



# Gone Boarding!

Dream it...Build it...Shred it!



Truckee High School  
Year 2

Iteration 1:

This is a working document.  
Any and all feedback is very welcomed!

*"The concepts I learned in Gone Boarding apply more to life than anything I've ever learned in a math or science class."*

**Matt Mills, FHC Class of 2016**

Stanford University: Class of 2020

Studying Product Design





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# Pathways:

1. *product design*

2. *marketing*

3. *networking*

4. *sustainability*

5. *video/social media*

6. *partnerships*

7. *event planning*

8. *research & development*



## Overview:

The “goal” of the Product Design pathway of Gone Boarding is to ultimately teach students a “Design Process” that they can take away from the class and use in future design projects. After learning and practicing this Design Process throughout the semester, students will be introduced to Design Thinking methodologies where they will learn skills that include ideating, sketching, rapid-prototyping, conducting user-tests, etc. Not only will the students learn the steps of an effective design process, they will be also exposed to various programs and methods of design such as CAD (computer-aided design), laser cutting, 3-D printing, etc. Students will also learn how to document and communicate ideas during each stage of the project.

## Tasks Completed:

- Working with the marketing, manufacturing, graphic design teams to understand the design requirements of the board/product to take an idea into a functioning, high-fidelity prototype
- Working with the marketing team to ‘empathize’ with users to understand the ‘needs’ of the end product
- Working with the sustainability team to make sure materials are efficiently used
- Working with end users to test prototypes to further understand user needs

Weekly share-out of ideas and prototypes to keep communication within the project transparent



## Overview:

*The Goal of the “Marketing / Advertising” experience in the Gone Boarding II class is to gain a basic understanding of what marketing / advertising is, how it correlates with Gone Boarding, and what careers are available in the industry. Students will work in a small group or team setting to create a marketing / advertising campaign for their creations in the Gone Boarding class. The purpose of the campaign is for the students to promote their creations in a way that resembles the way a company, like Vans or GoPro, would promote their products. Students will have the opportunity to work with a few basic marketing tools like Google Analytics and Hootsuite. Students will also learn how to use social media apps from a business perspective by using analytics tools in the apps, as well as learning how to effectively post advertisements on these apps.*

## Tasks Completed:

- Working with the graphic design team to create graphics to use in their campaigns.*
- Working with the video/photo/social media team to create media content for the campaign.*
- Working with the product design and research and design teams to figure out the best qualities of the product to use in the campaign.*
- Working with the event planning team to assist in the promotion of events.*
- Working with the sustainability team to assist in the promotion of any initiatives or programs that they wish to initiate.*

*Weekly Reporting to head facilitator*



## Overview:

The goal of the “Networking” experience in the Gone Boarding II class is to provide the students with exposure in developing social and professional contacts, how these contacts can be used to help form potential career opportunities, or gain leverage in the social environments. The students interested in networking will pursue small local businesses, as well as larger corporations such as Red Bull, Vans, and Hurley, forming relationships with the intent of improving the class, and spreading the ideas and aim behind Gone Boarding as a whole. These students will collaborate with the contacts they have formed to then re-introduce the ideas and suggestions their contacts have provided with the intent to improve the structure of the class.

## Tasks Completed:

- Creating a well thought out and formulated plan that can be presented in the form of a video, or presentation
- The student is then required to go out, contact, and successfully communicate the intentions of Gone Boarding with new businesses, individuals, and other schools. With the intention of gaining recognition for the class, as well as getting the students name out there as well.
- Continuing to form relationships with social and professional contacts in order to bring back feedback that will prove beneficial to the class and its development
- Working with the marketing team as well with sustainability team forming questions that can be brought to the networking students contacts to receive feedback or suggestions that will then be re-communicated to both the marketing and sustainability teams.
- Working with the event planning team
- Working with the local business partnership team

Weekly Reporting to head facilitator



## Overview:

*As the action sports community has begun focusing platforms on climate change, so should Gone Boarding II. Sustainability education will be integrated into materials, manufacturing, and the sport (ski/snowboarding, surfing, long/skateboarding) to promote a critical mindset about how action sports are achievable. Students will be educated on the resources required for big mountain resorts, ski/snowboard manufacturing, and how these can be achieved through more sustainable practices. Students will be given the opportunity to practice backcountry skiing, study snow hydrology, and take avalanche courses. There will be opportunity for entrepreneurial endeavours as sustainable product design develops and the products become marketable. Students will learn alternative design and manufacturing methods, valuable business skills, and sustainability practices.*

## Tasks Completed:

- Working with local backcountry guides for education on local snow hydrology and conditions.*
- Conducting materials tests to determine if more sustainable and/or locally sourced materials fit the needs of skiers and snowboarders.*
- Working with video/photo team to create audio-visual messages about sustainability practices in action sports.*
- Working with marketing team and R & D to create marketable sustainable products to be sold.*
- Working with local resort management to better understand resource allocation (especially water).*
- Working with event planning for outreach to climate change focused snow sport groups such as POW (Protect Our Winters).*

*Weekly Reporting to head facilitator*





## Overview:

The goal of the "Video & Photo/Social Media Marketing" experience in the Gone Boarding II class is to expose students to the social media marketing and the role video/photo plays in it. This will also give students an idea of potential career opportunities. The video & photo/social media marketing students will collaborate with all of the other students in the class in creating assets that can be used on social platforms and other areas that pertain to Gone Boarding. Students will have the opportunity to work with various programs that are used in this focus, such as the Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) and social platforms (Instagram, Facebook, Vimeo and YouTube).

## Tasks Completed:

- Working with the marketing team to create content that can be used for marketing assets in the community.
- Working with the event planning team to create promotional content that can be used to push events.
- Working with the graphic design team to create graphics that can be used in visual assets.
- Working with the web team to create content that can be used on the website.

Weekly reporting to the head facilitator.



## Overview:

*Utilizing local businesses is a way for students to gain experience with creating and keeping partnerships with them where the business can be of assistance to the student, and the student to the business. It is important for students to learn how to make these connections and keep them and remain in contact with these businesses in a way that the partnership is maintained. It will be up to the students to reach out to businesses, set up a partnership plan, and stick to that plan with the companies to create good relationships. It will also be important for students to communicate with each other regarding their business partnerships and passing them down so that partnerships can remain and be altered as the years continue. Students will learn how to develop and keep good relationships from their own doing.*

## Tasks Completed:

- Seek out appropriate local businesses*
- Contact businesses and set up partnership plan*
- Maintain contact with businesses*
- Work with events team to see how these businesses can be utilized in local events*
- Work with advertising team to see how they can be utilized in advertising*
- Work with production team to see what kind of hard goods can be provided for partners*
- Work with video / photo team to incorporate businesses in Gone Boarding media*
- Pass down business contacts with future students so that partnerships can remain*

*Weekly written report to the head facilitator.*



## Overview:

The goal of the Event Planning pathway in GB II is to provide students with a thorough understanding of properly planning events. Activities will include creating budgets, understanding an audience, finding venues, supplying food, etc. First event will be a small, in-class event where students on the event planning team will plan an activity for the class to do during the period. This might include a day hike, visiting a park, beach cleanup, etc. Over the semester, events will get larger and involve reaching out to local venues and other folks in the real world to finally plan a large, end of the year event.

## Tasks Completed:

- Working with instructor and marketing team to develop and manage budgets for events throughout the semester.
- Developing relationships with local venues to further promote GB as well as potentially hosting events at these venues.
- Planning events for multiple audiences (parents, students, instructors, etc.) to understand how an audience effects what the event entails.
- Crafting a written, planned out template for final event to make sure event is run efficiently and smoothly.

Weekly reporting to the head facilitator.



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## Overview:

*R&D is a crucial aspect that should be stressed in GoneBoarding II. The tasks mentioned in this pathway are designed to help students develop fundamental engineering skills and get an idea of what engineers/STEM field workers do in real life. During the semester, students will work on projects that will cover topics like: CAD, computer programming, engineering research, engineering standards, and design sketches. Working closely with the Product Design team, R&D students will gain a thorough understanding of what it takes to develop a product from initial ideas to engineered prototypes.*

## Tasks Completed:

- Working with Product Design team to take initial sketches and prototypes into CAD models.*
- Working with 3-D printers to produce physical prototypes from computer-designed models*
- Students will develop engineering constraints for projects.*
- A written, engineering report and the end of projects clearly communicating research involved in design decisions.*

*Weekly reporting to the head facilitator.*



# Gone Boarding!

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