

LACHLAN MILNE
VCD102 MAJOR PROJECT
2019

PROJECT NAME: WILD
PURSUIT

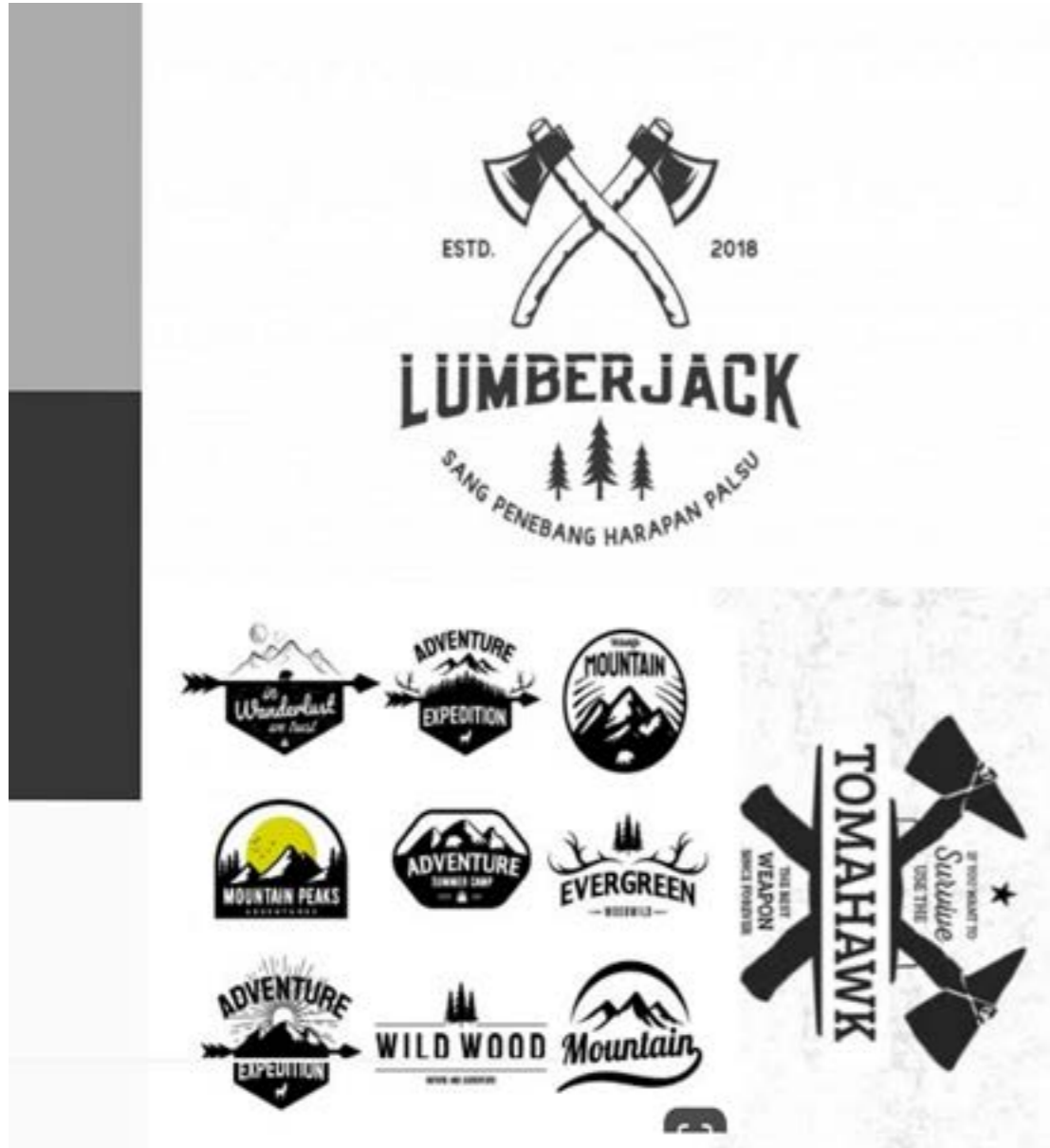
My Project Rationale

Through the this survival skills course you will learn practical life-saving skills, attitudes such as resourcefulness and how to stay calm under pressure, and push yourself to the limits like never before. When you arrive in the wilderness with no tent, and limited supplies, the pressure is on to source food and water locally from streams. Guided by a trained team, you'll be taught to identify edible resources such as plants and animals, lay traps, skin and gut your dinner. You'll acquire survival knife skills, wilderness first aid, fire lighting, and rope skills like knots and harnesses, then use these skills to navigate difficult terrain such as rivers, lakes and steep ground by day and night. You'll also learn to build emergency shelters and protect yourself in the wild from attack. Much more than a bush craft course, it's the perfect preparation for enthusiasts considering any of our extreme two or five day courses.


Here are some of the activities that you will participate in:

- Dynamic river runs and/or lake crossings
- Improvised wilderness first aid
- Emergency shelter builds
- Navigate harsh terrain by day and night
- Rope skills – crossing difficult terrain
- Survival knife skills and fire lighting using a bow and hand drill
- Foraging for food, setting snares & traps
- Axe throwing
- Spear making

Mood Board



Competitive Set



Survival Academy
Bear Grylls

UK +44 (0) 1482 424 428
US +1 877 742 282

EVENTS INSTRUCTORS ACADEMY

Map Satellite

Survive the Highlands
Scottish Highlands, UK
★★★★★ 15

Survive the Moors
Derbyshire, UK
★★★★★ 110

Survive Snowdon
North Wales, UK
★★★★★ 15

White Water Survival Course
Brecon Beacons, UK
★★★★★ 410

Primal Survival Course
South Devon, UK
★★★★★ 400

Wilderness Survival Course, Cotswolds
Cotswolds, United States, UK
★★★★★ 410



BUSHCRAFT SURVIVAL AUSTRALIA

Outdoor Education Blog Contact

Reverend and challenging, our 7 Day Bush Survival Course will introduce you to the world of bushcraft and wilderness survival skills in a comprehensive and insightful way, providing the perfect introduction to begin your journey into the outdoors.

There is a difference between survival training and bushcraft.

Survival training is primarily equipment based and was designed to teach our military personnel (in the darkest possible times) a variety of necessary skills to enable them to survive in a remote or hostile environment, long enough to be rescued or to get out of that emergency situation usually 72 hours and back to safety in the fastest way possible. Survival skills are important skills for anyone to know who spends time out in nature in any activity or work that takes them "off the beaten track".

Bushcraft on the other hand focuses on maximum use of knowledge and skills with "minimal" reliance on equipment. Bushcraft is the pursuit of "off the grid" survival training, which is far more encompassing and includes a much greater variety of disciplines such as sheltercraft, firecraft, hunting, trapping, bushcraft, natural navigation, toolcraft, tool making, wood carving, fishing, tracking, hunting and trapping, plant identification, skills and medicinal plant knowledge, water management techniques and wilderness cooking to



Australian Survival Instructors

Australian Survival Instructors Book Courses here Course List Our Team Testimonials Contacting A.S.I.

Kevin Newton's Australian Survival Instructors

SURVIVAL, BUSHCRAFT & PRIMITIVE TECHNOLOGY COURSES

Just 1 hour drive Nth of Sydney CBD, on the New South Wales Central Coast, Australian Survival Instructors operate Survival, Bushcraft, Primitive Survival Technology Skills, Bow Making, Blacksmithing, Traditional Tanning and Foraging courses. A.S.I. is the most comprehensive Education facility of its kind in Australia. A.S.I. employs a variety of qualified Bushcraft & Wilderness Survival Instructors. When you or your group book a course with A.S.I. you will not only be privileged to enjoy premium teaching standards (Kevin Newton has taught Australian Special Forces), Qualified male & female Instructors (inc Ex ADIF & current ASA members), but you will also be surrounded by 3,000 acres of Rainforest, Tidal Rivers, Caves, Marshland, Sandstone Escarpments and Dry Sclerophyll Eucalypt Forests.

Click on 'Book courses here' tab above or
Call Kevin Newton today on 0423 572 048 to discuss your course choice.

GALLERY & VIDEOS

Gallery
Survival Videos

A.S.I. NEWS

ABC TRIPLE J "HACK" TALKS TO A.S.I.

ABC reporter Sarah Whyte takes time out to spend time with Aussie Survival Instructors

A.S.I. IS PROUD TO BE ASSOCIATED WITH W.O.S.V.E.S ITALY AND KARAMAT WILDERNESS WAYS, CANADA

Home Bush Survival About Us More Contact Us

HIGH AND WILD AUSTRALIAN ADVENTURES

We teach the essentials of how to survive in the bush.

HOME BUSH SURVIVAL

WE TEACH THE ESSENTIALS OF BUSH SURVIVAL

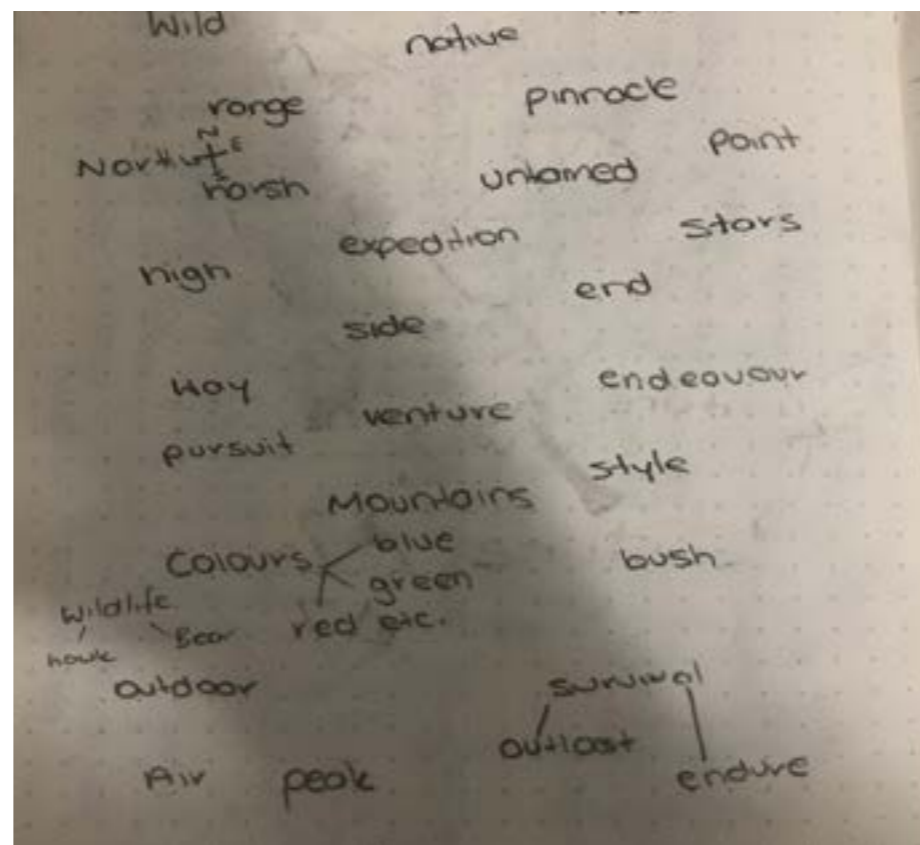
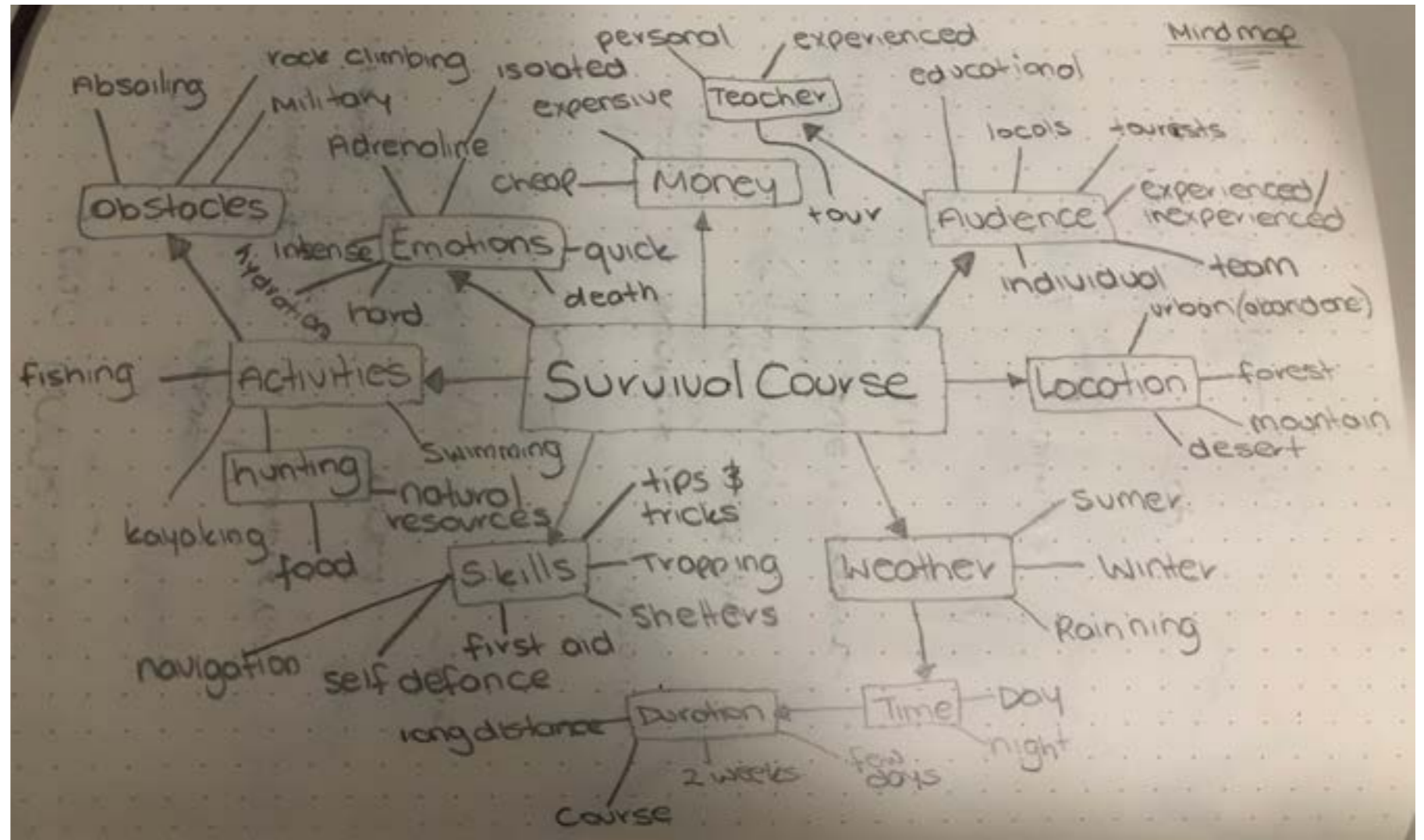
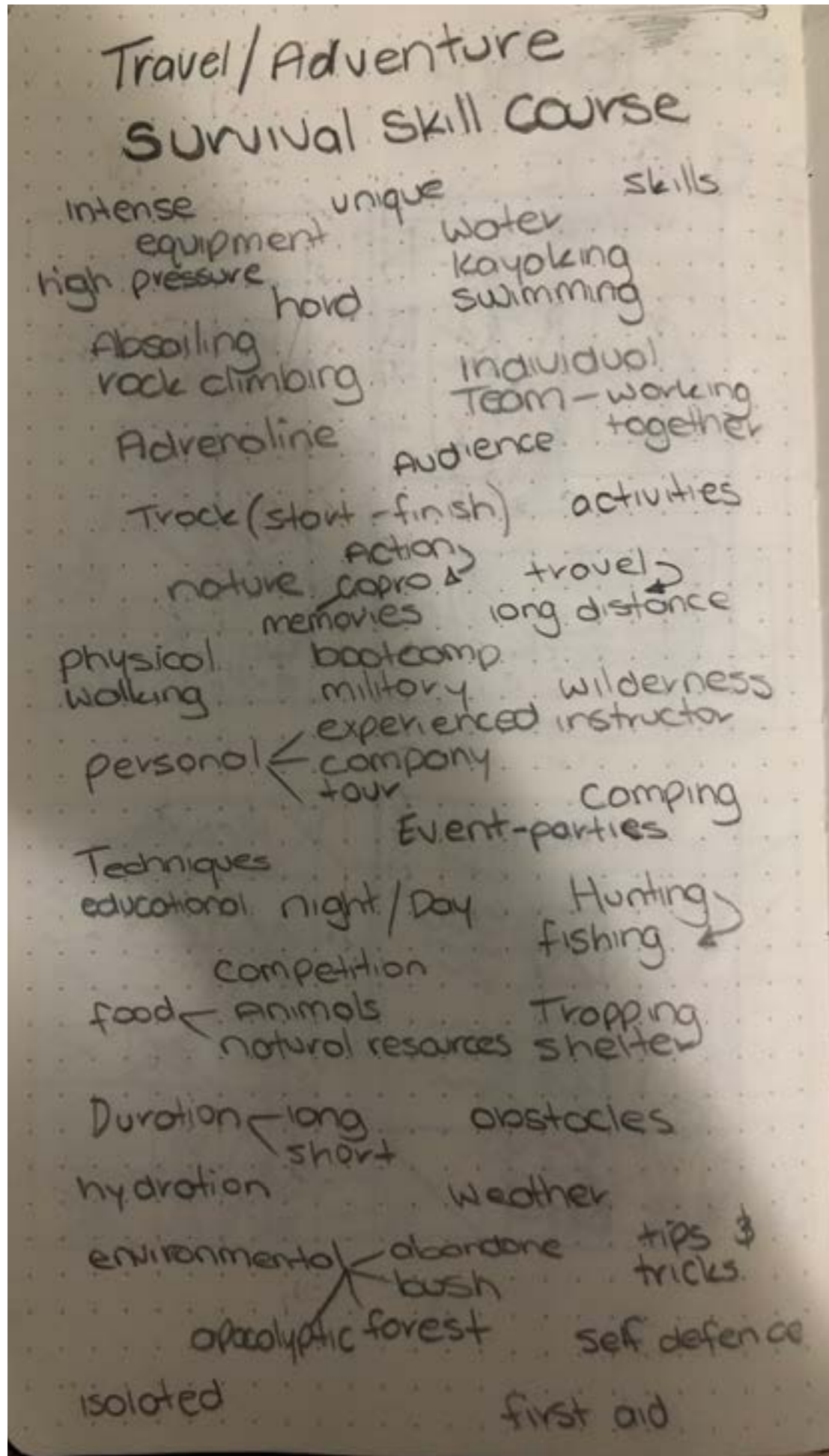
Bush survival skills are essential for anyone who ventures out bush, be it alone or with friends.

This overnight camping course is for people who want to feel confident when exploring wilderness regions. It is not a course for people who enjoy deprivation – it will teach you how to avoid embarrassing or even life-threatening situations.

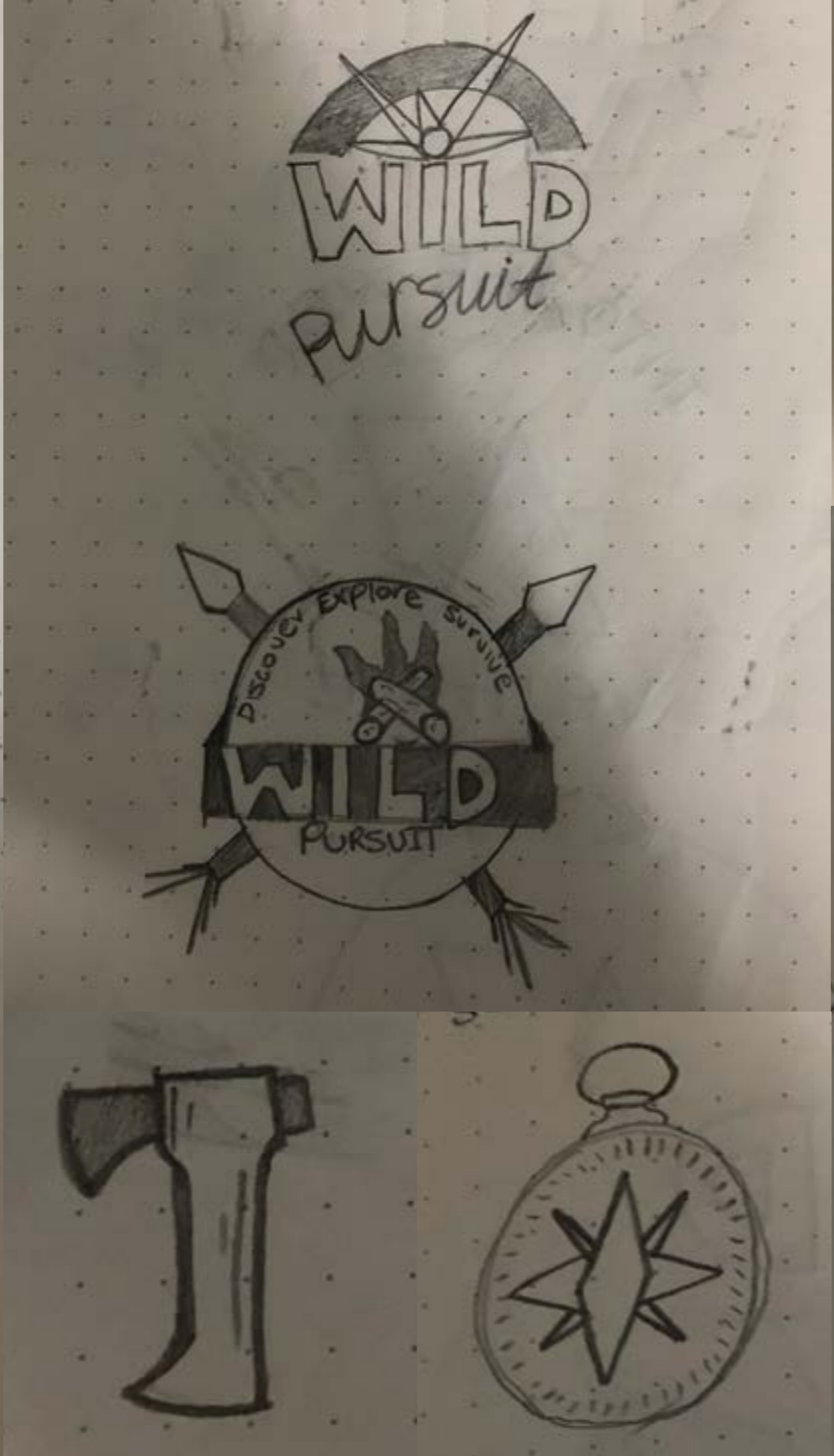
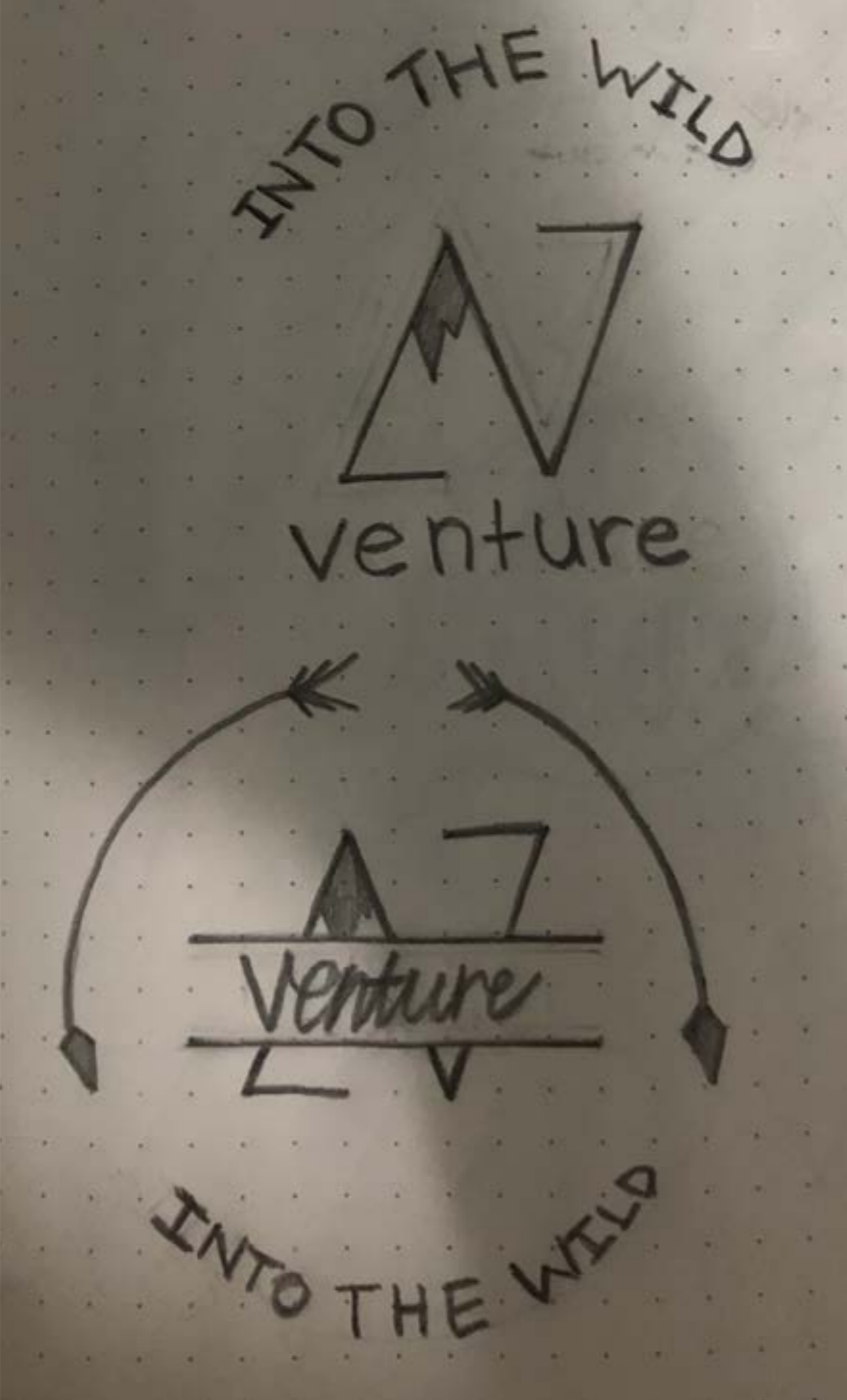
The emphasis in this course is on learning rather than surviving, practising the skills that you will need in an emergency.

If the trip you want to do is not scheduled, please contact us and we will try to organise it for you.

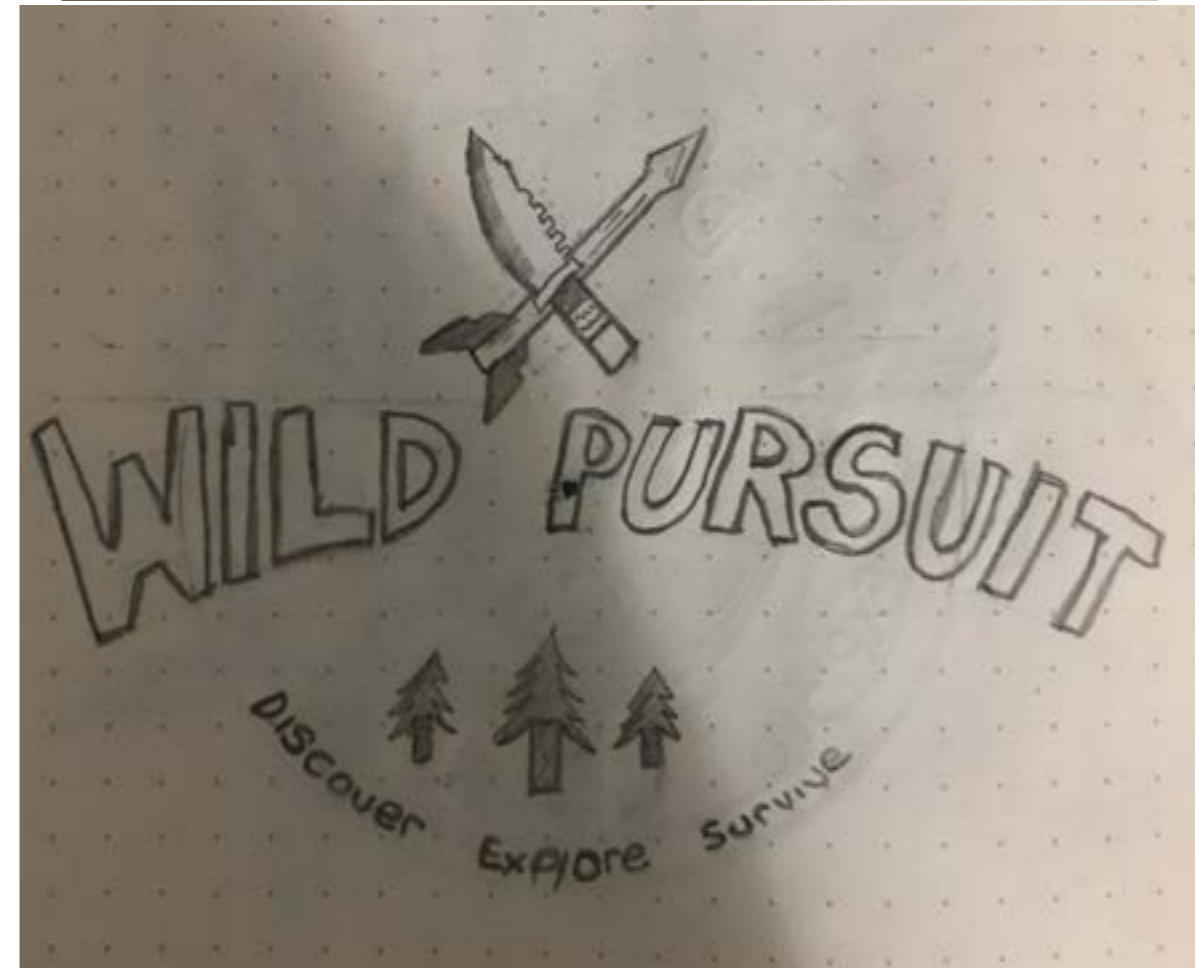
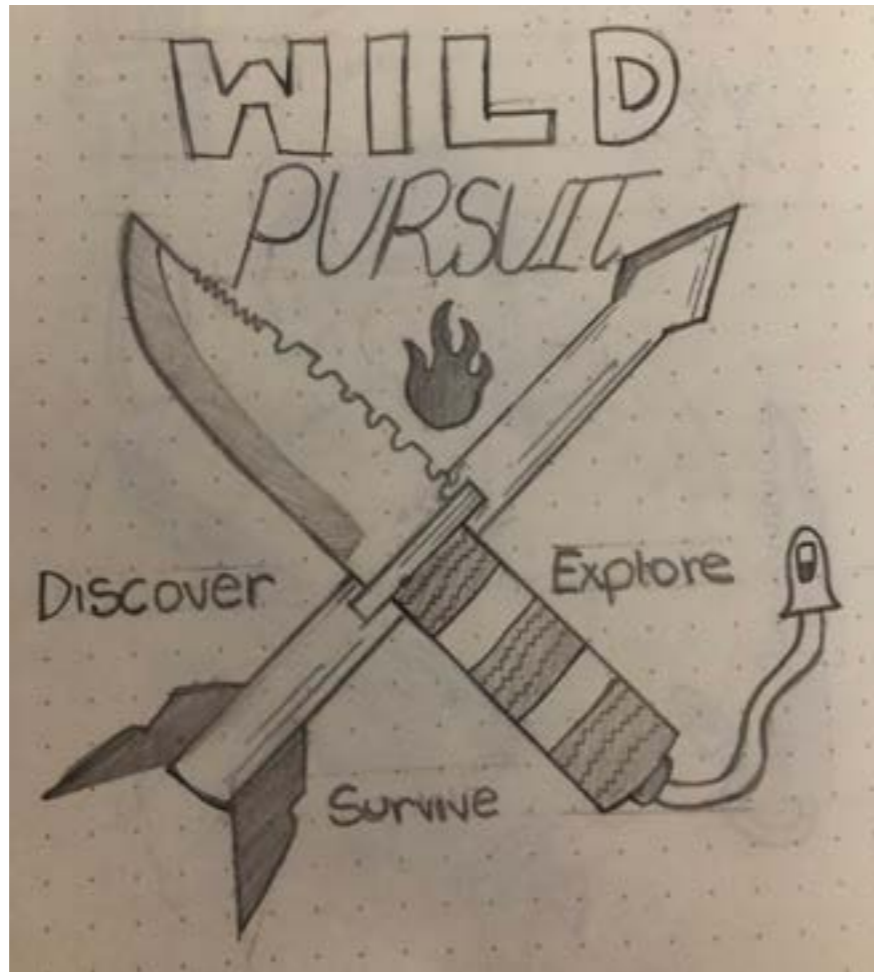
Brain storming and Mind map



Development- identity/ brand



Final draft Logo designs





2019/

Style Guide



/ Logo on black



/ Logo on white

The Exclusion zone

No type should be within these areas with the exception of website details (as shown)

E = 30 pt



Preferred Exclusion Zone
e.g. Boillboard, Press ad, etc.



Exclusion Zone for applicstions
involving limited space
e.g. Web banners, Skyscrapers,
etc.

Minimum size



Print



Digital



Wild Pursuit logo colour

The preferred logo colors are shown on the right.

Brown is the standard color, followed by White, and Black, in that order.

On a brown background, use standard color. On a white background, use white. Only in cases where the visibility of white logo is low on a black background, then the black color may be used.

Standard Colour



COLOUR PALETTE- Brown

- C - 63
- M - 67
- Y - 66
- K - 69
- R - 48
- G - 38
- B - 36



COLOUR PALETTE- White

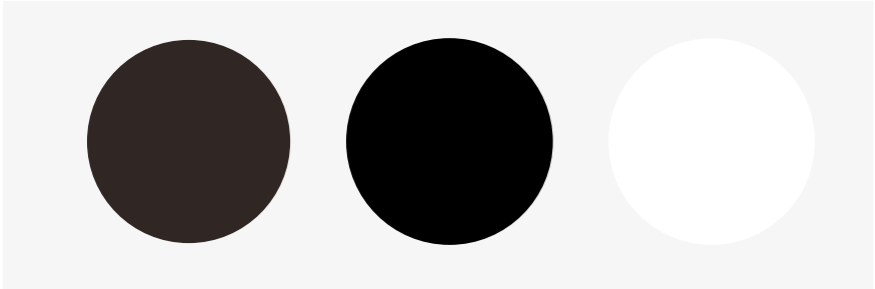
- C - 0
- M - 0
- Y - 0
- K - 0
- R - 255
- G - 255
- B - 255



COLOUR PALETTE- Black

- C - 0
- M - 0
- Y - 0
- K - 100
- R - 0
- G - 0
- B - 0

C - 63	R - 48	C - 0	R - 0	C - 0	R - 255
M - 67	G - 38	M - 0	G - 0	M - 0	G - 255
Y - 66	B - 36	Y - 0	B - 0	Y - 0	B - 255
K - 69		K - 100		K - 0	



Font/ typography

The first addition was a Round version, characterized by the abandonment of the diagonal serif elements, the addition of rounded end strokes, and the replacement of the angular diagonal strokes with flowing curved diagonals in characters such as the k, x, s and z. To dramatize its impact as a headline font, Licko also gave the Round version a narrower, more elegant proportion than the original Modula. To extend its usage and provide a wider variety of formal choices when composing headlines or logotypes, Small Cap versions were added as well.

ModulaRoundSans Round

ModulaRoundSans Round Sans
regular

Site map

A site map is a model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages organised by topic, an organisation chart that provides instructions to search engine crawl bots.

