# Temptation:

## Two Tribes X TILEYARD

Isabel Murphy - Foundation Assignment, April 2021

*if visuals and videos appear pixelated or fail to play please refer to the Assets Folder,
or view in Chrome or Preview my apologies

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# Design Process and Methodology

The Design Council have in place a Double Diamond structure that illustrates the typical creative process that a project navigates; the stages focusing on Discover, Define, Develop and Deliver.

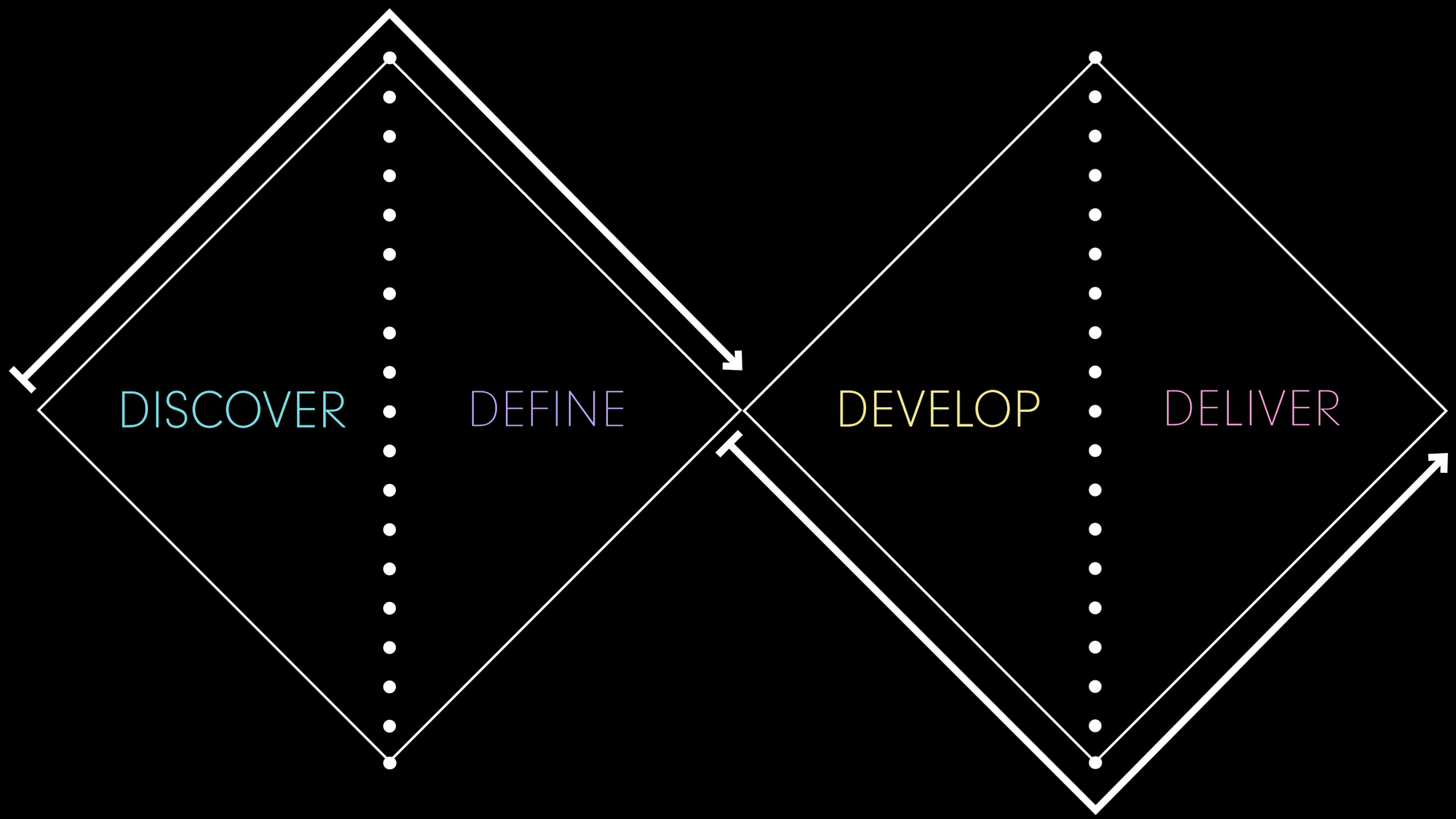



Figure 1. Bánáthy (2005)

# Project Management Timeline

Outlined below is a project timeline that conveys the development, from the "in - class" brief in February to the final execution in April. Independent work on this unit started from approximately 1st March, when we presented to Two Tribes directors and recieved our feedback, since then I have been editing and designing assets to visualise the concept and have followed Design Council's Double Diamond Structure to highlight the different developmental stages.

## Foundation Assignment

Two Tribes x Tileyard

| | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **Booked Slots** | | **Discover** | **Define** | **Develop** | **Deliver** | | | | | | | | | | | | | | |
| | **Mini Brief Development - February** | | | | | **Mini Brief Development - February** | | | | | **Mini Brief Development - February** | | | | | **Mini Brief Development - February** | | | | |
| | **Mon 1st** | **Tues 2nd** | **Weds 3rd** | **Thurs 4th** | **Fri 5th** | **Mon 8th** | **Tues 9th** | **Weds 10th** | **Thurs 11th** | **Fri 12th** | **Mon 15th** | **Tues 16th** | **Weds 17th** | **Thurs 18th** | **Fri 19th** | **Mon 22nd** | **Tues 23rd** | **Weds 24th** | **Thurs 25th** | **Fri 26th** |
| | Lectures | | Lectures | | | Lectures | | Lectures | | | Lectures | | Lectures | | | Lectures | Tutorial: 5.30pm | | | |
| **Discover** | Moodboards | | | | | Two Tribes Review | | | | | Two Tribes Review with Pete Brown | | | | | | ED Class: Assignment Delivery | | | |
| **Define** | Non Digital Design Hack | | | | | Developing iconography | | | | | Developing iconography | | | | | | | | | |
| | | | | | | | | | | | | | | Overbox box designing | | | | | | |
| | **Week 1 - March** | | | | | **Week 2 - March** | | | | | **Week 3** | | | | | **Week 4** | | | | |
| | **Mon 1st** | **Tues 2nd** | **Weds 3rd** | **Thurs 4th** | **Fri 5th** | **Mon 8th** | **Tues 9th** | **Weds 10th** | **Thurs 11th** | **Fri 12th** | **Mon 15th** | **Tues 16th** | **Weds 17th** | **Thurs 18th** | **Fri 19th** | **Mon 22nd** | **Tues 23rd** | **Weds 24th** | **Thurs 25th** | **Fri 26th** |
| | Lectures | Tutorial: 5.30pm | Lectures | | | Lectures | | Lectures | | | Lectures | | Lectures | | | Lectures | | Lectures | | |
| | Presented initial ideas to Justin and Leo from Two Tribes. Noted down feedback. | | | | | | | Tutorial: 10.30am | | | | Tutorial: 2.30pm | | | | | | | | |
| **Discover** | Refined my can wallpaper and overbox visuals, using the feedback from Two Tribes to ensure all design elements worked with their design requirements (label, barcode etc) | | | | | | Pre Existing Products - Market Research | | | | Brand Identity Development and Moodboards | | | | | | Design & Business Post It Exercise | | Copywriting Practice | |
| | | | Blender Can Practice | | | | | | Brief Writing (GWTB) | Artist Research | | | Supermarket Research | | | | | | | |
| **Define** | | | | | | | | | | Initial Beer/ Music/ Art Animation Practice | | Can Wallpaper Mock Ups | | | | | | | | Motion Posters |
| **Develop** | | | | | | | | Develop "tile" designs | | | | | | | | Develop overbox designs | | | Poster Development (Static & Motion) | |
| | | | | | | | | | | | Blender Can Development | | | | Overbox Analysis & Prototyping | | | Developing possible texture/ patterned designs | | |
| | | | | | | | | | | | | | | Icon Finalisation | | | | | | |
| | **Week 5 - March / April** | | | | | **Week 6** | | | | | **Week 7** | | | | | | | | | |
| | **Mon 29th** | **Tues 30th** | **Weds 31st** | **Thurs 1st** | **Fri 2nd** | **Mon 5th** | **Tues 6th** | **Weds 7th** | **Thurs 8th** | **Fri 9th** | **Mon 12th** | **Tues 13th** | **Weds 14th** | **Thurs 15th** | **Fri 16th** | | | | | |
| | Lectures | | Lectures | | | | | | | | | | | | DEADLINE 1PM | | | | | |
| **Research** | | | Further competit Research | Touchpoint Research | Web Design Research | | | | | | | | | | | | | | | |
| | | | | Context Shooting | | | | | | | | | | | | | | | | |
| **Develop** | Animation Feedback | | More overbox physical prototyping | | Edit poster designs | XD Practice and web development | | | | | | | | | | | | | | |
| | | | | Analyse overbox designs | Overbox Renders | | | Delivery Box Analysis | | | | | | | | | | | | |
| | | Animation Development | | | | | | | | | | | | | | | | | | |
| **Deliver** | | Can Wallpaper Completion and Mock Ups/ Renders | | | | More motion development and finalisation for social media | | Completed overbox renders | | Put posters in context | XD Finalisation | Final edits and adjustments | | | | | | | | |
| | | | | | | Prepping Portfolio | | | | | | Portfolio Completion | | | | | | | | |

Figure 2. Murphy, I (2021)

# Assignment Research

# Assignment Task: Brief Interpretation

Analysing the assignment task to decode my own brief as a response to a particular TILEYARD community brand.

## Brief

Research and identify a company based within the TILEYARD community and create a re-design portfolio of a product for that company.

>

## Isabel's Insight

To research Two Tribes Brewery and to continue the creative development of a **Two Tribes x TILEYARD** edition beer for release Summer 2021.

# Two Tribes X TILEYARD

**Brand Statement**

Two Tribes is London-based brewery that combines a love for brewing beer with a passion for making music.

**Project Background**

Two Tribes is solely focused on collaboration, with the aim of working with like-minded creatives together and building a thriving commuity through the service of great beer brewing and vibrant music production.

**The Problem**

Despite Two Tribes sharing a campus with indsutry professionals and academic institution TILEYARD, and sharing a mutual love for music and creativity the currently don't have a project that ties them together. Until TILEYARD approached Two Tribes and proposed a collaborative special edition brew.

**The Goal**

The overarching goal is to celebrate creativity and collaboration, for this project its about fusing the craft of brewing with musical creation. This will be achieved through combining Two Tribes and TILEYARD company values with design development, in the hopes of creating a portfolio of visuals to showcase the potential growth of this Two Tribes X TILEYARD project.

**Target Audience**

As mentioned the aim of this project is bring creatives together and so ideally we'll aim to engage anyone that's involved in some aspect of craft or creativity (music included within this). It is highly likely that the majority of the audience will be associates of Two Tribes (brewers, employees, foodies) and TILEYARD (musicians, industry professionals, alumni, students and staff) and so targeting a large demographic will be about focusing on the aspect of creativity to unite everyone from the age of 21+ to most likely 50-60 years old.

**Competitor Research**

Across the London plane it is fair to say that Two Tribes will have a wiealth of competition between craft breweries and similar street food "nooks". Although the biggest competitor to note is fellow London brewery, Signature Brew. This North London company also take inspiration from music to create their product line and often collaborate with globally recognised musicians, the Foo Fighters to give an example.

# Two Tribes X TILEYARD

**Similarities between Two Tribes and Signature Brew:**

- Both North London breweries
- Both are keen fans of music
- Both have very striking wallpaper can designs
- Both have introduced a merchandise line of clothing, accessories, glassware etc.

**Differences between Two Tribes and Signature Brew:**

- Signature Brew host live events very frequently, using from up and coming musical artists.
- Signature Brew's aim is to revolutionse the quality of live music beer whereas Two Tribes want to celebrate music, art and creativity.
- Two Tribes only occupy one location, on the Kings Cross campus and Signature Brew operate three different locations.

**Promotional Platforms**

Because the target audience is quite large the scope of where to showcase and advertise the launch can be quite varied since the target audience is anyone aged 21 and above.

Ideally since both Two Tribes and TILEYARD have a very strong social presence this is main platform to use for marketing , Instagram seems the most active platform but also conveniently allows for an expanse of visual work to be produced.

**Tone of Voice**

The tone of voice used for the design developments will be colloquial and very informal, they will reflect the tribal/ native aesthetic that Two Tribes have adopted and should be welcoming and inviting for all, using copy like "Ready to join the tribe?" as an encouragement for the target audience to come together.

# Agreement of Terms

## Two Tribes X TILEYARD

**Terms of Agreement**

Parties involved: TWO TRIBES BREWING, TILEYARD STUDIOS, TILEYARD RD, KINGS CROSS, LONDON, N7 9AH
TILEYARD EDUCATION, TILEYARD ROAD KINGS CROSS LONDON N79AH
Isabel Murphy, 28 Waddon Park Avenue, Croydon, Surrey, CR04LU

**Services**

"Services" means the Artist's services for Two Tribes X TILEYARD in respect of design of the Temptation edition brew and all design developments: consisting of 1 Can Wallpaper design, 1 Overbox design and any other additional (but not required) physical or digital assets discussed.

**Designer Role**

It is understand by the two associated parties, Two Tribes and TILEYARD and the designer, Isabel Murphy that the role required is to manage the project development of "Temptation" as a special edition product, to research the current alcohol and beverages market, any competitors and the brands themselves and create innovative designs in accordance with the brief, with special focus o the values of creativity, collaboration and community in relation to the music industry.

**Duration**

The collaboration project is expected to delivered in Summer 2021, preferably for a live launch and event in June/ July.

Pre-Production: March - April, all assets will be prototyped to suit the design and busines criterias.
Production: Expected April - June/July. Once signed off, the brewery will outsource for printing, digital and social assets, whilst the designer, oversees and manages the project development. Prepare all products and assets for launch.
Aftercare: July onwards. After launch the designer and project manager will assess the success of the product, where it is being sold, where the footfall and attraction comes from and will use this research to create solutions that will maintain the success of a product and any other future collaborations and design potentials.

**Payment**

Two Tribes and TILEYARD have agreed to pay the designer a total cost of **£3000**. Calculated on a UK Freelancer Day Rate of £150.
Breakdown: (£150 x 5 days a week) x 4 weeks = £3000.

Payment is expected in 3 installments over the project duration: Pre Production 40% (£1200)
Production 40% (£1200)
Delivery 20% (£600)

# Project Duration and Budgeting

The collaboration project is expected to delivered in Summer 2021, preferably for a live launch and event in June/ July.

**Pre-Production: March - April.**
All assets will be prototyped to suit the design and busines criterias.

**Production: Expected April - June/July.**
Once signed off, the brewery will outsource for printing, digital and social assets, whilst the designer, oversees and manages the project development. Prepare all products and assets for launch.

**Delivery: June/July.**
Product launch and potential for live event.

**Aftercare: July onwards.**
After launch the designer and project manager will assess the success of the product, where it is being sold, where the footfall and attraction comes from and will use this research to create solutions that will maintain the success of a product and any other future collaborations and design potentials.

The collaboration project is expected to delivered in Summer 2021, preferably for a live launch and event in June/ July.

Calculated using the average UK Freelance Day Rates of £150: (shillingtoneducation.com)

| Two Tribes X TILEYARD: | | | |
|---|---|---|---|
| Budgeting Plans | | | |
| DESIGN | | | |
| Name | Day Rate | Days/ Weeks | Cost |
| Junior Designer | £150.00 | 20 | £3,000.00 |
| | | | |
| TOTAL | | | £3,000.00 |
| | | | |
| | | | |
| Pre Production (40%) | | | £1,200.00 |
| Production (40%) | | | £1,200.00 |
| Delivery and Aftercare (20%) | | | £600.00 |

# Problem Solving: Using Cole's Methodology

By adopting Julian Cole's "Get Who To By' methodology simplifies the aims of this collaboration project and helps clients and myself, as the creative to underpin the essential components of the brief.

| GET | WHO | TO | BY |
| --- | --- | --- | --- |
| students, teachers, Two Tribes and TILEYARD associates and alumni, essentially all round music fanatics... | are enthuasiastic about craft beer or craft and creation in general... | celebrate the release of this collaboration project | purchasing the product, attending a potential live event, and raising awareness of the TILEYARD community. |

# SWOT Analysis

| | Helpful | Harmful |
|---|---|---|
| Internal | **STRENGTHS:**<br>• Great connections with TILEYARD and other companies within the Kings Cross campus<br>• Excellent skills a brewing craft beer, with striking designs<br>• Welcoming location with on-site bar, a place for like- minded people to congregate<br>• Team are artistically talented and are engaged with music and beer industries<br>• Two Tribes' visual presence is very product and people led | **WEAKNESSES:**<br>• Despite our central location, we are a bit hidden from public view<br>• Packaging and materials of home delivery is not suffice, easy damaged and flimsy<br>• Social engagement is low considering the follow count is 10k+ |
| External | **OPPORTUNITIES:**<br>• Potential growth is large scale since fusing both Two Tribes and TILEYARD's markets together, physically and socially.<br>• Access to new and vibrant music and creativity being drawn from TILEYARD students (unlike Signature Brew)<br>• Very central and popular location which can be used for advertisement and promotions.<br>• Potential to engage a younger audience, since all TY students will be 21+ | **THREATS:**<br>• Competitors have greater access to globally-recognised musicians and often create collaboration beers with them<br>• Income differences, due to social changes recently our audience may not be able to spend so much on beverages.<br>• Perhaps we'll have to change the expense of materials to suit our own economic income and expenditure. |

# Market Research

# Client Base Personas

Creating client personas has aided the development of this project since it conveys the scope of who Two Tribes are targeting to, and it also helps narrow down key aspects that will influence the visual and output options of all designed assets.



## Saskia , age 22

Saskia is a current music marketing student at TILEYARD Ed.

Raised in West London, Saskia dreams of working with "big" name labels and artists.



## Alfie, age 27

TY alumni, Alfie is a Dorset born singer - songwriter.

Now residing in London, Alfie's a frequent performer in Camden pubs, and loves a good pint.



## Dom, age 38

International traveller and foodie fan, Dom is the owner of the Brick Lane Bistro where he oftens uses his travels as inspiration for his product line.



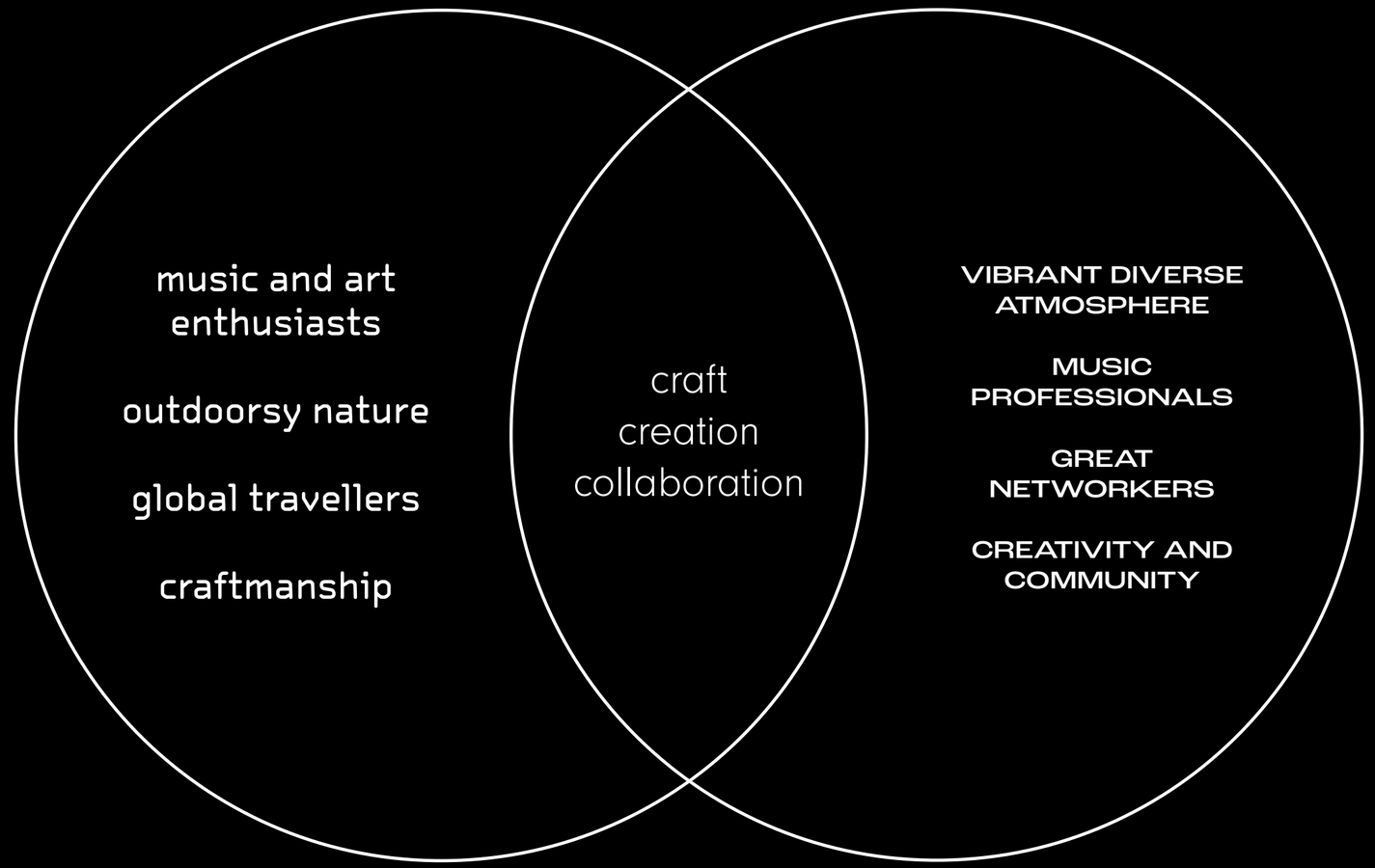
## Lisa, age 52

Lisa found her passion for music at a young age and is still a keen jazz piano player. Despite her love for music, she now works for SONY as their in-house photographer. She has a dog named Miles.

Figures 3 - 6. Via Unsplash.com

# Core Values

When first proposing a collaboration between Two Tribes and TILEYARD the first step was to identify the key values and personality traits of each company and deduce commonalities between them. After assessing both companies, together they both regard the community aspect between people very highly and I came to conclude that this often is a result of collaboration and a mutual love for craft and creation, be it brewing beer or making music.



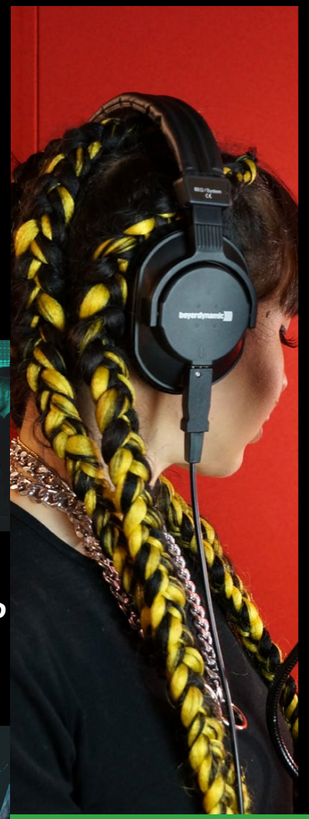
# **Two Tribes** Brand Identity




Figure 7. Moodboard, Two Tribes

# **TILEYARD** Brand Identity



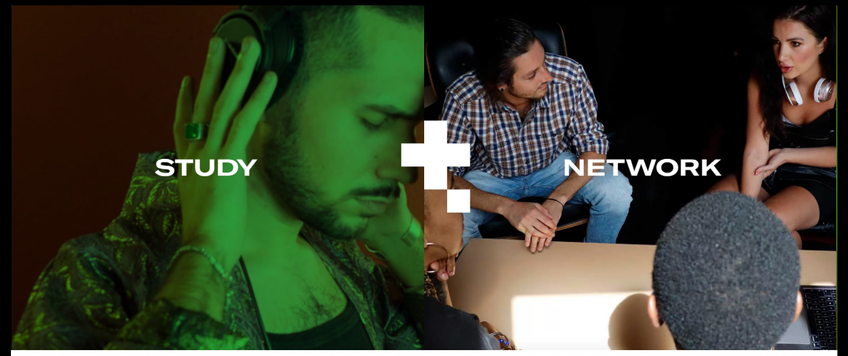



*"Tileyard has provided me with some very helpful tools, knowledge and experience to start my career in the music industry. Not only did I successfully complete my master's degree but they also linked me with a mentor and an artist manager to learn from their experiences and learn more about the UK music industry."*

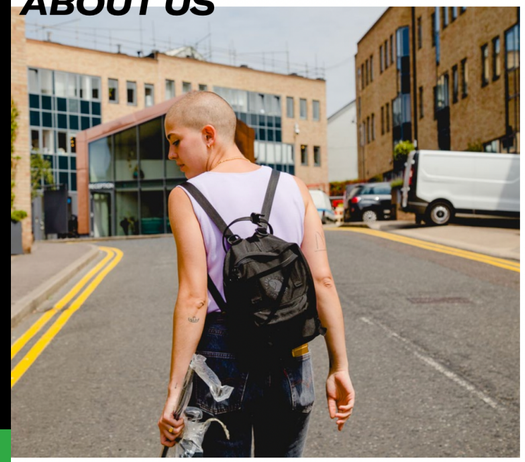
*Steffi Stroker,*
*MA Music Business*

TILEYARD STUDIOS LONDON

Tileyard is the largest professional music community in the world housing 100+ recording studios, 250 music businesses and home to The Prodigy, Sigala, Platoon, Beats One, Spitfire Audio, Notting Hill Music, Focusrite, Key Production, Aston Microphones and many more. Study at the heart of the industry.




## ABOUT US



Tileyard is the largest professional music community in Europe and is home to 100+ professional recording studios and more than 250 music and entertainment businesses including **Mark Ronson, Lily Allen, The Prodigy, John Newman, Chase and Status, Maverick, Notting Hill Music, Marathon Artists, Sound Advice, Spitfire Audio, Tileyard Music, PLATOON and many more.**

Tileyard Education is the latest addition to the group and has launched a post-graduate and professional training facility housing a world-class recording studio, tech lab, production songwriting rooms and a lecture space.

*"Studying at Tileyard you'll be surrounded by dozens of real-world creative music projects and people. The campus is buzzing with more than 1200 professionals so if you want to connect to what's really happening in the music industry you can't find a better place!"*

**Michael Harwood**, *Partner, Tileyard Music*

The Tileyard ethos, in a word, is Community.

Since 2010 a creative community has formed organically at Tileyard through the mindful curation of Nick Keynes, Managing Director, Tileyard Studios. Producers, artists and songwriters formed the first cohort and within a few years, a dozen recording studios had been built and leased. An astonishing achievement on its own given the supposed downturn in the fortunes of the music industry. But the community continued to grow. More studios were built and support businesses started to see the benefit of being close to the talent so labels, publishers, managers, agents, PR and marketing services began to take root.

In this community coffees and conversations turn into partnerships and collaborations which turn into new songs, new recordings, new business and new friendships. People help each other out with equipment, experience, space and contacts. People rope each other into projects wherever possible.



# Visual Identity Analysis

The previous moodboards display the visual identities that either company have adopted and my notes below convey the commonalities and some style quotes mentioned at the initial briefing from Two Tribes creatives back in February. Conducting this research aids the development of design and helps me, as the creative, to condense all visual assets and figure out how to visually combine Two Tribes and TILEYARD cohesively.

## Two Tribes

"Mid Century Design"

"Scandi - style"
wallpapers or repeating patterns

earthy colour schemes

tribal textures

BOLD and bright shapes

horizontally dominant or square

very printer or typerwriter-esque
choice of typography

## TILEYARD

urban and social photography

lots of green recolouring
of imagery

muted colour schemes

flat textures

vertically dominant

broad  and elongated type
overlayed on colour or images

Visual Identity Analysis (Continued)

**Two Tribes**

TILEYARD

Design Style

Core Business Approach

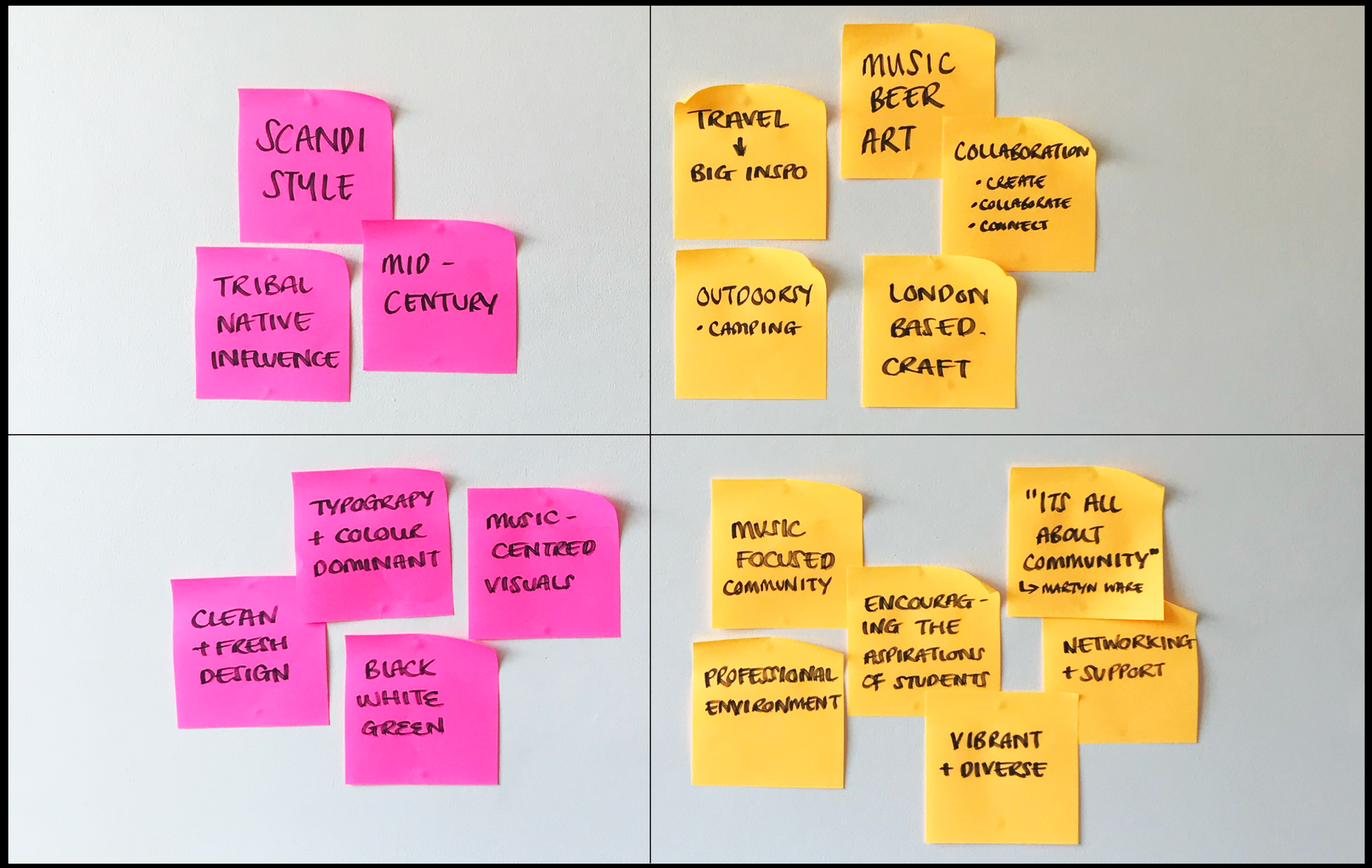



Figure 9. Murphy, I (2021)

# Inspiration Moodboard

This moodboard depicts all the inspiration I collated for the Two Tribes x TIleyard collaboration project. The arrows following convey my thought process and design aspects I took into consideration: **Mid Century Design > Scandinavian Style > Shape > Abstraction > Repeat Pattern > Limited Colour > Iconography**




Figure 10. Inspiration Moodboard

# Geometric Trends from Around the World




To gather greater insight into repeat pattern packaging design, conducting visual research provided great insight into typical geometric designs:

- dominated by Northen Hemisphere

- green is not a frequent colour choice, if it is its teal or turquoise

- lots of circles and triangluar shapes

- limited colour palette max. 4

- very dynamic patternation

PAOLOZZI Lager (Edinburgh)
Magic Rock Brewery (West Yorkshire)
Wylam Brewery (UK)
Dalston Soda (London)

Frtiz Kola (Germany)
GREK (Greece)
MOMO Gifts (France)

Tinnies (Australia)

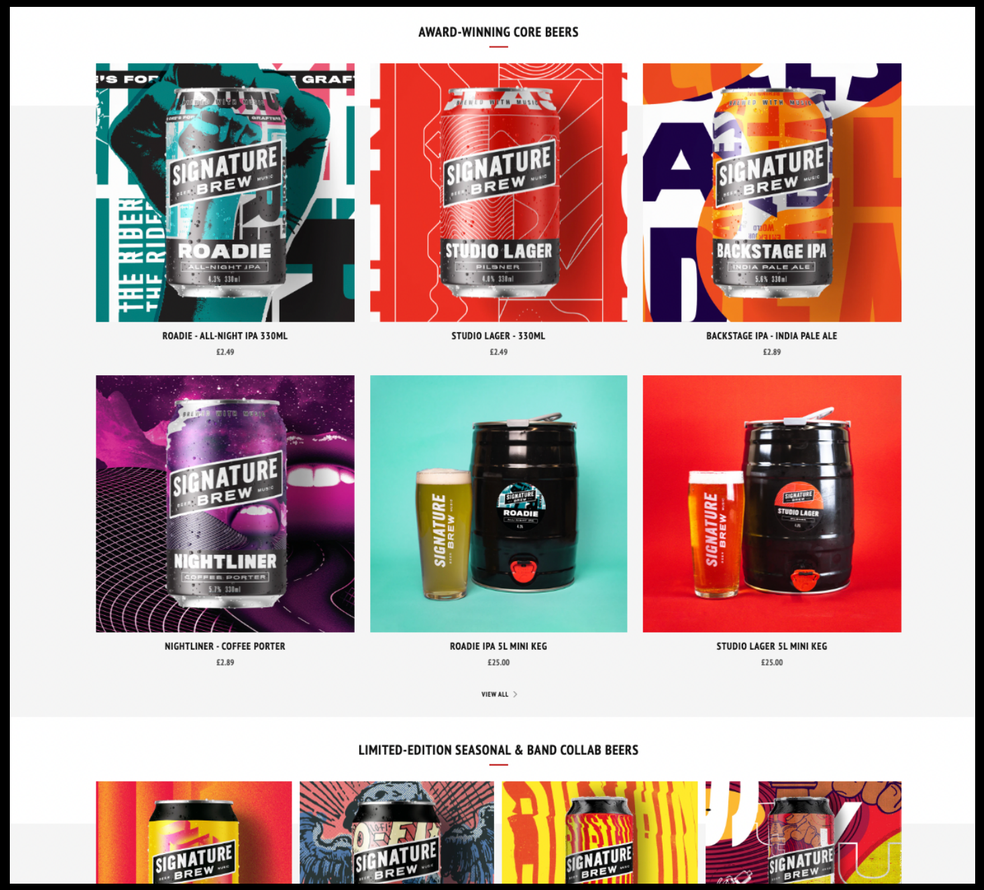
breakfast included brew co. (New York)
Brooklyn Brewery (New York)
Bauhaus Brewery (Minneapolis)
JAQK Cellars (San Francisco)
Peublo Vida (Arizona)

JU (Montreal)

# Biggest Competition: Signature Brew

Signature Brew are another North London brewery that hold music at their heart of their brand, they collaborate with well recognised musicians frequently and hold live events at their venue. Vibrant in branding and packaging design, Signature Brew are the most alike competitor for Two Tribes.







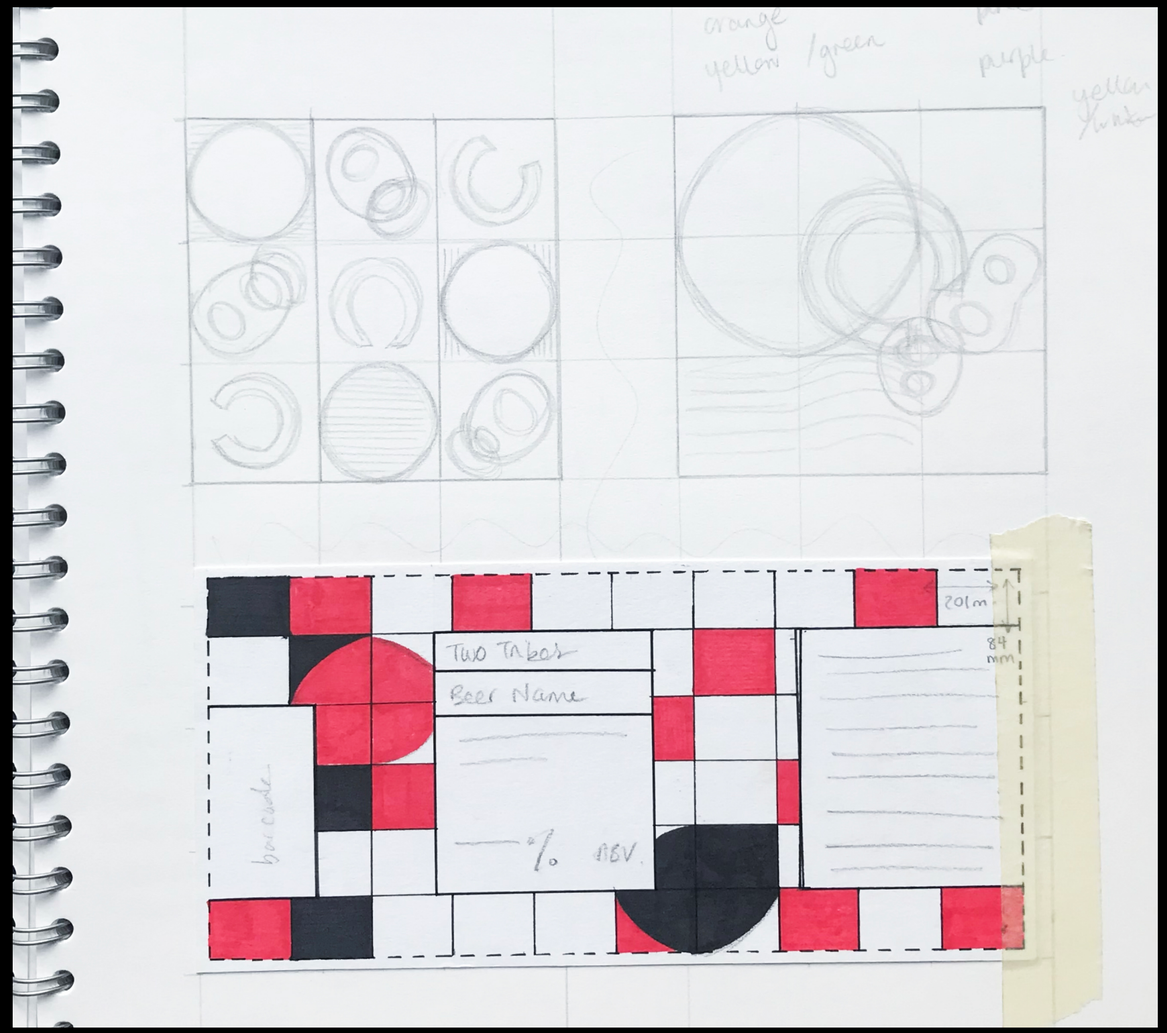
Figures 12 - 14. Signature Brew

# Draft Designs

# Non Digital Design Hack with Malcolm Garrett

From this workshop with Malcolm, I really took on board the notion of shape from his Duran Duran album cover examples. It was this workshop that kickstarted my design process; I began to paper cut and collage with reference back to the can shapes and this practice led to the development of a icon set.

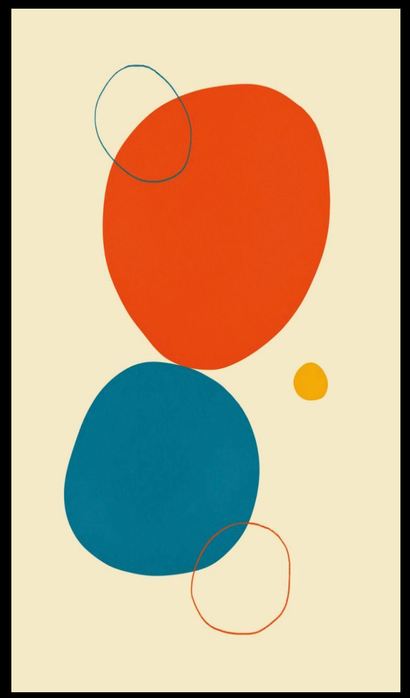


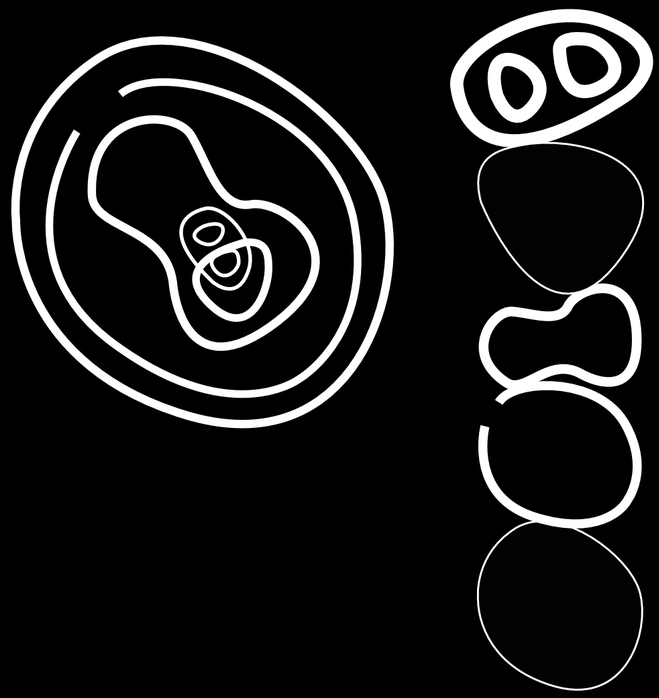




Figures 15 -16. Murphy, I (2021)

# Style Development

This is how the design initial developed, I was inspired by the print (on the left) to deconstruct the shapes I could see in an aluminium drinks can lid. Experimenting with layering and abstraction I found this did not really suit the symmetry I'd seen in previous "Mid Century" styles so I focused on using limited colour pallete instead.







# Initial Wallpaper Design

Reflecting on the company values I was keen to incorporate their business thinking into my designs and an ethos that Two Tribes favour is their focus on Beer, Music and Art, which are components that are shared by TILEYARD. Music, of course being the focus of the TY community and Art relates to the craftsmanship of music and also more personally, Entertainment Design. From this I used simple shapes to create a set of icons and envision them on a can wallpaper as to communicate the values of both Two Tribes and TILEYARD.




Figure 17. Murphy, I (2021)




Figure 18. Murphy, I (2021)

# Presentation to **Two Tribes** Feedback

From my presentation to Two Tribes, the response was very positive and I was given some feedback to work on and also had some reflective thoughts of my own.

## from Two Tribes

perhaps change the colour choice of red
- green has more refreshing connotations

geometric trend is very popular right now
- consider the ratio of the squares

enlarge the typography

consider the user experience

consider its on shelf or instore appearance

## Personal Thoughts

icons might be too simple
- consider developing more detailed visuals

could an element of texture or pattern
be used to create more contrast

make more specific to TILEYARD