

# Creativ extra

**BOWLING ZINE**  
PROCESS BOOK

Chloe Tyner



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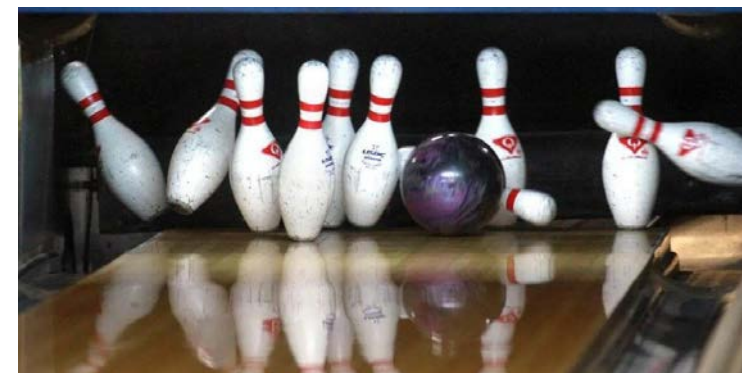
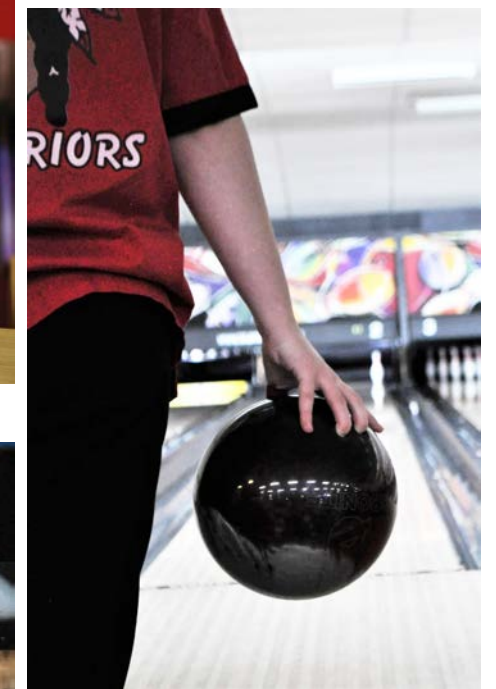
# INTRODUCTION

Bowling is making a comeback! What better way to show off your moves than to have a zine dedicated to leveling up your bowling skills?

I have been bowling since my freshman year of high school, so bowling has been a big part of my life. It's my favorite sport to watch and play. I even go bowl every Tuesday and Thursday night for league. While some love to watch football or basketball, I have the skills and knowledge to put it in a portfolio-worthy piece called 5 Tips to Improve Your Bowling Average.

I picked bowling as my topic, with an emphasis on improving your average because no matter what stage you are in, everyone can level up their skills in bowling. I wanted to create a magazine design that shows and tells you how to increase your bowling average and be the cool kid on the block.

Originally this project was a school piece, yet I turned it into something new or experienced bowlers would use after some changes. I took two things I am deeply passionate about, graphic design and bowling, and created one masterpiece.



# RESEARCH

## OBJECTIVE

The objective for this zine project was to further develop my typographic skillset further. This zine project made me play with typography and layout, explicitly emphasizing creating something visually compelling. I wanted to make a narrative story comfortably read by the viewer and a layout that guides the eye through the zine purposefully and logically. The topic and target audience was my choice because this project's primary focus is on typographic and layout skills. The deliverable is a minimum of five spreads (10 inside pages) plus a front and back cover. The size must be a minimum of 8.5 x 5.5 inches, and the binding can be no coil, spiral, wire, or comb binding. Thus, I had to create and print two bounded zines, one for the client and one for the designer.



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## OBSERVATION

As I mentioned in the Introduction, I created this zine to help a beginner or advanced bowler improve their average. This zine would feature insightful tips and tricks on achieving the end goal. I didn't know how to approach this assignment with the bowling concept. When it comes to bowling or any generic topic, you have a lot of things to think about. Yet, I have chosen the topic of how to improve your scores because no matter who you are, whether you are a beginner or advanced, you can still learn something to make you a better bowler. Before I could get any design work done, I had to research what a zine is and figure out what would make people want to read my specific zine about bowling. I did historical research and looked through magazine layouts to get an idea or a feel of how I wanted to make my bowling zine.







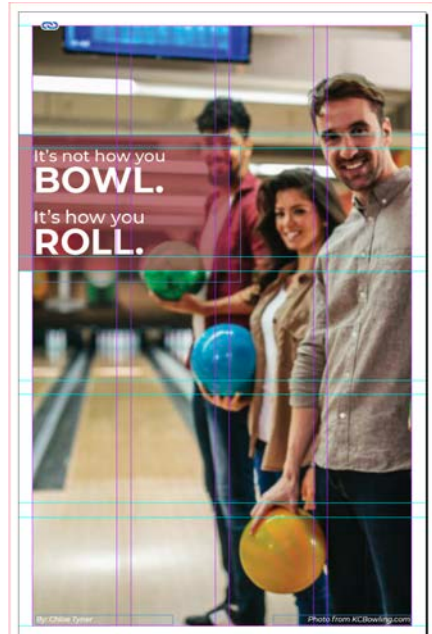
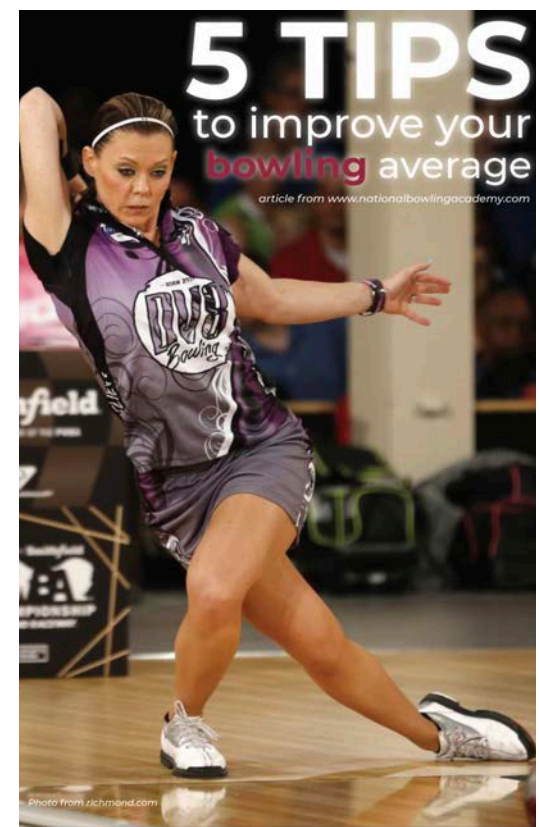
# DIGITAL RENDERS

Initially, my digital renders were a mess because I wasn't entirely confident in the headlines, especially the front and back covers. I was, however, pleased with the first and second spreads and used the same style from the first spread for the last spread. I was still playing around with the headlines and layout on the front and back to match the movement I was hoping to achieve from the other spreads.



# REVISION 1

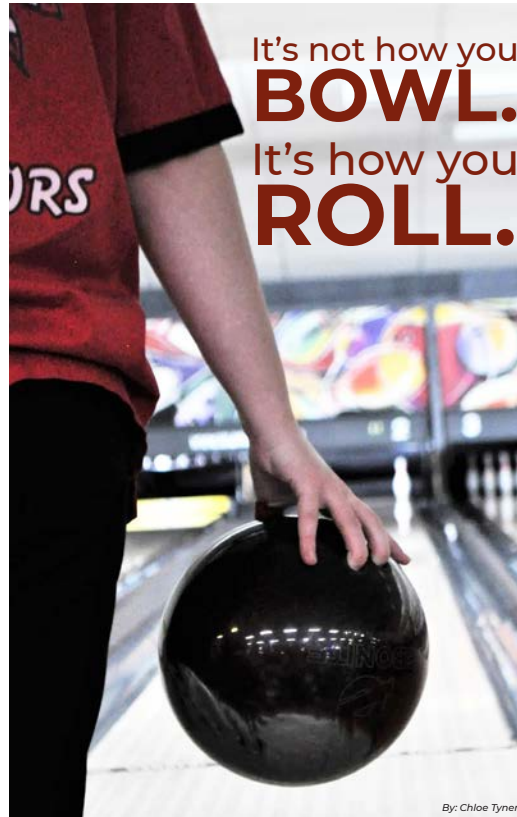
The client loved each spread because it was different from one another. Hearing this made me more confident in my skills as a designer. Yet I needed to change the body text because I had some issues with leading and some spreads; the body text wasn't lining up with one another. I even change out my quotes and put them tips from local bowlers to help the reader more on improving their average.







# FLAT ART



By: Chloe Tyrner



TIPS TO IMPROVE YOUR BOWLING AVERAGE

# BETTER EQUIPMENT



Bowling equipment requires regular and proper maintenance. Without adequate cleaning, replacing grips, oil extraction, it will be a tall order to play a perfect game and get a good score. Professional players stock their accessories for replacements any time it is required. A ball that has played more than 50 games needs to be replaced, the grips are already worn out if you don't replace them. Worn out grips can make the ball slippery on the hands. Taking care of the equipment is the best way to maximize its use.

To avoid mishaps, assessment before the competition is a must. It's a tall order for any bowling ball to perform at its best if it isn't properly maintained. Regular keeping the ball clean is key to getting the most volume out of your bowling ball. After you finish bowling, spray your cleaner and remove the oil absorbed on your ball with a microfiber towel. Take it to your pro shop for regular maintenance once a bowling ball has between 50 - 100 games on it. You might want to check grips/inserts replaced, double-check fit, Oil extraction/resurfaced, make sure your shoes are working correctly, and don't forget to stay stocked with the accessories you like to use.

Some accessories a bowler will need are a microfiber towel, ball cleaner spray or wipes, a hooking bowling ball, bowling shoe covers, bowling tape, grip sack or resin bag. Know

5 | 5 Tips to Improve Your Bowling Average

what type of bowling ball you need. The best rule of thumb is heavier the ball, the more pin action.

A bowling ball is primarily composed of two major parts: the Coverstock and the Weight Block. The coverstock is the outer shell of the bowling ball, and it is the part of the ball that you see. It is also the most

influential element of the ball when it comes to hooking potential because it is the part of the ball that is actually making contact with the lane surface. Bowling balls are made of four main types of Coverstocks-Plastic, Urethane, Reactive Resin, and Particle Proactive). The big difference is how they perform and react on the lane surface.

The Plastic coverstock is a very smooth surface, offers the least friction, and therefore has the least hook potential. Often used as a space ball. Urethane coverstock is more durable than plastic and offers more friction between the ball and the lane surface. The surface of the Particle Proactive coverstock has a "bumpy" feel, allowing the ball to dig into the lane surface, creating the most friction available on heavily oiled lanes.

When a ball is rolled down the lane, friction is created between the coverstock and the lane surface. The more friction created from this contact usually means more hook potential. As a beginner bowler, you want to get better equipment and keep cleaning your balls after every game to maximize your game and aim for that perfect 300.

*The lane conditions are inconsistent so having your own equipment will help you master the lanes.*

Chad Barrett



# ONE TWO C



- 5 **BOWLING EQUIPMENT**  
National Bowling Academy
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Bowling Overhaul
- 9 **PRACTICE**  
National Bowling Academy
- 11 **SPARING**  
Beginner Bowling Tips
- 13 **HAVE FUN**  
Bowling Mini Party Games



After getting better equipment, the next stage to level up your game is knowing the playing field.

To make your average higher, you need to see the approach, the lines, the dots, and how the lanes oil layout. Before engaging the competition day, a player must create time to find relevant information like the shape of the shot, lane surface, oil volume, and the pattern length. Some bowling alleys will let you have an oiled sheet to visualize and see where the heavy and light oil is on the lanes. This method helps the bowler to find their mark by visualizing the oil pattern.

If the lane pattern is released before play, you will have access to the lane graph.

By having a lane graph, you will have information about pattern length, oil volume, and how to shape your striking spot. Without this information determining how to play the lanes becomes a little trickier (invisible playing surface and all).

The first rule of bowling adjustments is that you move in the direction of the miss while keeping the same target on the lane. This method means that if your ball misses to the left of the intended destination, move left on the approach. If the ball misses to the right of the planned destination, move right on the approach.

Lane conditions change as bowling balls repeatedly travel down the lane. With each shot, the ball absorbs

some oil and moves some oil farther down on the lane. Changes in the oil distribution will affect ball path and reaction.

An angular adjustment is a standard move to adapt to changing lane conditions. For example, you may start your bowling session standing on the 20th board and aiming at the 10th board (2nd arrow). A parallel adjustment, made when both your target on the lane and your starting position move the same amount and in the same direction. If you move right two boards with your feet, move right two boards with your target.

*Learn to be versatile. If you do, you will have success on any lane condition.*

Mike Stevens





*This is why I play the game. You have to control the heart rate, the blood rushing through the veins, the emotions. You get the job done and then you can celebrate. To be able to do that on this stage just feels good.*  
 Kyle Troup

Have you ever heard the saying practice makes perfect? Well, that is the same deal when it comes to bowling a better average. Professional, league, and tournament bowlers practice every time they get the chance before a big competition comes up.

During a tournament, there are practice sessions that are allowed before the match. There are usually two of these; an open practice and a ten-minute practice before the tournament begins. Open practice allows teams to experiment with equipment and watch how lane transition may progress come tournament time, and those are deliberately allowed to help improve the bowling average.

Most bowlers use the ten-minute time to warm up and get loose before the actual game starts during the ten-minute session. Yet, other bowlers tend to find their mark quickly and use the rest of the time to practice spares.

Some bowlers use the ten-minute "team" session, to throw one ball down the lane, and their partner picks up the space until time runs out. This method is perfect for both you and your partner by picking up spares.

# PRACTICE THREE



# HAVE FUN

The last tip I want to mention is to have fun bowling. Bowling can be exciting if you choose to make it fun. This is a tip for every beginner to the professional level. Some people need to be reminded that bowling is not a life or death situation.

When you are in a league or a tournament, always remember to calm your nerves. Bowling doesn't have to be serious at all—the time. You can make it into a fun date night or a family game night. Some families like to go bowling alley by having mini games within the bowling game.

You can play a game called Shout it Out, where the bowler shouts many things as possible until it hits the pins. You can shout things within a category or random items. Someone keeps up with how many words they say and how many times they say a particular word. One of my favorites I love to enjoy is a game called LowBall. You have to bowl the lowest score in bowling in this game, but you can't throw it in the gutter every frame. Another one of my favorite games to play in bowling is called Bowling Bingo. In this game, you have to print out bingo cards that have boxes filled with different possible bowling outcomes, such as strike, gutter ball, and the numbers one through nine.

As each player bowls, people can mark off their bingo cards with the results. Bring trinket prizes along to award to kids who score a bingo.

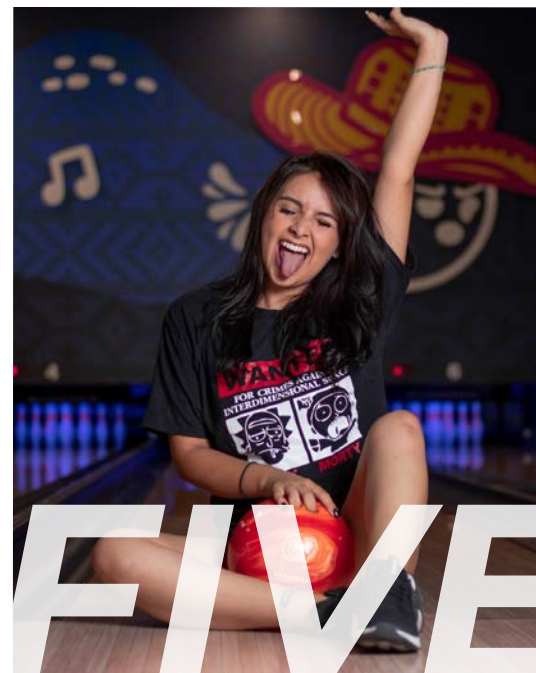
Another fun minigame in bowling is Goofy bowling. In this minigame, you can have each

bowler bowl in a silly way. Good ideas for goofy bowling are bowl backward, disco bowl, slow motion bowl, granny bowl, tiptoe bowl, and sit down then bowl. Another minigame is called the Bowling Relay Race. This minigame involves two lanes next to each other. Divide the people into two teams. The first players on the teams will start in unison, each player rolling their ball down the lane on the word go. When a ball returns, the next player will grab it and roll it down the alley. This game is not about how many pins are knocked down but which team can have all players roll the ball down the aisle first.

The last minigame to play in bowling is called Tag Team Bowling. Divide players into pairs. The first pair each takes a turn bowling the frame. The first player will bowl first, and the second one will go from the spare. Use side-by-side lanes and have two tag teams challenge each other at a time.

Bowling can be stressful, and sometimes it can be fun, such as playing different minigames, tag teams games, or direct competition. Either way, you are having fun bowling.

*I really want to become an even better player all around, no matter what lane pattern, no matter what tournament we're playing. I just want to be able to feel like I'm a serious threat each and every week*  
 Jason Belmonte



# FIVE



# SPARING

This tip seems straightforward but misses matter. You have to pick up your spaces and strike more. Sparing a lot and offer is one of the easiest methods to have a high game and high average. Striking more assumes you are making spares at a high percentage.

If you didn't strike on your first ball, try to aim for the space to complete the frame. Single pin space conversions need to be made at a high percentage for any team or individual to be competitive. Pins count double depending on how many strikes you are on. Having a strategy is vital to the game when every pin counts. This tip is so simple yet so hard to accomplish.

Picking up your spares will increase your average. This tip assumes you are making your spares at a high percentage. Getting to the pocket is the key to success. You can't strike every time, but the proper entry angle you shoot at single pin spares is far better than the Greek Church.

In the end, there is no overnight fix to increasing your bowling average. Keeping a

journal will help you long-term in your efforts towards improvement. You can't understand where you are going without knowing where you've been.

Picking up your spares mean increasing in average score. How do you get the point of consistency? One of the best ways to strike more consistently is to adopt the hook bowling technique. This method means that the ball curves in its path down the lane. Why does this lead to more strikes? It gives you a better angle to the pocket. The critical spot is between the first and third pins (just to the right of the headpin) if you are right-handed bowling; the first and second pins (just to the left) are for left-handed bowlers.

I can't stress enough the value of learning how to hook a ball. It will benefit you by having more force behind the ball and will increase pin carry. If you are new to bowling, I would highly recommend a straight shot for the ball to get strikes. A straight bowler wants to try to hit the pocket with their shot, which gives them the best

chance of knocking down all ten pins. Keeping your hand strong through the release, and following through into a handshake position.

No matter the circumstances, a plastic ball will allow you to be a more effective spare shooter. The practice of throwing the same ball at spares you use for strikes is falling out of favor with many of today's bowlers, especially those who compete on more challenging lane conditions. The key to consistent spare shooting is to throw the ball on a straighter line to spare to help reduce the amount of error that is inherent with a hook.

*Picking up single pins is the best way to stay consistent and helps you to become unstoppable.*  
 Dylan Wallis

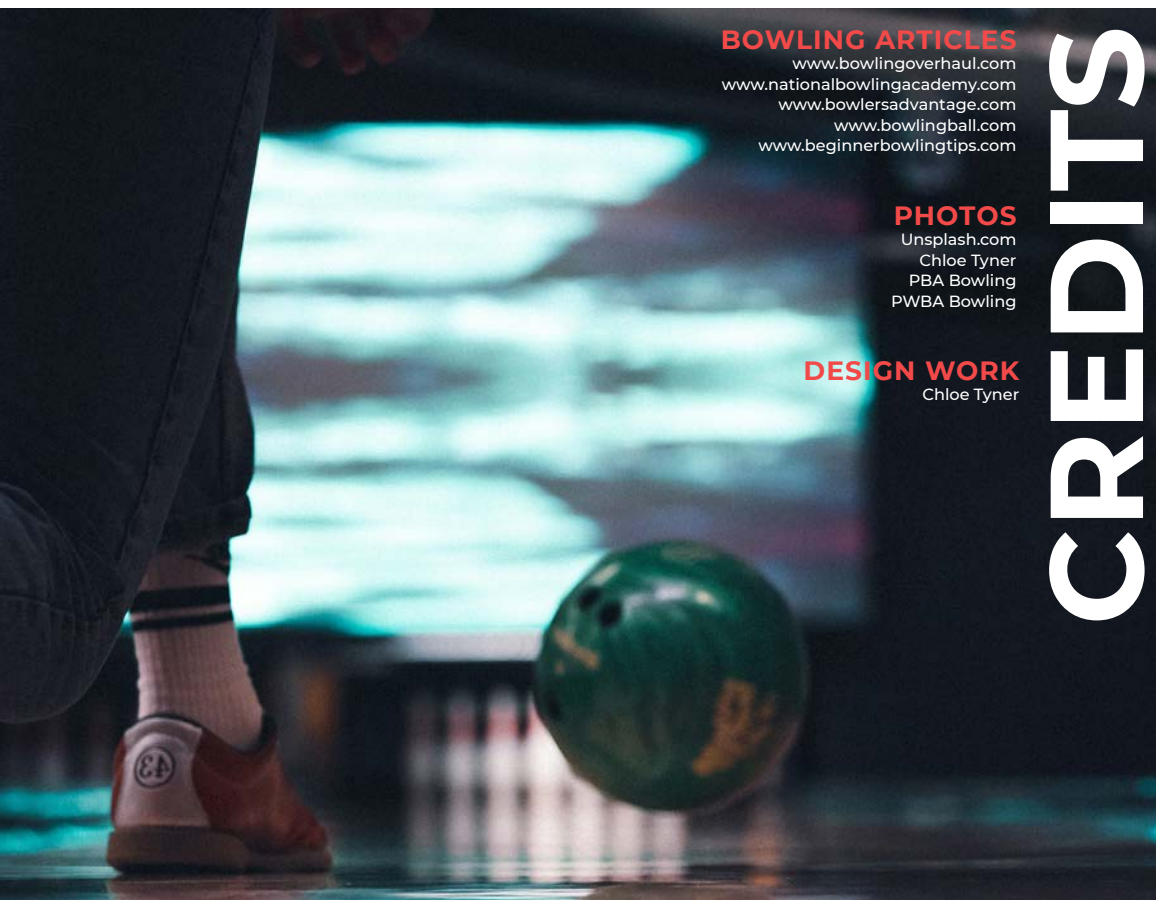


Greek Church



7-10 Split

# FOUR



**BOWLING ARTICLES**  
[www.bowlingoverhaul.com](http://www.bowlingoverhaul.com)  
[www.nationalbowlingacademy.com](http://www.nationalbowlingacademy.com)  
[www.bowlersadvantage.com](http://www.bowlersadvantage.com)  
[www.bowlingball.com](http://www.bowlingball.com)  
[www.beginnerbowlingtips.com](http://www.beginnerbowlingtips.com)

**PHOTOS**  
 Unsplash.com  
 Chloe Tyner  
 PBA Bowling  
 PWBA Bowling

**DESIGN WORK**  
 Chloe Tyner

# CREDITS



# MOCKUP



# CONCLUSION





From the beginning, I doubted my skills as a designer and wasn't very confident. Yet, after many revisions, this project turned out amazing and was better than I had hoped for. This zine project is another passion of mine because it talks about bowling and lets me explore my typography and how I made the letters fit. Overall creating this zine was challenging yet thrilling. The end goal was to play with typography and layout, explicitly emphasizing creating something visually compelling. I hope to inspire young designers to create something they are passionate about and just go for it. Having a worthy portfolio piece that shows different skill sets makes you valuable in the field.





# THANK YOU FOR READING MY BOOK!

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