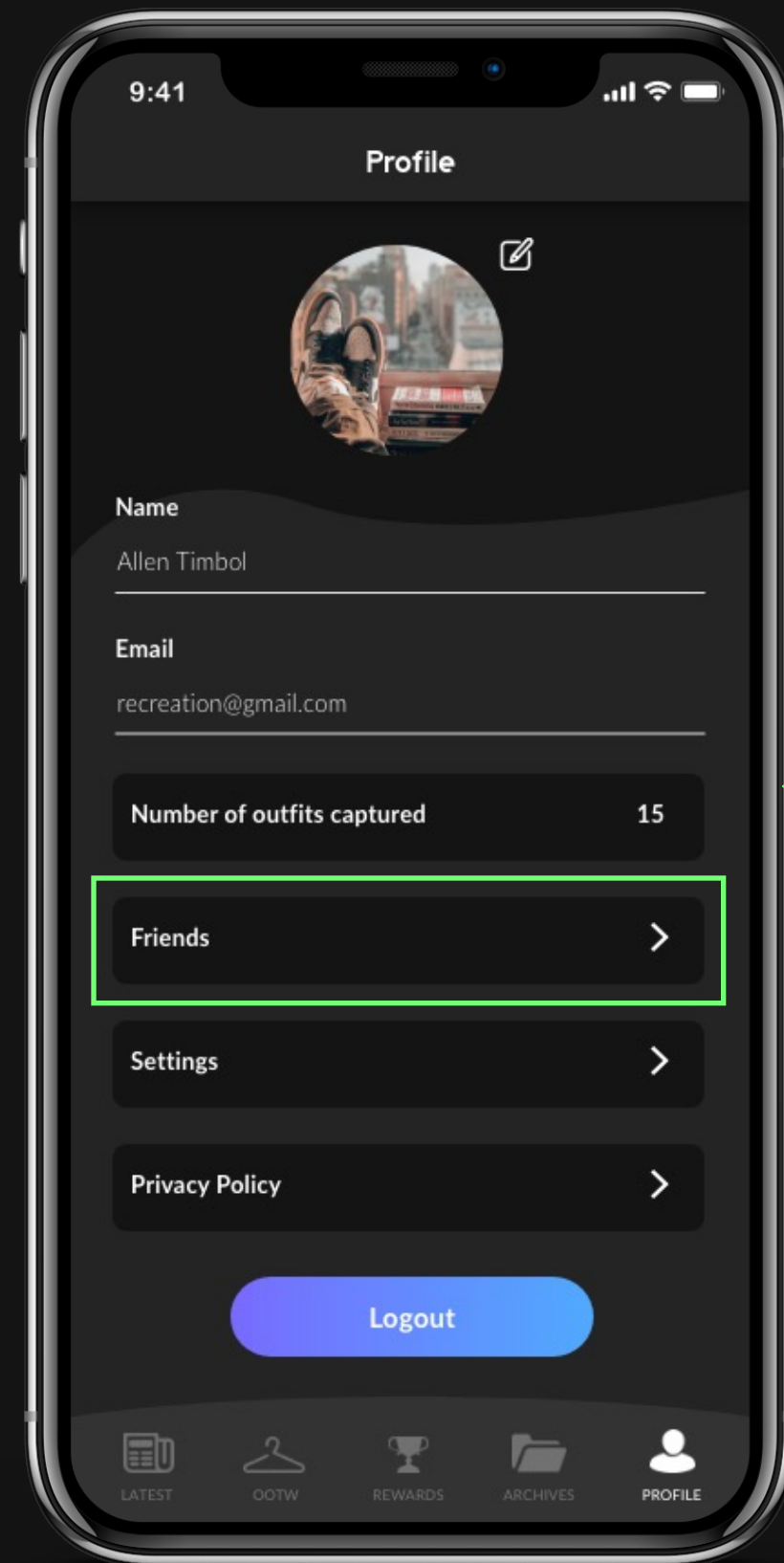
○ LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

● PROFILE



YOU CAN CUSTOMISE YOUR PROFILE PICTURE AND ENABLE DARK MODE WITHIN THE APP'S PROFILE PAGE, ACCESS THE FRIENDS' LIST AND THE ABILITY TO ADD NEW PEOPLE.

YOU ARE ALSO ABLE TO IDENTIFY HOW MANY OUTFITS YOU HAVE TAKEN.

PROFILE



○ SIGN IN

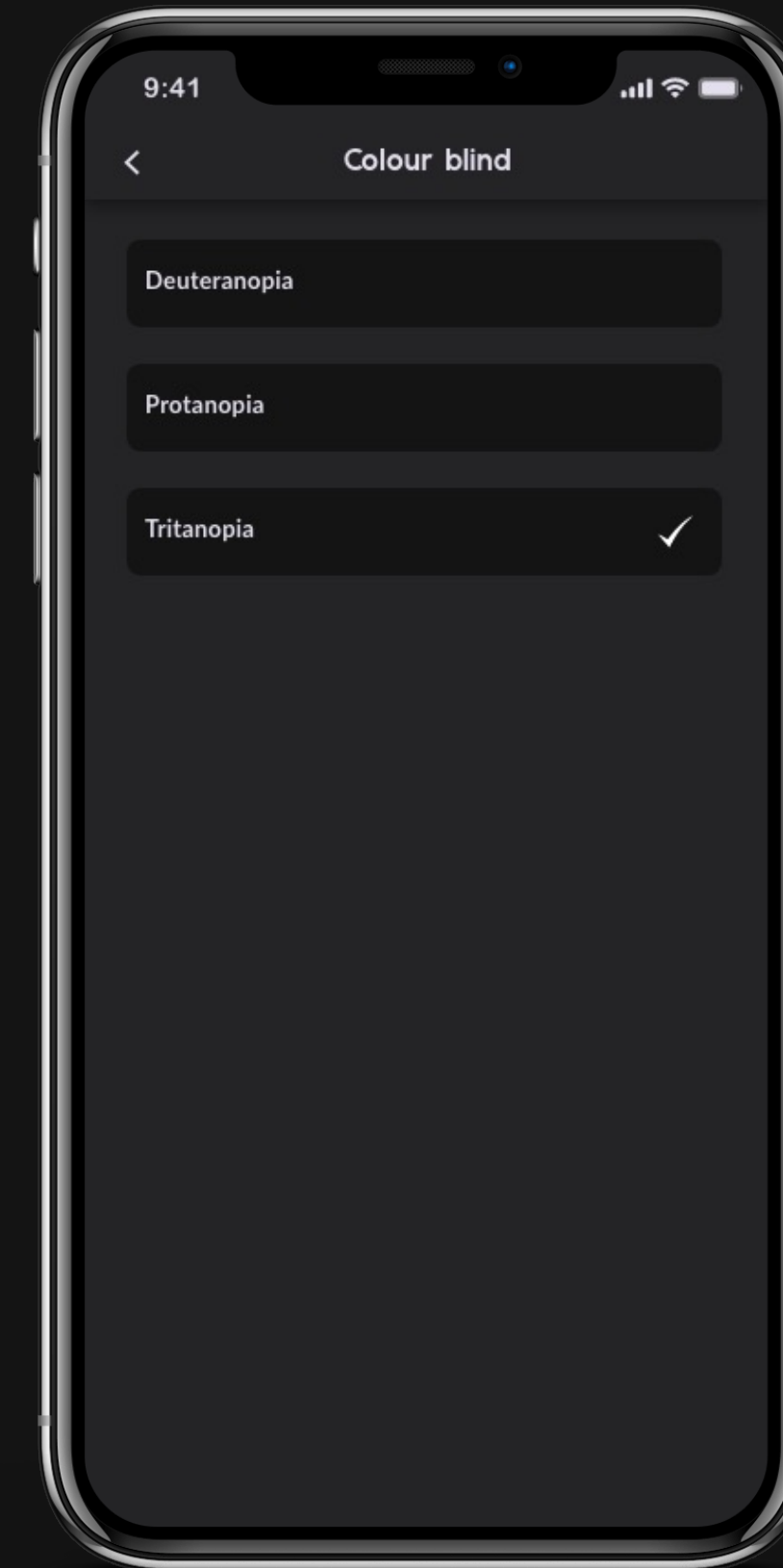
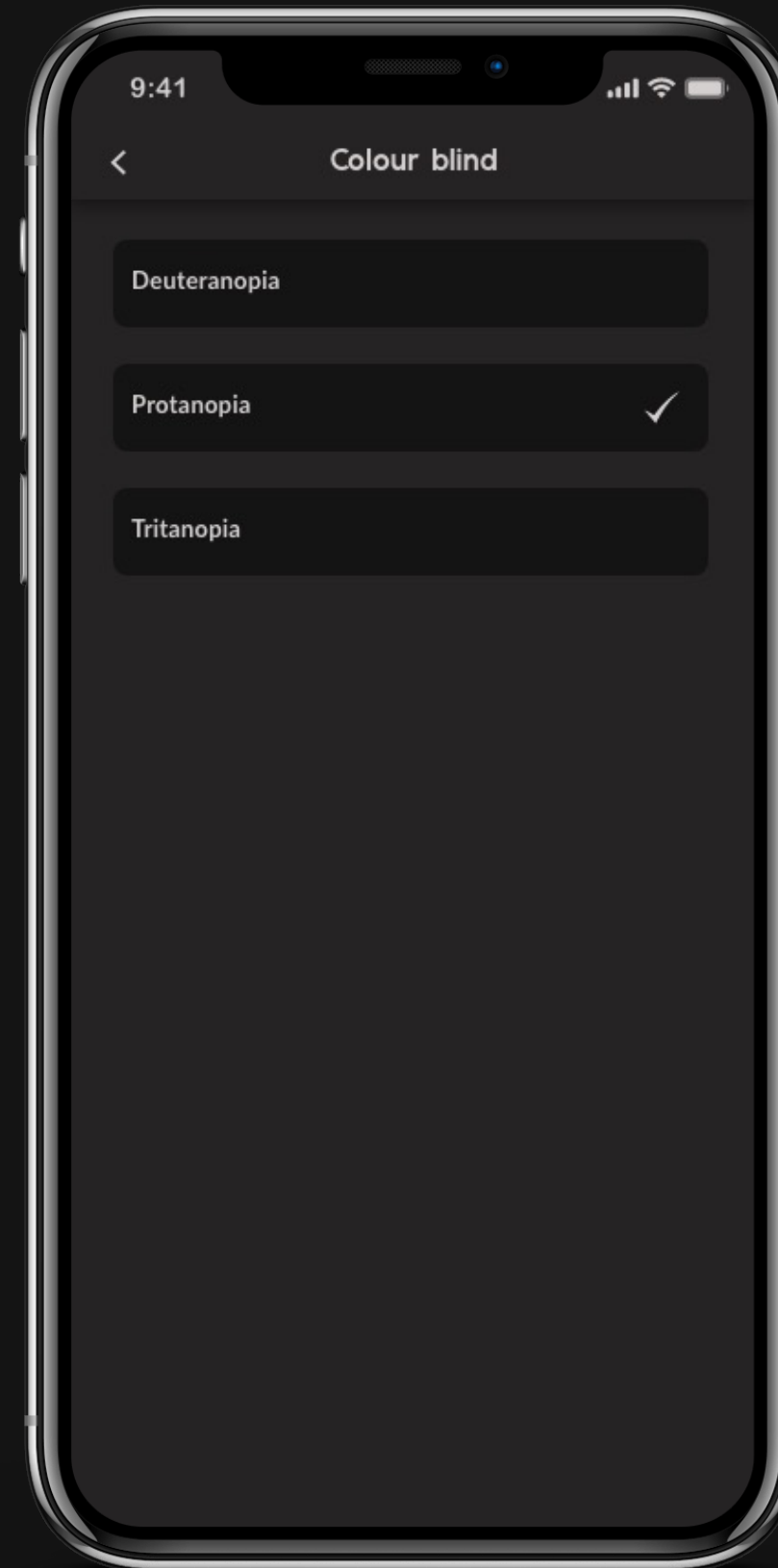
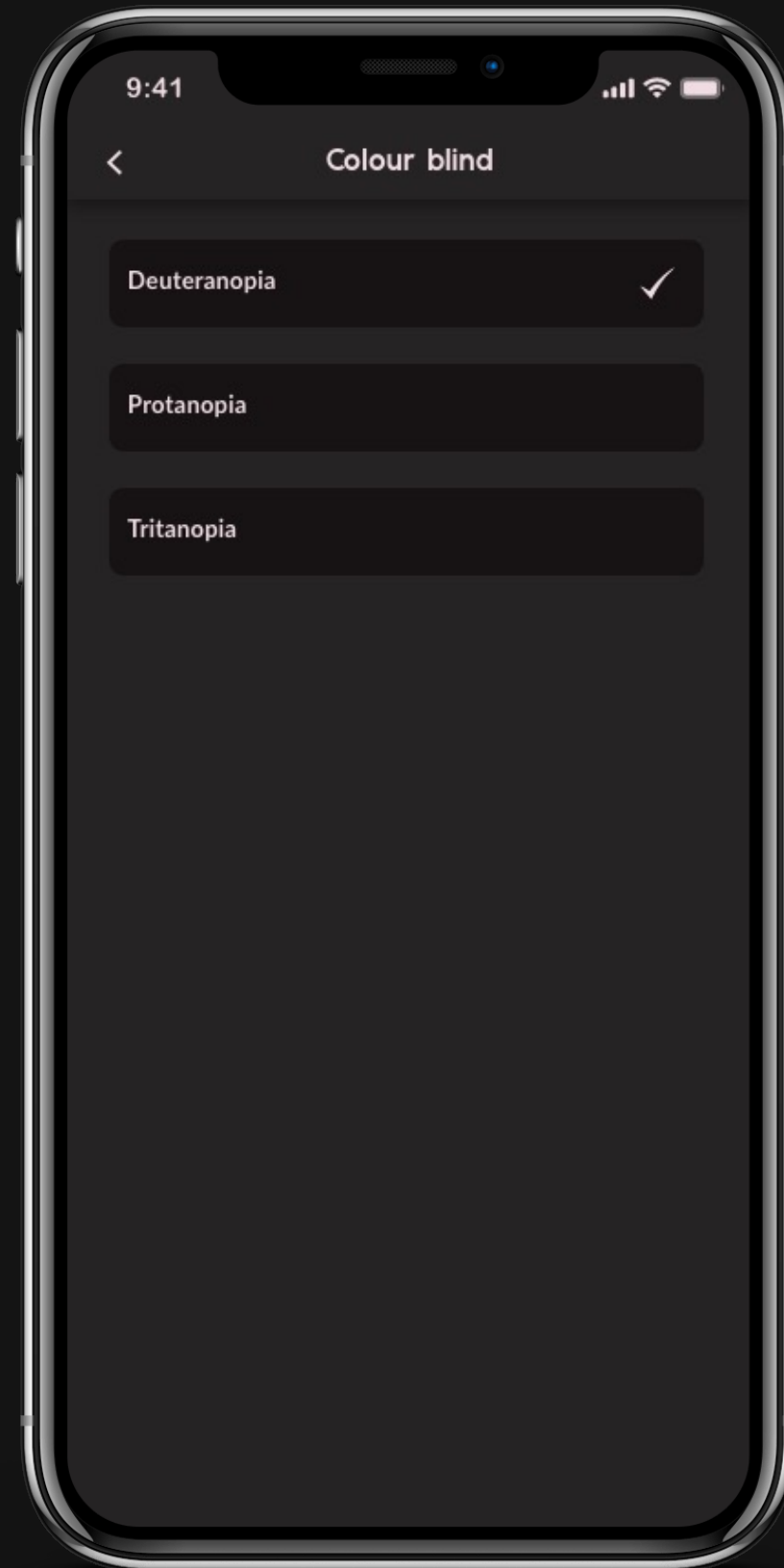
○ LATEST

○ OOTW

○ REWARDS

○ ARCHIVES

● PROFILE



RECREATION OFFERS A
COLOUR BLIND
FEATURE.

EVERYONE IS
WELCOME TO THE
STREETWEAR
COMMUNITY!






DESIGN & PRESENTED BY

ALLEN TIMBOL

THANK YOU FOR VIEWING RECREATION

IF YOU'D LIKE TO VIEW
MORE OF MY DESIGN WORK:

 @allentimboldesigns

