

Project 3 Proposal

Knit to the End is a media company that launched the board game and online community Post Apocalyptic Knitting Circle (allegedly/theoretically - this is fabricated for the project). Since then the company has expanded to publishing a comic series around the concept, expansions, spin off games, and hosts a variety of merchandise, fiber art tutorials, and events for post apocalyptic knitting enthusiasts.

The target audience will be fiber arts and game enthusiasts of all ages with a colorful, warm, and delicately organized aesthetic. Type will be large and easy to read for visitors of all ages and simple but welcoming to both new fans and longtime enthusiasts, appealing largely to gen z crafters. Navigation will be fixed on the side with pages on the game, merchandise, community engagement, as well as the upcoming expansions and new projects.