

Term 1 Assignment Portfolio

Foundation in Entertainment Design

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Two Tribes - An Initial Look

The Business

TwoTribes is an independent Craft Beer Brewery, based within the Tileyard Community of Kings Cross, London.

The Brewery has an onsite bar/music venue, an initial event space opening in the summer – Campfire which is a food-based collaboration and an online shop with nationwide delivery.

The Founder

The brewery is run by Justin Deighton who previously owned the label Pacific Records. He started a craft brewery in Sussex, and whilst looking to expand the brand, met with Tileyard Studios with the vision to create a collaborative and artistic space. (Cool, 2021).

The Location - The Brewery

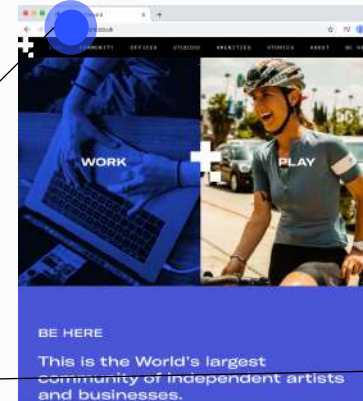
The brewery sits inside the Tileyard community in Kings Cross, known as the largest independent music community in the world (Tileyard, 2021). This presents a unique market position for Two Tribes having a close link to the music scene within the UK's capital city of London. It also presents a direct and already established primary customer base by opening in an established community. It also presents a variety of opportunity for collaboration for businesses within Tileyard, such as food with the Vinyl Café and limited-edition beers with record labels.

Within the UK

Statista stated there were 1,978 active microbreweries in the UK in 2018. (Statista, 2020), a figure that continues to grow alongside the craft beer trend. Although Two Tribes mainly caters to its Tileyard/London community, they also offer nationwide delivery of their beers so there's a potential for a much wider audience to see their products, and to be compared within a much wider range of craft beers.

Core Values

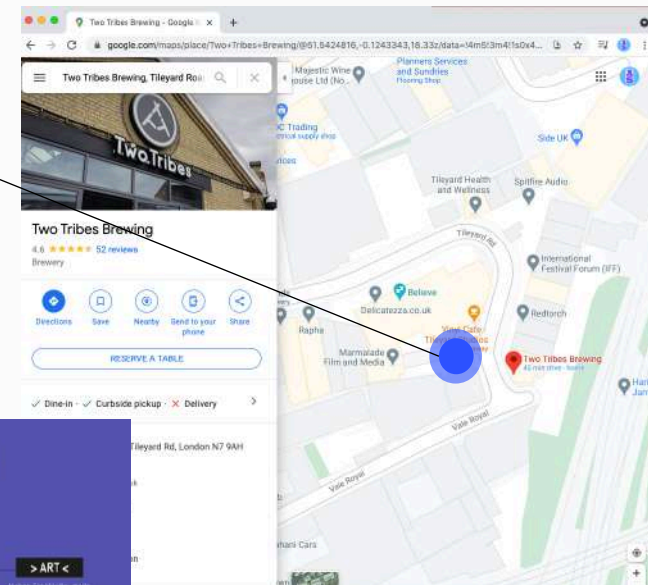
Two Tribes put their ethos at the forefront and these themes are clear throughout the branding. As seen here on their website, their ethos is **beer, food, music and art**, which gives a clear and concise summary of the brand ethos and gives me a clear direction for my design approach. From their ethos it's clear to see they want to set themselves aside as an *independent* beer brewery who have a genuine and proven commitment to the passion of each part of their ethos.



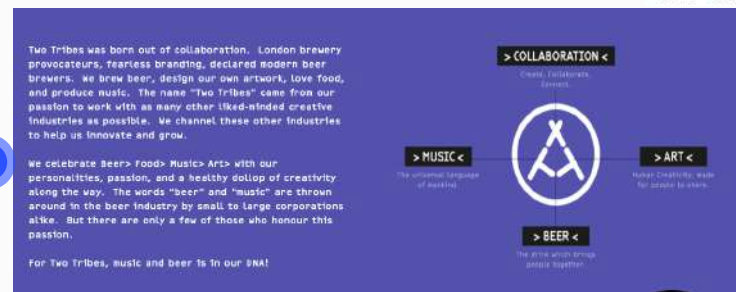
Tileyard, (2021).



Pacific Records, (2021).



Google Maps, (2021).



Two Tribes (2021).

Two Tribes - An Initial Look

UK Craft Beer Drinking and Trends

I want to understand the demographic of people drinking craft beer in the UK as well as the trends and behaviours amongst the consumers and breweries.

The Beer Drinkers

Age Groups

According to Siba (2021), **34-55-year-olds were the primary consumers** of beer in the UK in 2020 with 60% of the age group drinking the alcohol last year. This is also a rise of 6% compared to the year before. They also drink it more often, 21% said they drink beer more than once a week. Siba (2021).

The secondary age group that appears to be catching up with them is the 25-34 bracket, with 24% drinking beer more than once a week. Siba (2021).

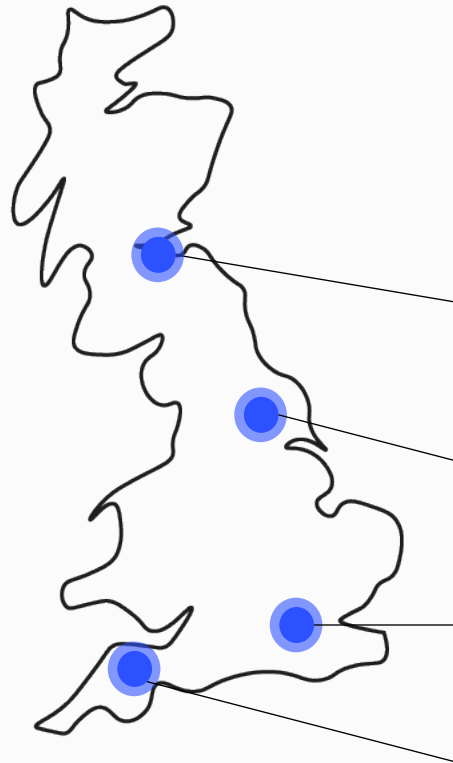
The lowest age bracket is those between 18 and 24, with an increase in that age group not drinking beer at all. Siba (2020). Does this mean craft beer breweries will have to age alongside their consumers? It's certainly something to think about when considering designing for a craft beer company.

Gender

It's historically been a common perception that beer is a man's drink. "By the dawn of the 20th century, beer production – and subsequently, beer consumption – was firmly in the hands of men." (Iseman, 2018). However, in recent years there's been a steady increase in women drinking beer too. 2020 saw a 3% rise with an even bigger increase in females drinking more than once a week to 11%. Siba (2021). When later considering the consumer, I should bear this in mind that gender amongst consumers is leveling.

Behaviours

The primary age bracket of craft beer is associated with the original wave of craft beer drinkers, so it's no surprise that their behaviours have or will change over time. According to Siba, 66% of beer consumers live a healthy lifestyle, a statistic that will undoubtedly influence the craft beer industry. 2020 also gave a completely new set of behaviours in consumers with the closures of hospitality venues under COVID-19 restrictions. "Alcohol sales fell during 2020 as the prolonged closure of pubs and bars cancelled out a rise in home drinking during lockdown and more people developed a taste for non-alcoholic alternatives." Davies, (2020).



Future Trends

This age bracket of consumer that we've identified, associated as the original wave of craft beer drinkers, are ageing alongside the movement. It's interesting to think what this means for the future of craft beer and its design trends. As they mature and their behaviours naturally change will the purchase of craft beer change too? Will younger generations increase as consumers?

In recent years there's been a national increase in vegan and vegetarianism. What does this healthier and more conscious behaviour mean for craft beer trends?

In Sainsbury's' Future of Food Report (2019), they predicted that 25% of the adult population will live on a plant-based diet by 2025. So, it's possible we could see a rise in conscious breweries making more vegan friendly products.

Hotspots

Two Tribes is based in the capital city of the UK, but how does the city compare to other hotspots with its craft beer industry?

Edinburgh - As of 2017, "Asda found there are more craft beers and a larger variety of breweries in Scotland than elsewhere in the UK." (Dorsey, 2017), Scotland is also home to Brewdog, one of the biggest craft beer breweries in the UK.

Yorkshire - As of 2017, "Asda has named Yorkshire as England's capital of craft beer, following a study into the sales and locations of its new and improved craft beer range." Eat Drink Yorkshire (2017).

London - With over 100 breweries, London has moved cask-based ale drinking into fresh, invigorated 21st Century styles. While London has a long, proud history of brewing, today the capital is home to a thriving craft beer scene. Brew Republic (2020).

Bristol - "Often referred to as one of Britain's most trendy cities, Bristol is a thriving metropolis in Southwest England. Due to the growing alternative indie culture, the town is now bursting with independent breweries." Discover Britain's Towns (2018).

Looking at the data it's clear to see Two Tribes have a considerable amount of geographically close competitors as well as national.

Two Tribes - An Initial Look

Client Base

Establishing Two Tribes' consumer base will give direction for the design ideas, ensuring they are suitable for the audience whilst helping to locate them.

"If you don't know who your customer is, you won't know where to find them." (The Futur, 2019). This approach of identifying the customer will help me to know where and how to market the product.

Due to the brewery's location, a large majority of their instore client base will be part of the local and surrounding music and entertainment hubs. Employees or users of the entertainment and music facilities - people that are already encapsulated in the same environment as Two Tribes and have shared values. There will also be the national users with the online service, those that enjoy their CAMPFIRE catering collaboration, and people outside of those perimeters that come across Two Tribes or come for a reason beyond the beer such as the live music or food.

Age range 25-45

Income £25,000-£50,000

Interests/Values Music, art, live events, food/cooking, culture, socialising, community

Consumer Profiles

Defining the consumer base will help me to understand the strategy for this project. Here I am further identifying who Two Tribes' primary consumer is, as well as their aspirational consumer.

I want to build examples of consumers that I can use as a reminder throughout my design process. They are consumers that both already buy into the Two Tribes brand and those that Two Tribes would like to be part of the brand.

Each consumer has a different aim or environment for the product, so I want to consider both throughout the process.

I will need to consider how my designs will appease both types of consumers, whilst gauging how the packaging will best reflect the beer on the inside. I also need to consider the contexts in which each consumer will see the product, whether that be online, in person on a supermarket shelf or fresh into a glass straight from a keg.

I've created these consumer profiles to serve as reminders for me through the process.

Primary Consumers

Primary Consumers 'are the groups of people who may exert a strong influence on our values and behaviours' according to Study.com (2021). They are the people Two Tribes will typically spend time with in their own circle of peers and naturally feel more comfortable around.

The primary consumer is who the product was initially produced and designed for. They have shared values and interests so it's a more reliable assumption that they'll be consumers.



Al is a 38-year-old living in Camden with his wife and works in the music industry. He earns on average £47,000 a year.

He mostly buys craft beer when purchasing alcohol, both at home and whilst out in bars/restaurants. He likes the quality and taste and particularly likes when they're from independent breweries. He'd consider Two Tribes his local.

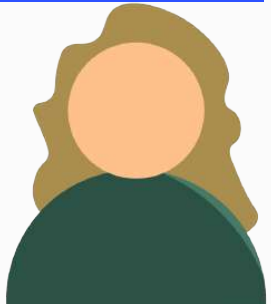
Al has interests in art and 35mm photography, he enjoys cycling, festivals and collecting vinyl. He's also a keen DIY-er in many aspects - furniture, cooking, construction etc. Al appreciates fresh ingredients and buys food from local butchers, grocers and fishmongers. Along with his friends, he shares the same ethos as Two Tribes.

Al is an example of Two Tribes *primary consumer*.

Aspirational Consumers

The Aspirational Consumer is not necessarily the presumed Two Tribes consumer, they may not have the disposable income of a primary consumer but they aspire to. Their purchase 'evokes a sense of financial achievement beyond what is realistic' (NPD, 2021). Craft beer is associated with more expensive consumer so the aspirational consumer may buy into that notion.

The aspiration consumer will be on the edge of the pool of consumers Two Tribes are aiming to reach.



Chloe is a 28-year-old living with three friends in a flat in South London. She works in marketing and earns on average £30,000 a year.

Chloe drinks craft beers when she can, she likes the ethos of the trend but cannot necessarily afford to drink it all the time. She considers a trip to an independent brewery bar a special occasion.

Chloe loves live music, festivals, fitness, museums and going to bars with friends. She is environmentally conscious, she buys local products money permitting, she's vegetarian and doesn't approve of fast fashion.

Chloe is an example of Two Tribes *aspirational consumer*.

Two Tribes - An Initial Look

Existing Brand Identity

Two Tribes have a very clear brand identity which I want to pull apart and examine. A company's brand identity is key in establishing a consumer base, in brand recognition and trust with the consumer. If a consumer sees a new product with recognisable branding they are going to know it's a trustworthy product.

Logo

The logo is the centre of branding and if done well can reflect the personality and culture of the brewery and simultaneously help it stand out amongst the competition.

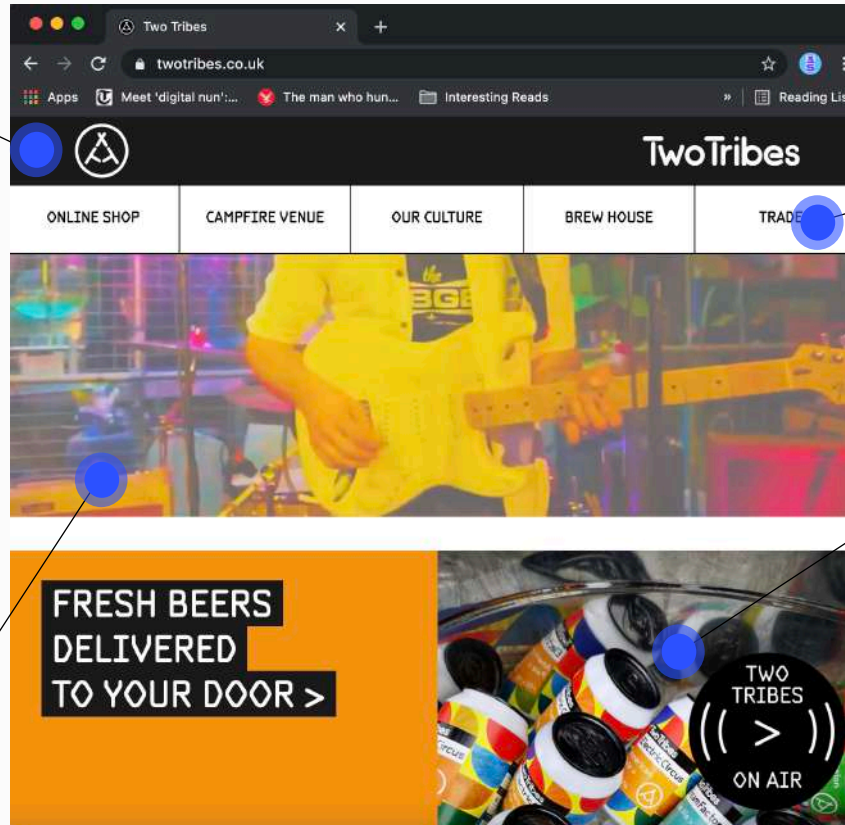
Two Tribes logo is comprised of two rotated T's and a x on top to form a tent symbol, a clear reference to their name and theme. The tent presents a structure that's comprised of individual parts – perhaps a subtle reference to their ethos of community and collaboration.

The simple, modern, clean, black and white logo allows it versatility in different environments, it could be printed large on a banner or very small in an ad and still be legible. Its simplicity makes it very recognisable, and the use of the 2 T's is a subtle nudge to the brands name.



Photography and Imagery

The visual imagery used in a brand can contribute hugely to the consumers interpretation. It can also translate and connect the visual identity together. A lot of Two Tribes imagery follows themes of music, beer, art and collaboration, the same as their ethos. This helps the brand place authenticate their visual identity.



Two Tribes (2021).

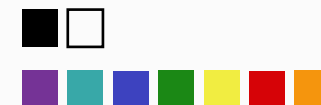
Fonts and Typography

For their logo and heading font Two Tribes use the font OCR-A, which is "a typeface created in 1966 to be read for a very specific audience: machines." Smith, E (2017). This is a font that feels exciting and modern and simultaneously familiar and recognisable. It has a retro electronic feel which adds a sense of establishment to the brand and yet used in this context it feels quite modern. It's a font that solely uses capital letters which places authority and packs a punch to the reader.

Colours

Colour is an important aspect of a brands visual identity. Each colour can hold array of different meanings so using them wisely can help a brand promote their ethos in the way intended. On Two Tribes' cans they often use bold, playful and vibrant colours which help reflect the vibrant and creative environment they endorse in their culture.

For their text and logo, they use black and white and reserve the bold colours for their can wallpapers, labels and imagery, this keeps the brand clean and makes the art and products bold and helps them stand out amongst the branding.

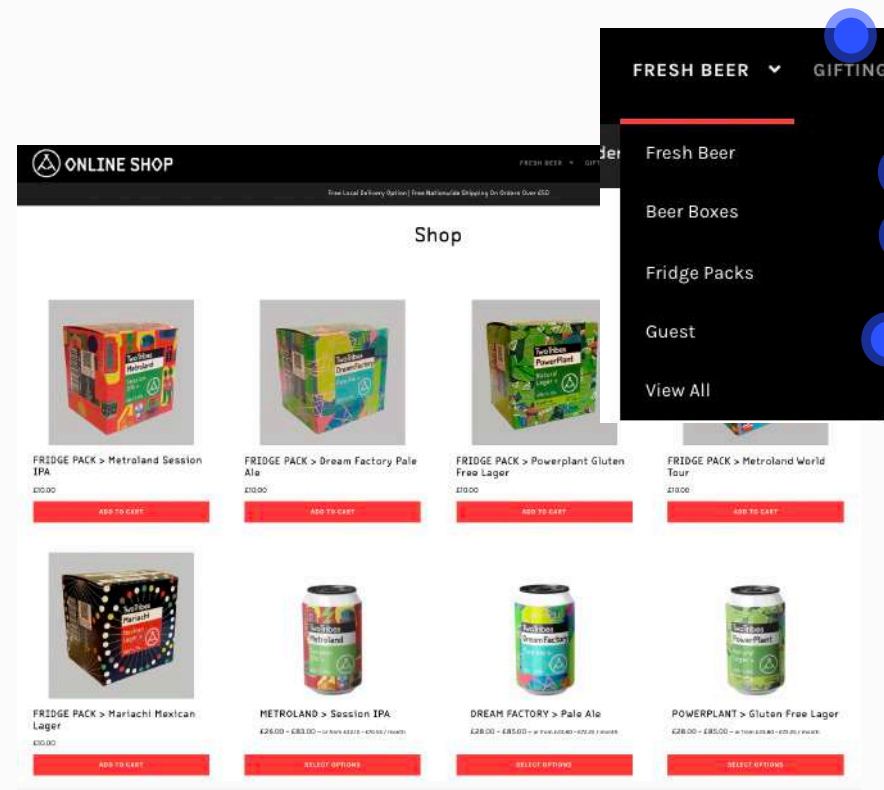


Two Tribes - An Initial Look

Products

Two Tribes offer several products on top of their staple craft beers so I'm going to break those items down to get a full picture of what they offer. I'll be using their website shop as the main information source but will also look beyond that in case there are other products they offer beyond the site.

On their online shop, Two Tribes have broken down their products into three categories: **Fresh Beer, Gifting and Merchandise.**



Two Tribes (2021).

Something to note since being on the shop site is the use of the term 'Fresh Beer'. This is an effective way of reminding the consumer they're drinking a fresh, independent product.

Their Fresh Beers are a range of 13 single core range can brews available in 12, 24 or 48 packs. Their four main, standardised products are also available on subscription, the consumer pays a monthly fee to have the pack delivered each month. They consist of:

Metroland - Session IPA

Dream Factory - Pale Ale

Powerplant - Gluten Free Lager

Electric Circus - American Pale Ale

They also offer 'Beer Boxes', which offer a themed selection of the core range cans.

Mixed Beer Box - Mixed case of four of the core range cans

Lockdown Box - Mixed case of six of the core range cans

Gift Box - Mixed case of three of the 440ml special cans

Mariachi Gift Box - Case of the Mariachi 330ml cans, Two Tribes x Campfire hot sauce, chilli sea salt and a Michelada recipe

Metroland Box - Mixed case of the four Metroland range cans

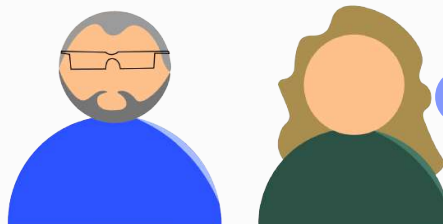
Metroland Box w/signed print - Mixed case of the four Metroland range cans plus an exclusive signed and numbered print from designer Leo Zero

Campfire Box - mixed case of two of the core range cans plus a mixture of campfire ingredients including a spice rub, hot sauce, eco-charcoal, firelighters and recipe cards

Beer and Cider Case - mixed case of the core range cans and cider from Horsham brewer Silly Moo

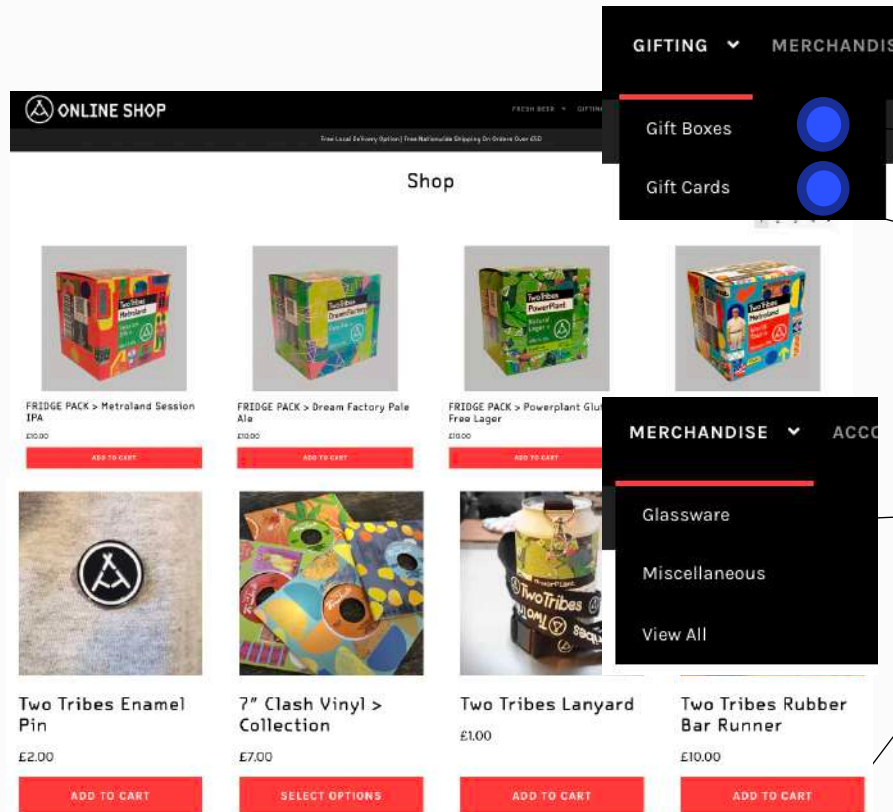
The fridge packs are smaller multi packs of the core range. The name 'fridge packs' insinuates that these products are perfect for home drinking, which is something people are particularly looking for through lockdowns when bars and pubs are closed.

Two Tribes are tactical here as they are not just marketing their own products, they're also marketing part of their ethos and culture in selling beer and art gift boxes and campfire themed gift boxes. These are great products for both Al (the primary consumer) and Chloe (the aspiring consumer).



Two Tribes - An Initial Look

Products



Two Tribes (2021).

In the gifting section of the website, we again see the themed beer boxes, consisting of the Mariachi Michelada kit and the Metroland World Tour with Signed Print box. By placing this on two different sections of the website their improving their chances of reaching consumers who are looking to purchase for themselves but also to gift.

Two Tribes also offer gift cards of between £10-£100, this product can help raise awareness of the brand and grow sales..

The merchandise area of the shop also includes a range of products that help raise awareness of the brand and are associated with their ethos. These products include:

Glassware

Two Tribes enamel pin

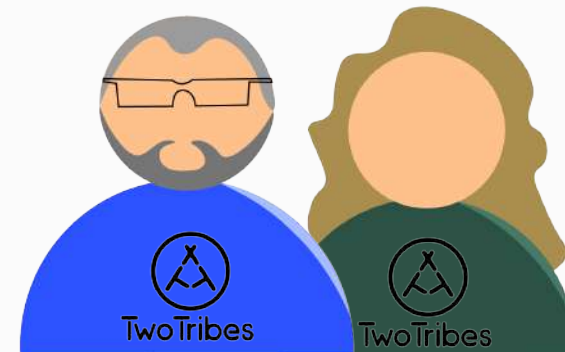
Vinyl Collection

Two Tribes Lanyard

Two Tribes Rubber Bar Runner

All of these items are products and double as marketing material for the brand in various environments, and can make consumers feel part of the community of Two Tribes.

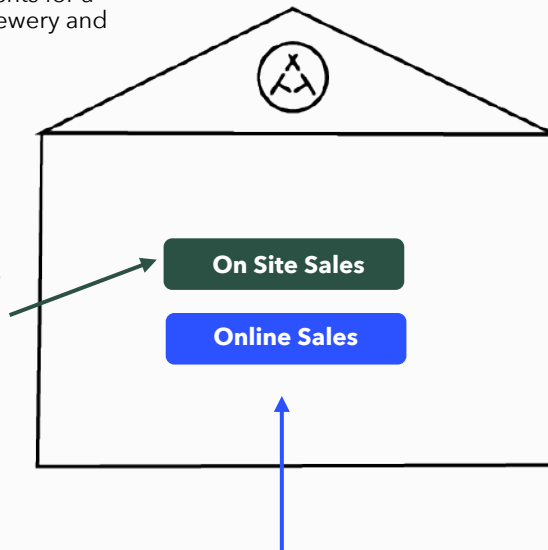
Something else that I've noticed amongst the Two Tribes products are their efforts to highlight the organic, gluten free or vegan products. By doing so, they are tapping in to the societal trend of vegetarianism we identified earlier in research. This will help to draw in and keep their consumers that feel this is an important factor when purchasing their beer products.



Two Tribes - An Initial Look

Revenue Streams

Most of Two Tribes revenue streams are transactional, meaning they are one-time payments for a product between the brewery and customer.



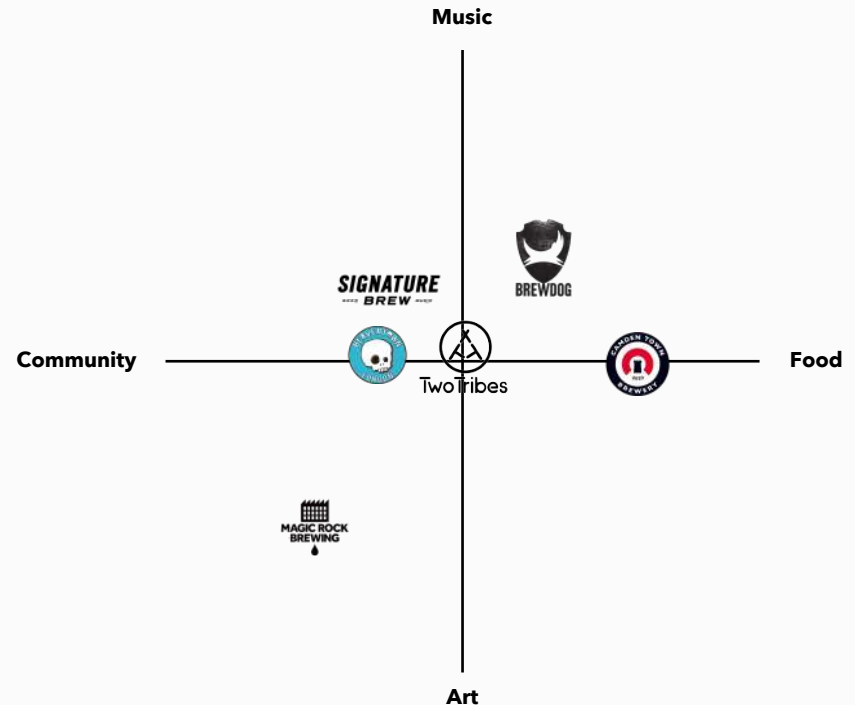
Two Tribes then have revenue from their online site, offering a range of products for nationwide delivery. This may not have much of a reach beyond primary consumers because in order to know or find the site you may have to be aware of the brewery prior.

They also have online sales through third party sellers including Selfridges, Caps and Taps, Indie Beer and Beer Hawk. Doing this gives them a larger audience reach and more opportunity for revenue.

Position in Market

"Market Positioning refers to the ability to influence consumer perception regarding a brand or product relative to competitors. The objective of market positioning is to establish the image or identity of a brand or product so that consumers perceive it in a certain way." CFI (2021).

Therefore, regarding Two Tribes the market positioning is influenced by how the business presents itself compared to other similar breweries. I believe a big part of Two Tribes market positioning is to do with their strong ethos in music, beer, art and food. This creates a strong and unique selling point that simultaneously defines a unique position in the market. Below is a diagram of other breweries that sell with similar ethos, as you can see breweries such as Beavertown and Signature Brew have a similar ethos but not with alongside all four elements. Two Tribes sets itself apart by emphasising all elements of their ethos including, but not limited to, music.



Two Tribes - An Initial Look

Case studies of other top UK craft beer breweries

Beavertown

Beavertown is an obvious competitor for Two Tribes. They have close links to the music scene, are based in London and have a brewery with a nationally distributed range that's very easily identifiable.

Things they do well:

A unique style of illustration and a colour palette that is seen throughout Beavertown's branding including the logo, their website and the beer cans themselves. This has allowed Beavertown to build **great customer recognition** across their products - not just for their beer but any expansion products too. It also injects a lot of personality into the brand which to their consumer may help them feel more relatable and accessible..

Their easily recognised brand gives them **credibility and customer loyalty** with their national customer base.

According to Brown, "Beavertown's look, and feel was at least as responsible as the very fine beer in making it one of the most desirable craft beer brands of the mid-2010s". (Brown, 2020, pg. 202)

I also think one of Beavertown's unique selling points is the names of their beers. Names such as *Gamma Ray*, *Neck Oil* and *Lupuloid* are sure ways to catch a consumer's eye.



Things to consider:

Although the design provides a good marketing tool, I do wonder if it gives a clear link to the beer inside the can. It would be difficult to describe the taste of the beer based on the illustrations and name such as 'Neck Oil'. Does the use of unique names for marketing and personality outweigh the need for the reflection of the product?

If this wasn't an incredibly recognised brand, how would it stand out on a supermarket shelf? Would the design pull a consumer or would the busy and colourful design blend with other craft beers?

The branding would clearly be received well to a young consumer who likes art with shared values of the company, but how is it received to a wider audience when produced for national supermarkets? Will it draw in more consumers or will it identify the narrow consumer pool they're already producing to?

Two Tribes - An Initial Look

Case studies of other top UK craft beer breweries

Magic Rock Brewing

Magic Rock Brewing is a UK craft brewery that draws influences from the US craft beer scene. Its name draws from a previous family business of crystals and rocks, and in early designs reflected the name in a circus show theme. Since rebranding their designs are a lot more abstract but with elements of their circus show theme still present.

Things they do well:

I chose to look at Magic Rock as I feel they follow similar branding formats to Two Tribes. They have a very clean and simple black and white format across their marketing and can. This ties all their products together very well and easily identifies the brand. It also allows for **easy introduction of new products**.



(Magic Rock Brewing, 2021).

Similarly to Two Tribes, they use a wallpaper with an abstract design and bold colours which draws the eye, upon looking a little closer you get **hints of the beer inside** such as the grapefruit pale ale showed as an abstract slice of grapefruit. Paired with the clean black and white branding used throughout, the design allows the cans to really pop and speak for themselves as individual products.

Colour is playing an important part in these beer designs. Each works well with the black and white branding, and colour themes across the various cans allows for association with the beer itself. The bright yellow implies a light and fruity, zingy character, while the light blue evokes a smooth experience relatable to drinking an easy-going pale ale.



(Honest Brew, 2021).

Things to consider:

I initially looked at Magic Rock without knowing their ethos or story, once I discovered its circus **narrative**, I wasn't entirely sure how that tied in. I imagine that is clear to the primary consumer and those that know the brewery but to an unknowing consumer you don't get much of a story from the branding. Narrative can play a big role in a consumer engaging so I think this could be focused on more.

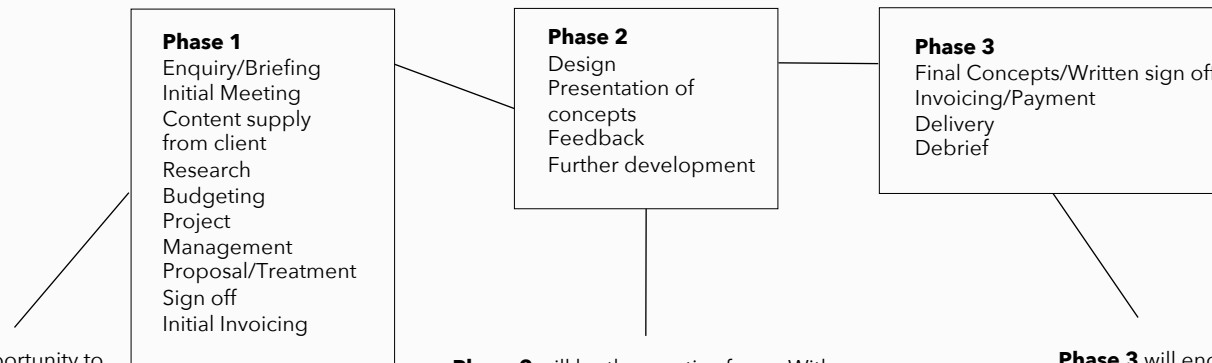
I have a similar feeling for their logo, I think there could be **stronger branding** that ties it all together and presents more of a story and association to the consumer.

Magic Rock have a restricting and **narrow branding format** which doesn't allow for much that varies from it. Unlike other breweries they don't have flexibility for their designs, but nor do they have something exceptionally unique. If it was a completely new take on beer design such as Beavertown, you can see the longevity in it, but with simple branding such as this you could imagine rebranding happening more often to keep themselves relevant to the consumers.

Two Tribes - The Redesign

Plan of Action

In order to appropriately manage the project and to ensure I am providing the client with the appropriate and desired deliverables; I will first construct a plan of action. This will provide me with a tool for operating and managing the project, as well giving an organised overview of my timeline. It will allow me to have something to refer back to and follow throughout the project process.



Phase 1 provides the opportunity to understand the given brief as well as the client themselves.

In this instance the initial stage is kick starting the business transaction between *myself as designer* and *Two Tribes as Client*. This initial phase also provides a valuable opportunity to form a relationship with Two Tribes. The business relationship will ultimately help to delve further into a mutual understanding of the brief, as well as introducing trust and giving the client input opportunity and ultimately equal ownership of the final product/design.

It also presents an opportunity to manage client expectations.

Phase 2 will be the creative focus. With Phase 1 under my belt, I have an in-depth understanding of the client and the brief, therefore I can begin brainstorming and generating ideas for the concepts with direction and accuracy.

I'll use the project timeline created in phase 1 to ensure I stay organised and on track for delivery. This will be broken down into stages to allow myself enough time for each stage of the design process.

Phase 3 will encapsulate the finalisation of the project. Upon written sign off from Two Tribes I'll begin proof and quality checks before preparing for delivery of the artworks and relevant invoicing.

This stage will also engage self reflection for growth with my designer practice. Reflection and analysis of the project and outcome will help shape and tighten future projects, as well as the relationship with Two Tribes if/when repeat work occurs.

Two Tribes - The Redesign

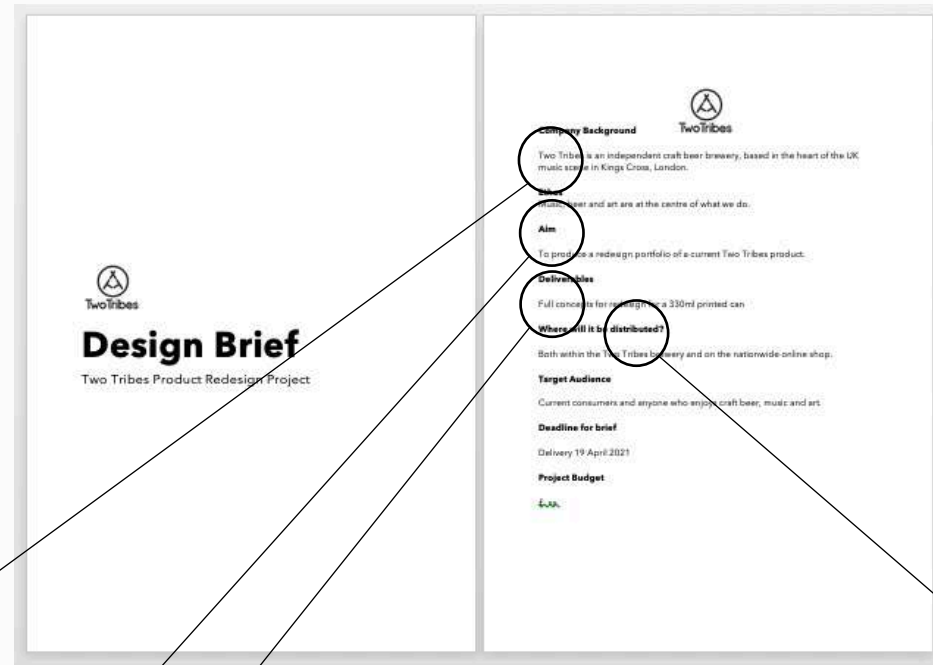
Phase 1 - The Brief

The enquiry/brief from Two Tribes is the initial step in Phase 1. One that I will still consider a blank canvas until all the specifics are confirmed, and the brief and needs are mutually understood and agreed.

Upon receiving the brief, I will give myself suitable time to thoroughly read and understand the it before responding. This will allow me to read through specifics and check any provided documents and/or assets given by the client. This interval will give me a chance to process what's needed and collect suitable questions for the client instead of responding in haste and drip-feeding questions later. It's important for me at this stage to think about what I need to know, and what's missing in the brief to build an accurate and big picture.

It's also important that both parties fully understand what is expected from the brief, this will allow me to provide the best design solutions and give Two Tribes a clear idea of what they'll be receiving. It also offers me an opportunity to manage expectations - a client may know exactly what they want from a designer, but that doesn't ensure a realistic proposal or schedule, therefore it's up to me to confirm those specifics and manage the expectations if they are unrealistic. Here I am pulling apart the brief given to me by Two Tribes:

Example Brief - breaking it down



1. Company Background and Ethos

This is a very brief overview of the company. I will make notes to find out more about them at the next stage independently of my own research, as they may have different views of their ethos and output that could be more insightful. Questions I want to ask include:

- What are the basics of your business?
- What are your influences?
- What are your services?
- What are the trends in your industry?
- Where do you sell/market?

2. Aim

The aim is short and doesn't provide much context for the intended product. I need to expand it with Two Tribes and interrogate it to find out specifics and ensure I can translate their wants into design execution, this will help me understand what the creative parameters might be. "Often times it may be difficult for your client to articulate what they want, so they'll use what they know." (Encina, 2016).

What is the aim for the design?

Is it seasonal? Limited Edition?

In a wider context, what do Two Tribes hope the design will provide for the business?

Is the design for a specific purpose?

Is there something the project is currently missing?

Have you led other design projects on this product that weren't successful?

Is the aim of this redesign to up sales?

Is there specific elements of your ethos or company you'd like highlighted in this design?

3. Deliverables

It's necessary for me to know and confirm the deliverables Two Tribes want before the design phase has begun, as this may influence or redirect the focus of the discovery and development. I need to feel confident that I know the variables so I can design freely within those constraints.

How would you like the concepts presented?

How many concepts do you want presented?

Do you already have company branding guidelines that I need to follow?

What are your label printer guidelines?

Do you have a standardised label for cans?

3. Distribution

Knowing where and how this design will be distributed will help me focus certain design elements and to better understand its audience. For example, if it's a product that will be sold mainly from the venue, the consumer audience will be a smaller pool than if sold in supermarkets. They will be London based, perhaps with interest already in the Tileyard community, music or craft beer, therefore this needs to be established to grasp the consumer pool.

Two Tribes - The Redesign

Phase 1 - The Brief

5. Target Audience

Are Two Tribes targeting a specific consumer for this project? If so, are they current consumers? Who do Two Tribes believe are their current consumers?

Its necessary to get a sense of who Two Tribes see as the typical consumer so I can build a picture of who the design is for, this will influence a considerable amount of the design.

What will the typical consumer expect or usually see from a design?

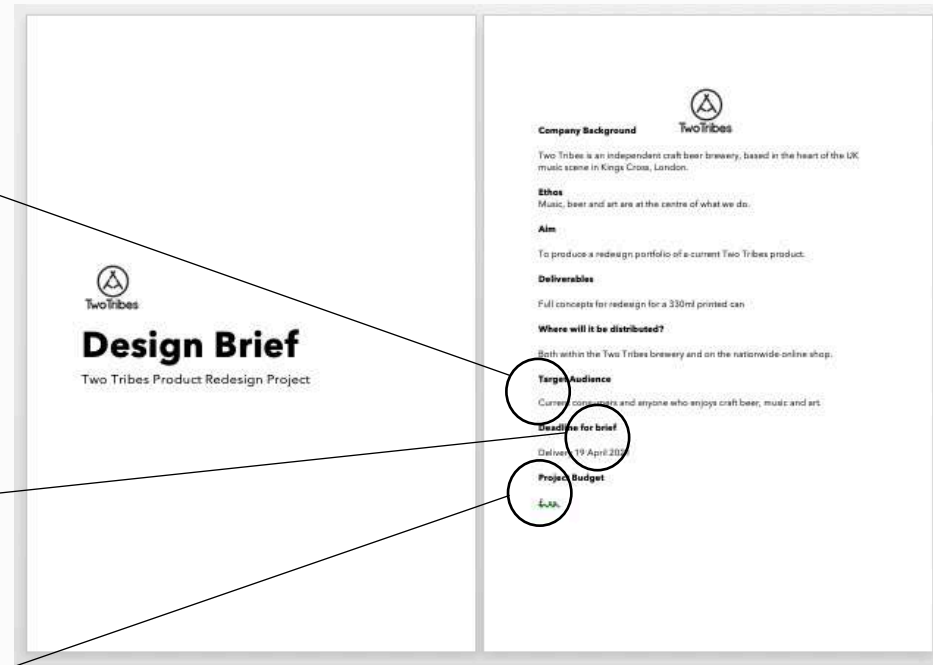
6. Deadline for Brief

I've been given one date for delivery, the 19 April 2021. To manage the project correctly I need to understand what they are expecting and when, this will also help me manage my time. "The client will usually tell you when they require the final product, so work out how long it will take and work backwards". (Soto, 2011, p21). I will apply this theory when planning my time and budget management.

I'll also need to define the sub deadlines -

- when would they want to receive or be presented with initial concepts?
- Are there different deadlines for certain aspects?
- Are there more pressing deadlines for certain aspects?/Are there aspects you need prioritised?

Example Brief - breaking it down



7. Project Budget

As a designer I have my own scale of pricing suited to certain jobs, so when offering a price to a client knowing all the variables, I'm able to picture where it sits in terms of what I can offer. In this case, I will only be able to appropriately offer pricing when all the finer details are confirmed. I'll hold off confirming a budget until I've had my initial meeting with Two Tribes and solidified what they need from me.

What else do I need to know?

It's necessary to know and confirm the deliverables Two Tribes want before the design phase has begun, as this may influence or redirect the focus of the discovery and development.

Next in the process I'll plan an array of questions to ask Two Tribes at our initial meeting to discover and understand the brief in more depth.

Two Tribes - The Redesign

Phase 1 - Initial Meeting

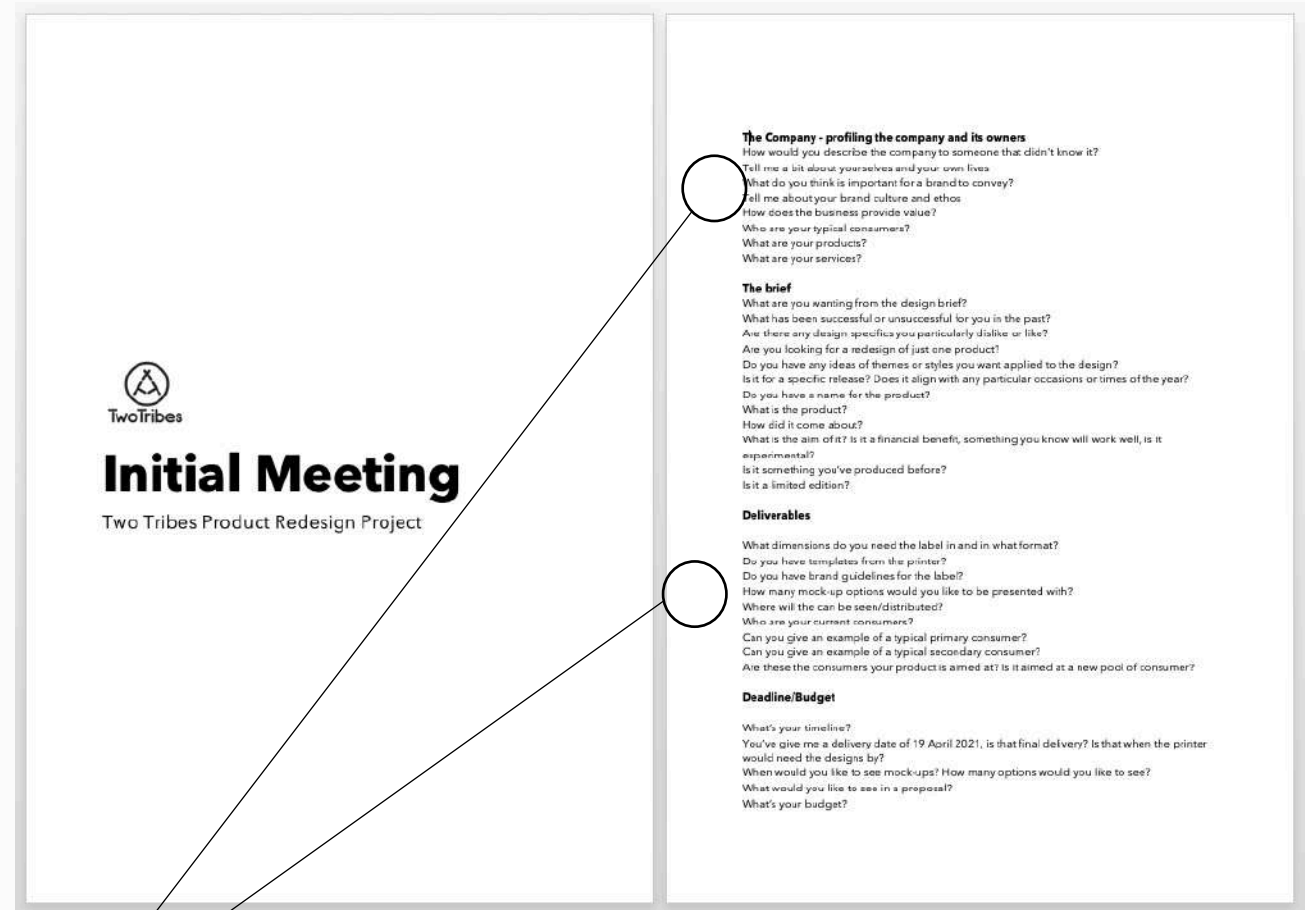
Initial Meeting

This initial meet with Two Tribes will help me to first connect with the client and give me a chance to profile the business and align both of our overviews of the project.

The face-to-face nature of the meeting will help me to build on a relationship with Two Tribes. If the relationship was maintained through email, it would be difficult to personalise the relationship. Putting a face to a name will help them to remember me and feel closer to the project.

According to Medium.com, "60% of people regularly misread tone or message when communicating via email or phone", so the benefit is clear of face-to-face meets. All the while I'm also able to inject personality and show the client how excited I am to work with them.

This session will allow me to explore the brief and business and to inflate the brief details they've already given to me. It presents an opportunity to get to know their project and business aims on a personal level. I'll do this by asking a range of questions, giving prompts for conversation topics and pulling apart the brief with them.



1. The Company - profiling the company and its owners

Primarily I want to get to know the company and the people behind it. I'll ask them open ended questions to encourage them to speak freely about the company rather than asking yes or no questions. For example, instead of asking 'is the product a lager?' I'll say, 'tell me about the product', this will encourage a broader and elaborated explanation and interpretation for me to work with. The more information they give me, the more opportunity I have for finding common ground and a natural flow of conversation. I might also notice more needs below the surface.

2. The Brief, Deliverables and Deadline/Budget

I need to ensure I understand Two Tribes' vision for the brief, so I don't waste time and go down a wrong path, so here I'm asking a range of questions to clarify it. Is there anything further I need from them? Do they need to supply any content? This way both the client and my expectations will align presenting a good platform to move forward from.

At the end of the initial meeting with all the information I gained from Two Tribes I'll go back and clarify it to the client so we are both assured I know the brief and we are on the same page with it. Much like when you make an order in a restaurant and the waiter recites your order back this will build trust with the client and put them at ease knowing you have a full and accurate understanding.

Two Tribes - The Redesign

Phase 1 - Brief

Following the **Get/Who/To/By** theory by Julian Cole, I am here summing up my brief from Two Tribes.

**“GET a wide target audience WHO enjoy
craft beer, music and art TO purchase
the new Campfire beer BY designing a
Two Tribes 330ml can”**

Two Tribes - The Redesign

Phase 1 - Budgeting

I am working out a budget for the project based on the variables needed. Two Tribes haven't specified a budget which gives me flexibility in what I propose but I must ensure the cost is justified. This approach of costing is referred to as a *bottom-up estimate*. Because I have not taken on a project like this previously, I have no prior estimates of what the project will cost, therefore I am breaking down by the individual tasks to find a total figure. In *top-down estimates* I would base a projects costs by a similar project previously carried out so I would already have a sum in my mind to give to the client.

Here Elmansy (2021) explains the pros and cons of this bottom-up estimating technique "While this approach gives a broader space for the designer to give an estimation which equates to developing a work relationship, it does not give an idea about the client's budget and subsequently there is a higher possibility for rejection especially if the budget is higher than what the client has in mind".

As it's a digital project and won't require any physical assets or activities, the project will be based on the development and design of the project, rather than the output. As it's just myself working on the project as the sole designer, I will be basing the development and design on my day rate for the time needed. I'm proposing a project fee rather than a daily rate, so I can give the client a full and incorporating figure.

In excel I've created a budgeting template which I can use for future jobs. The intended use is to have a platform to break down the costs so I can create an accurate pricing. The accurate pricing won't leave me short if the project takes longer than expected, allows me to still profit from it, and is also a fair and realistic rate to provide to Two Tribes.

The costs are broken down into three sections: **Design, Development and Other (if applicable)**.

Design

This section breaks down the cost for the design stage of the project. If there was multiple Designers, Project Managers or Art Directors involved I would also include their rate here, for example if the project was with a design agency. However, as I am the sole designer on the project, it includes just my own day rate. I am expecting the project to take two weeks to complete, allowing 8 days for the Design phase of the project.

Development

The development stage will include the research efforts for the project as well as developing those ideas into concepts. I am allowing 2 days of the two-week period for the development stage, as I assume research will continue throughout.

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TWO TRIBES REDESIGN PROJECT

PROJECT LEAD: AMY STOPPORTON

DELIVERY DATE: 19 APRIL 2021

DESIGN

Name	Days	Day Rate	Cost
Designer	8	£ 250.00	£ 2,000.00
TOTAL			£ 2,000.00

DEVELOPMENT

Name	Days	Day Rate	Cost
Designer	2	£ 250	£ 500.00
TOTAL			£ 500.00

OTHER (IF APPLICABLE)

Name	Quantity	Unit Cost	Cost	Markup (1.5)
Workspace	10	£5/per day	£ 50.00	
Materials			£ -	
Hardware			£ -	
Logistics			£ -	
Sound, Music, VO			£ -	
Outsourced Freelancer			£ -	
TOTAL			£ 50.00	

OVERVIEW	TOTAL
DESIGN	£ 2,000.00
DEVELOPMENT	£ 500.00
OTHER	£ 50.00
TOTAL	£ 2,550.00

Other (if applicable)

This section factors in any further expenditure or overhead costs, such as material or hardware for the project, for example if the project was an installation, I'd need to cover the costs of that. As the project only requires digital assets the only 'other' cost I'm including is workspace for the use of my computer and software. I'm setting this at £5 per day for the duration of the project.

Overview

This section is the what the client will receive in the proposal - it's a summarized total of the budget breakdown. It shows transparency to the client by breaking down each cost without detailing too much of the financial necessities for the project.

Two Tribes - The Redesign

Phase 1 - Budgeting

I'm happy with the initial breakdown, however, I want to ensure that I am still covering costs and making profit even if the project takes longer than expected. Therefore, I am marking up each cost to allow for that. As this is a fairly contained, digital project, I'm putting just a 1.2 mark-up on each section of the costs, bringing my total up to **£3060.00**.

The total project fee has been built factoring in all development, design and other applicable materials.

After proposing the designs, the bottom-up estimate will need to be agreed by the client at sign off stage to ensure they understand the depth of the work I'm offering as well as the boundaries. This will also serve as evidence for my fee, if a client looks at my price and want more reassurance, they are able to see a further breakdown to understand what costs are involved in the project.

Upon signoff I will request a 50% down payment from the client prior to the start of the work, this is to allow me some security for the workload, without the client having to pay the full fee upfront. The rest of the fee will be payable before delivery of the final deliverables and after sign off of the final designs.

I will be including just an overview of costs within the proposal for the client, the excel is for my own records for the management of the project, but also for the management of my finance and tax purposes.

TWO TRIBES REDESIGN PROJECT

PROJECT LEAD: AMY STOPPORTON

DELIVERY DATE: 19 APRIL 2021

DESIGN				
Name	Days	Day Rate	Cost	Markup (1.2)
Designer	8	£ 250.00	£ 2,000.00	£ 2,400.00
TOTAL			£ 2,000.00	£ 2,400.00

DEVELOPMENT				
Name	Days	Day Rate	Cost	Markup (1.2)
Designer	2	250	£ 500.00	£ 600.00
TOTAL			£ 500.00	£ 600.00

OTHER (IF APPLICABLE)				
Name	Quantity	Unit Cost	Cost	Markup (1.2)
Workspace	10	£5/per day	£ 50.00	£ 60.00
Materials			£ -	
Hardware			£ -	
Logistics			£ -	
Sound, Music, VO			£ -	
Outsourced Freelancer			£ -	
TOTAL			£ 50.00	£ 60.00

OVERVIEW	TOTAL
DESIGN	£ 2,400.00
DEVELOPMENT	£ 600.00
OTHER	£ 60.00
TOTAL	£ 3,060.00

SCHEDULEUE

BUDGET

Sheet1

+

Two Tribes - The Redesign

Phase 1 - Project Management

Timing/Schedule

While estimating the costs for the proposal of the project, I estimated the project would take ten days in total, reserving 2 days for the development stage and eight days for the design execution and delivery.

To properly manage my time and to keep the project on track I'm creating a Gantt chart to schedule each stage of the process. The chart will give me a clear overview and control of the project whilst providing a structure for the timeline of work.

The tasks are listed in order of execution, they are split to reflect the three phases I had earlier laid out for the design project in my plan of action.

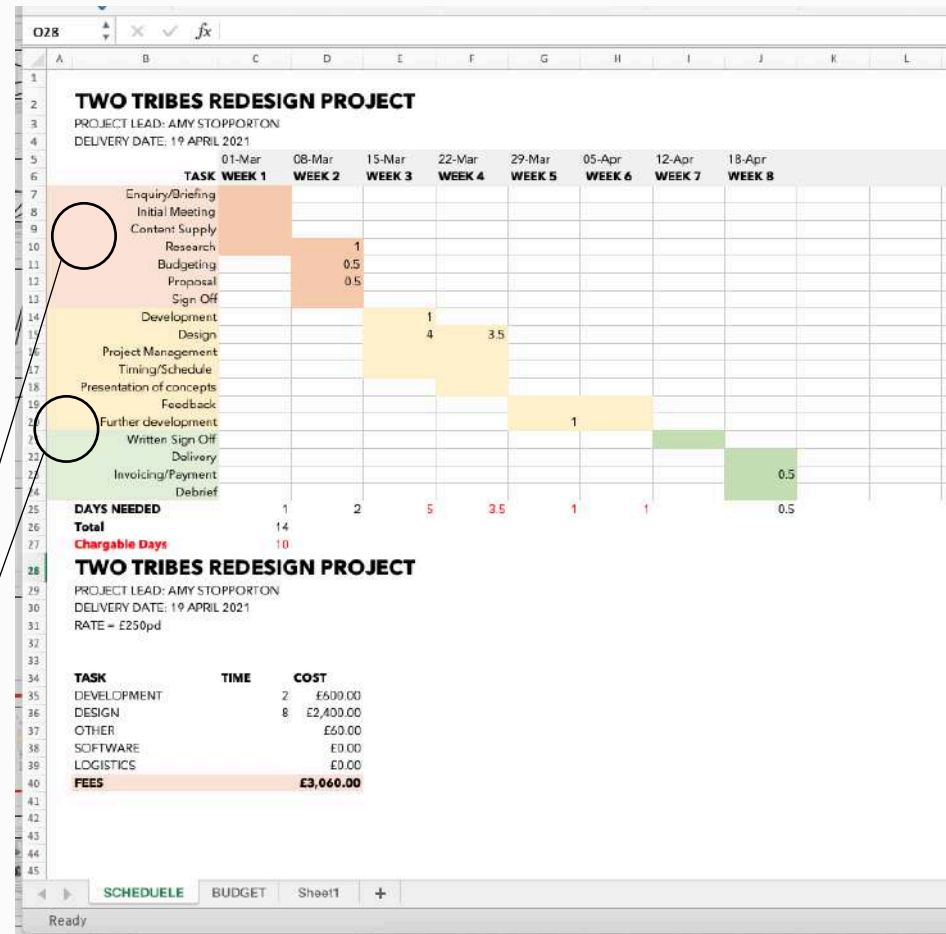
The x axis represents a timeline for the project. Each task is placed on the timeline to show in what order and the estimated time for that individual task to be completed.

There are aspects of the project that I'm choosing to not include in the project budget, therefore the chargeable days are highlighted in the numbers within the highlighted boxes. I could include a consultation or quote fee for **phase 1** but I think that fee should be reserved for bigger projects that require a larger scope of understanding. As it's a straightforward project, it will require a larger focus in the design than the development stage. I am however including two days for research for the proposals, as well as one day for phase 1 admin including putting together the budget and proposal.

Phase 2 carries the bulk of the design schedule. I'm allowing 8 days in total for the design, this will include amendments and revisions based on received feedback from Two Tribes. It also includes a half day for transferring the deliverables.

As I'm delivering digital files, I will not include aftercare or warranty for my services.

I will use this chart as a guide for throughout the project and refer to it to keep myself on track. The Gantt chart allows me to create multiple smaller deadlines or milestones before the larger 19th April delivery date.



Two Tribes - The Redesign

Phase 1 - Proposal/Treatment

Proposal

Giving Two Tribes a Proposal at the end of Phase 1 gives me an opportunity to outline and confirm the details, as well as costs for the project. I can also use this document to refer to if either parties need reminding of the proposal details throughout the project. I'm giving a four-page proposal that summaries all the specifics but gives enough detail to offer the client transparency.

I'm reintroducing my interpretation of the brief as well as outlining specifics that I won't be doing throughout the project. This will ensure both parties are fully aware of what will and will not be delivered.

The next page outlines my schedule/milestones, as well as the fees for the project. I have given a summarized version of the budget and schedule I worked out earlier in phase 1. I'm not uncovering too many specifics but I'm giving them enough information to justify the duration and costs.

The milestones give the client security in knowing what they'll see and when, this also helps them understand the scope of the work which will justify the fees.

I'm including payment terms by requesting 50% of the project total upon agreement of the proposal, and the remaining 50% when the project is completed. This will give me security and assurance for taking on the project without asking for too much trust from Two Tribes.

In the Other Terms section, I've included IPL details, so each party understands the copyright laws and holders throughout the process. By only transferring the copyright ownership upon delivery of the project I'm again giving myself security as the client cannot use the designs until the rights are transferred.

The final section in the proposal requires a signature for the client's approval of the project specifics outlined in the proposal document. This is confirming that both parties understand and agree the outlined details of the project.

Two Tribes Proposal
Car Redesign
Amy Stopperton

The brief

The background
I have been asked by Two Tribes to design a car redesign for all road vehicles to mark the 50th anniversary of the company. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

4. Fee breakdown
I am providing the design for the car's redesign. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

5. Other terms
I am providing the design for the car's redesign. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

6. Your Approval
I agree to the design for the car's redesign. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

Two Tribes Proposal
Car Redesign
Amy Stopperton

Schedule and Milestones

Task	Start Date	End Date
Sign off	12th March 2021	12th March 2021
Presentations of Concepts	24th March 2021	24th March 2021
Delivery	19th April 2021	19th April 2021

Fees

Item	Cost
Design	£200.00
Development	£200.00
Other	£100.00
Total	£500.00

My Payment Terms
Total £500.00 / VAT

Other Terms
I am providing the design for the car's redesign. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

Your Approval
I agree to the design for the car's redesign. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding. The design will be used for all road vehicles and will be used in the company's branding.

Upon sign off of this document, agreement from both parties and fulfillment of invoice 1, the project moves into Phase 2 to begin the research and development.

Two Tribes - The Redesign

Phase 1 - Initial Invoice

Invoice

As agreed in the proposal, 50% of the project total is due upon agreement of the proposal and prior to the work commencing. Therefore, I will invoice at this point in the project to enable the development and design phase to begin.

The references and information on my invoice will be beneficial for both client and I so it must be clear and concise.

I'm including an invoice date which is important not only for reference but for payment, I've outlined that payment is due within 30 days of receiving invoice, so this date is important in relaying that. The invoice number is for my own references, I follow a format across all my invoices which use two letters relevant to the company, in this case 'TT' with the invoice number '01' forming **TT-01**.

All my details are held in the top right of the invoice, with the client details above the payment breakdown.

Although I am only charging 50% at this point in the project, I still want to outline all the payment intentions so Two Tribes can expect what will be due and at what points. Underneath the breakdown I am clearly outlining those terms for the client.

I will reinvoice just prior to delivery of the final files.

INVOICE



INVOICE DATE
19.04.21

NUMBER
TT-01

PROJECT NAME
Campfire Product Design

AMY STOPPERTON
Assistant Producer and Designer
Flat A, 96 Park Hall Road
West Dulwich
London
SE21 8BW
amy.stopperton@gmail.com
07522 382 884
www.amystopperton.com

To:
Two Tribes Brewery

Contact:
Justin@twotribesbrewery.com

PAYMENT BREAKDOWN	AMOUNT (£)
Design of Campfire Product	£2400
Development of Campfire Product	£600
Other Design Costs (please refer to Proposal document)	£60
TOTAL	£3,060.00
DEPOSIT <i>Payable upon agreement of proposal before the next consultation</i>	£1,530.00
BALANCE <i>Required prior to the release of digital files</i>	£1,530.00
TOTAL DUE	£1,530.00

BANK DETAILS

MISS A E STOPPERTON
ACCOUNT NO: 10028263
SORT CODE: 11-10-81

Please make payment in full within 30 days of receiving this invoice. Thank you!

Two Tribes - The Redesign

Phase 2 - Design

I'll begin phase 2 by further researching influences and styles for my design under the constraints Two Tribes have provided. I will keep referring to the signed off brief to keep me on track and prevent me for steering off course. I'm going to begin with mood boards and idea gathering.

Two Tribes' typical style of wallpaper draw mid century and Scandinavian influences so I'm particularly looking in those areas for inspiration.

Mid century



Etsy (2021).



Society6 (2021).



Real Homes (2021).



"Mid-century modern graphic design has a similar aesthetic to flat design, using **geometric shapes, clean lines, bright hues and earthy palettes** to create bold, reductive images. Marked by its ability to distill complex concepts into simple visual forms, mid-century modern graphic design has a number of distinguishable visual characteristics" Gosling, E (2019).

Scandinavian



Pinterest (2021).



Artspace (2016).



Etsy (2021).



Wescolour (2021).

"The diverse region of Scandinavia, comprised of Denmark, Greenland, Finland, Iceland, Sweden, Norway, Åland and the Faroe Islands, allows for a unique approach to art and its **relationship to nature and light.**" "The philosophical and poetic reflections on nature seem to be at the core of the artistic practice of Olafur Eliasson, one of the most prolific and most important Scandinavian artist today." - Pantelic, K (2016).

Pop-Up books and Paper crafts



Best Pop-Up Books (2021).



Best Pop-Up Books (2021).



This is Colossal (2021).

I wanted to reference styles that are playful and evoke a sense of fun, so I'm looking at the childish joy of **pop-up art**. I'm also noting the **three-dimensional feel** from this style, along with intricate paper crafts such as this hand made mask by Patrick Cabral.

Two Tribes - The Redesign

Phase 2 - Design

I'm also drawing influence from painters Mark Rothko and Tarisa do Amaral.

Mark Rothko



Pinterest (2021).

King and McGaw (2021).

American Artist Mark Rothko paints colour-field abstract paintings that create a scene without accurately representing a visual reality. I think his use of colour, and shape is fascinating and something that could work well for a beer can - it's enticing and bold and leaves a lot to the imagination for the consumer.

Tarisa do Amaral



The New York Times (2021).

MoMA (2021).

'Amaral is a 20th-century Brazilian artist that led the modernist movement in Brazil with her bright bold artwork that celebrates life in her country as well as the female body.' Brown, S (2018).

I love the simplicity of the scene and shapes in Amaral's paintings. The subtle gradients used within the shapes creates an interesting three-dimensional feel, not unlike what I'm looking to do for my wallpaper.

Two Tribes - The Redesign

Phase 2 - Design

Here I'm looking at Two Tribes pre-existing cans to identify the links and themes in the current wallpapers.



Bold colours are used for each base of the wallpapers



Solid bold colours are used for each label

The graphics are a mix of abstract and playful icons across the various cans. Often Two Tribes reference the 80s with icons such as a boom box or lightning bolts. This could be or a reference to relate to their primary consumer.

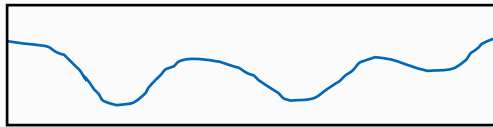
Each craft beer name relates to an area near the Brewery in London such as 'Metroland', or to themes of energy such as 'Electric Circus', 'Power Plant' and 'Dream Factory'. These words evoke an uplifting and vibrant energy and relate easily to Two Tribes culture of music.

The Two Tribe cans themselves are consistent. They use a black top with black ring pull and white top which pairs with their logo and beer name on the label. The bottom of the can is always silver aluminum.

Two Tribes - The Redesign

Phase 2 - Design

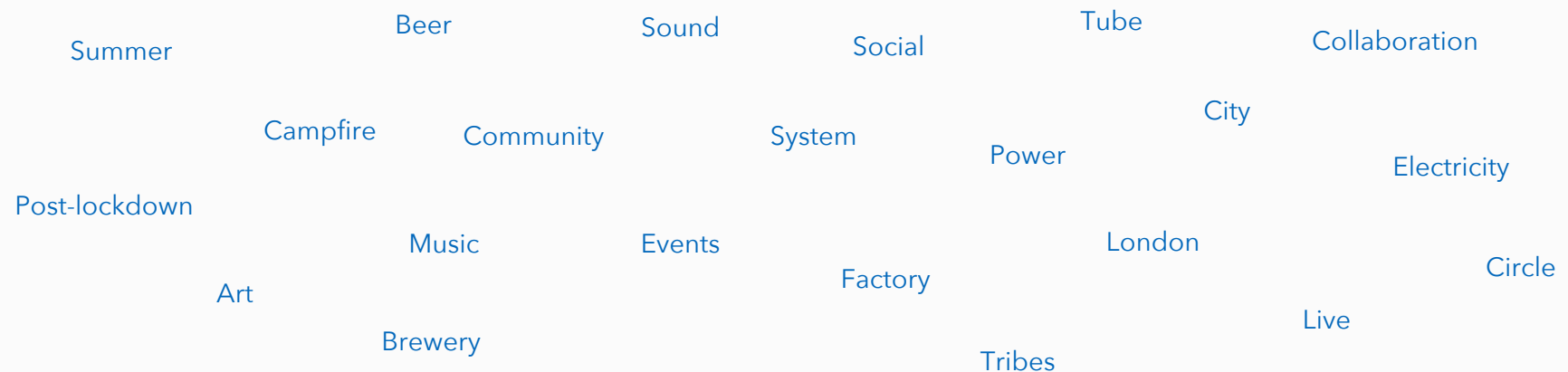
After first reading the brief, I knew I wanted to do something that played with the two-and three-dimensional aspects of the can. What I found unusual about designing for a can is that you have a canvas that is wrapped around a 3d object, you're not designing for a flat surface, so initially I found myself wondering what I could do to play with these elements. Fairly quickly I decided I wanted the wallpaper to connect from one side to the other using a line, this line would become continuous around the can, effectively looping the wallpaper or scene. Depending on the design I could add in lines, it could be one line or several that looped at different angles.



I'm using this continuous line as a starting point; so, my designs will build on from this.

For my initial development of concepts, I'm using non-digital methods. By sketching out ideas and making layouts with paper, I have a chance to freestyle ideas and experiment without constraints. The things that come to mind first are related to Two Tribes and the company.

I'm identifying visual vocabulary and key words from the brief and from my initial meeting with Two Tribes to brainstorm ideas from:



Two Tribes - The Redesign

Phase 2 - Design

I initially thought I'd use bold vector illustrations of joyful people enjoying the post lockdown London summer and engaging in activities around the culture and ethos of Two Tribes.

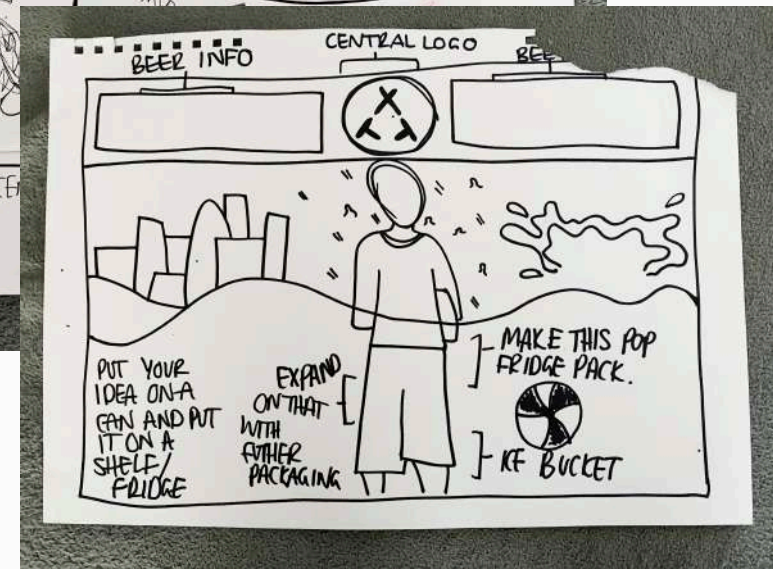
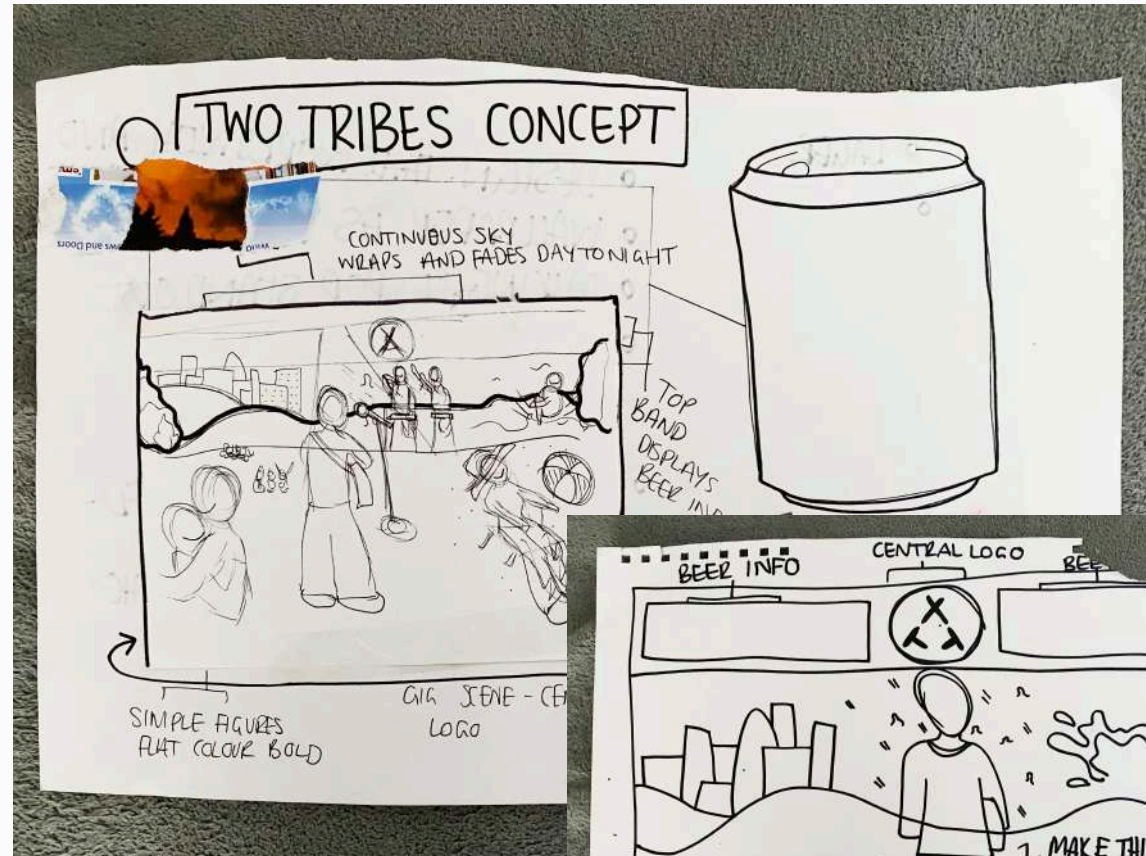
The continuous line would be represented as a horizon line that scenes could be built in front or behind of.

What works

- I think the wallpaper presents an opportunity to really shape the mood of the can with each character scene
- Community would be forefront allowing a diverse representation of people and even consumers
- It allows Two Tribes ethos to be clear to the consumers by illustrating them

What doesn't work

- Doesn't fit with the current Two Tribes wallpapers - it's more illustrated and less abstract compared to previous designs
- The design could be too busy, bearing in mind the can is only 330ml means consumers will look at this design relatively small so too much detail could be detrimental to it
- On this design I've relocated the Two Tribes label to the top, but this is inconsistent with their current products



Two Tribes - The Redesign

Phase 2 - Design

From the illustrations I want to strip back and simplify the design, drawing inspiration from the minimalist approach of Scandinavian art often seen in Two Tribes designs.

In further sketches I'm still using the continuous line and multiplying it to make a simple mountainous scene.

The idea is to evoke a sense of journey, as well as hope with the sun rising in the background. I'm particularly thinking about the time this beer will be released - post lockdown and during the summer months when consumers will be excited to be carefree and having fun.

What works

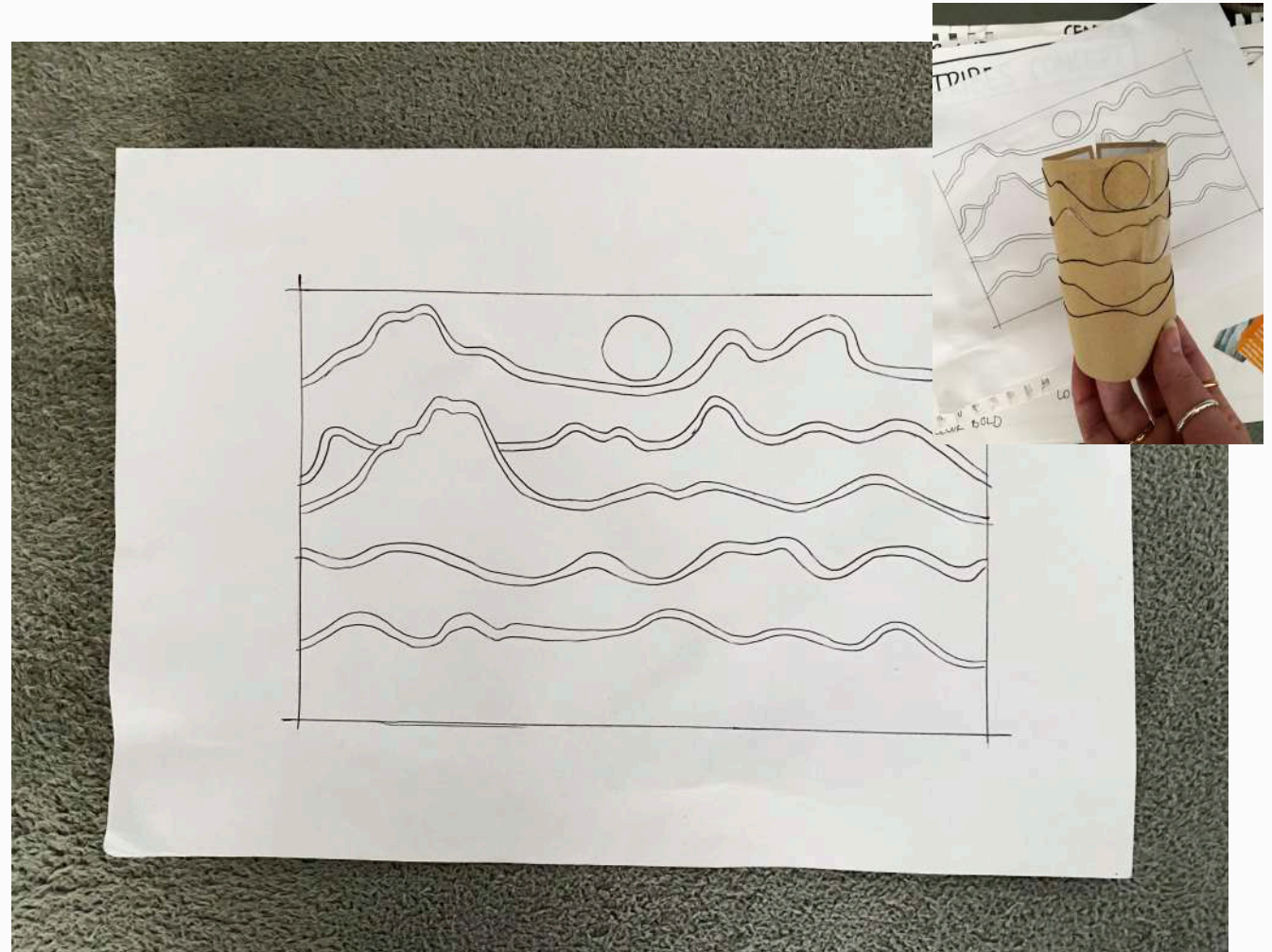
- The simplicity of the design works well and it's easily adaptable to adjustments
- It's also adaptable to colours and textures
- Fits with the Scandinavian and pop-up inspirations
- It also reminds me of wavelengths relating to the music ethos

What doesn't work

- As it stands the lines don't perfectly match on each side of the wallpaper, I need to work out how to seamlessly connect them to create the looping lines
- It's difficult to know if this will work with the can label so that might be something to work on later in development

Things to consider

- Does it cover the ethos of Two Tribes?
- What colours will work best with the design?
- Does it need more detail?
- Would it stand out on a supermarket shelf?

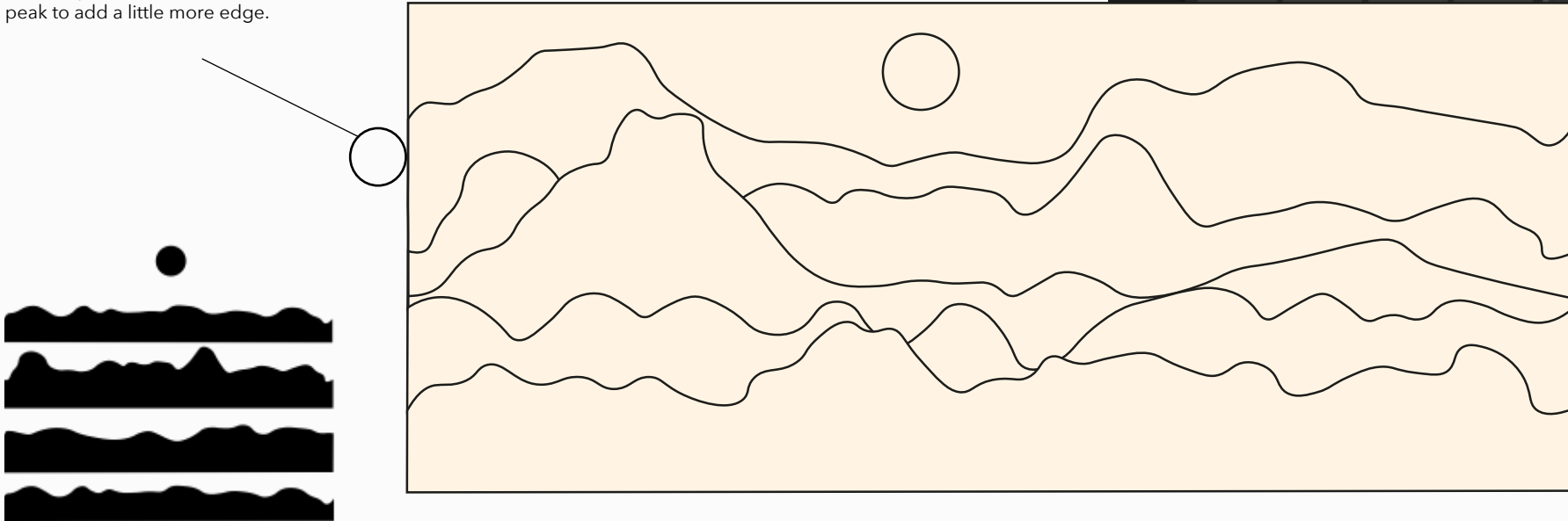


Two Tribes - The Redesign

Phase 2 - Design

Now I'm digitising the sketches in Illustrator which will enable me to add precision, along with colours and detail to the design. I'm setting the appropriate dimensions with trim and bleeds for the printers and ensuring my colour mode is set to CMYK, so the document is set up for print rather than web.

With the design elements, I'm adjusting each mountain panel until I'm happy with the positioning and refining each peak to add a little more edge.

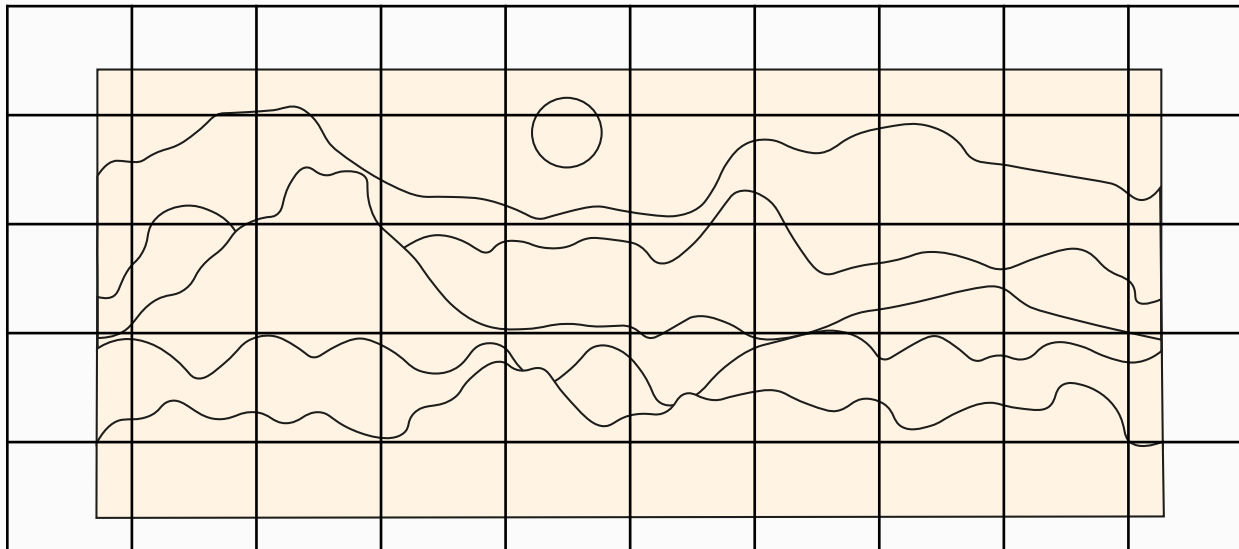
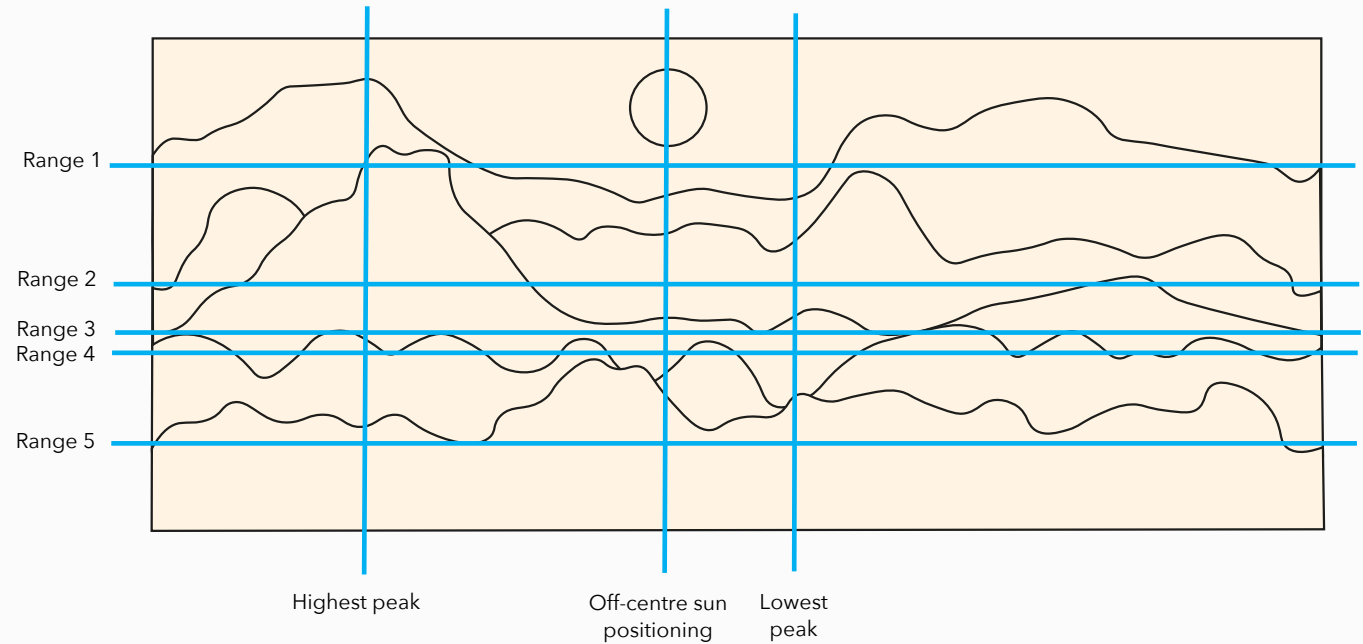


Two Tribes - The Redesign

Phase 2 - Design

Now I have an idea of the design, I want to refine the layout and ensure the elements are precise so the design is seamless from one edge to the other. To ensure accuracy I'll use grids, this will help with the balance of my design too.

"The foremost purpose of a grid - in graphic design at least - is to establish a set of guidelines for how elements should be positioned within a layout. Not only does an effective grid provide the rhythm for a design, but it also defines the meter." Hampton-Smith, S (2018).



Two Tribes - The Redesign

Phase 2 - Design

Applying colour and texture

I want to include colours and textures in the wallpaper and I want them to reflect and consider a few things :

- the current Two Tribes can wallpaper aesthetic
- Scandinavian influences
- mid-century colour palettes
- work well with a drop shadow
- would print well onto a can
- fit with the Two Tribes can colours
- help the design pop
- allow the design to still be recognisable with a sense of abstract too

Colours

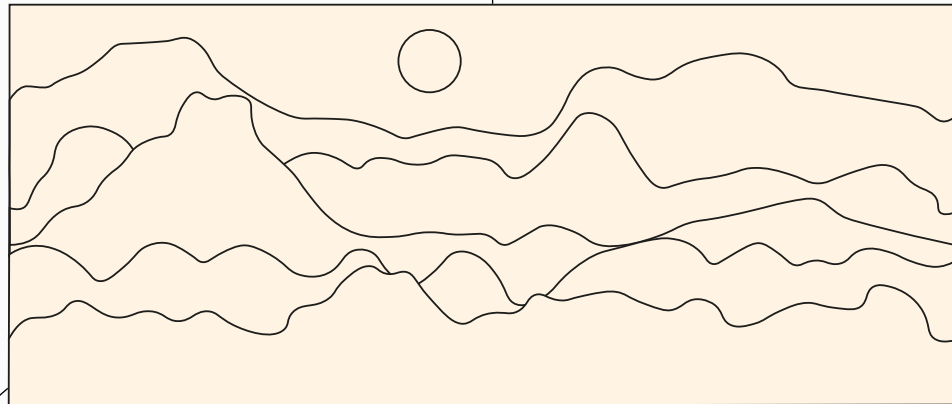
Continuing with the mid-century colour scheme, and drawing influence from Two Tribes current colour palette, I've selected these base colours to work with.



The colours on left work well with the Two Tribes aesthetic, the colours on the right I find too dull and natural for the bold and vivacious design I'm going for.

Gradient

I want the scene to have a sunset/sunrise to represent hope or a new day, so I want to use a soft gradient for the background using bright colours.



Textures

I want to add some texture to the design to give it a bit of visual difference and intrigue. I've considered using my own textures for this, inputting more of the ethos into the design by using textures from a vinyl or from a speaker. However, I don't want the design to be too on the nose so I will experiment with abstract rough textures.



I've taken images of textures in my own environment but I'm quite happy with the balance of the textures. It's difficult to photograph a texture without the lighting presenting it unevenly so I'm going to look at stock textures to see if I can find what I'm looking for.

Two Tribes - The Redesign

Phase 2 - Design

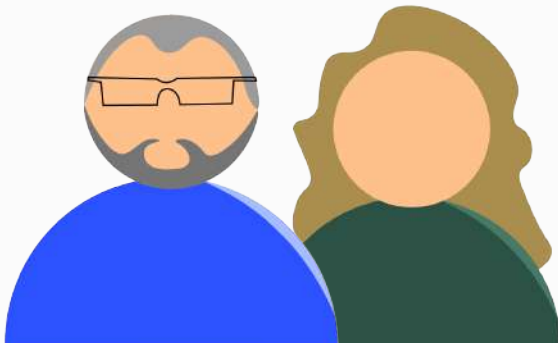
Design

What works

- The colours I've selected are bold and fit in with Two Tribes' current wallpaper designs
- The minimal design is reminiscent of the Scandinavian and mid-century influences
- I think the drop shadow is successful in adding a three dimensional and fun feel to the can
- I think the design pops
- The mountain range is recognisable so there is familiarity in that sense and the abstract colours present a new and vibrant way of viewing that familiar scene
- Although the colours are vibrant I think the design is still quite relaxed and calming, the gradient works well with the textures to do that

What doesn't work

- The positioning of the sun is something to think about more, where do I want it in relation to the label?
- The below image shows the textures with more intensity and it's too harsh reducing that calming feel
- I'm wondering if the mountain peaks will be too consistent when the label is over the top, will the scene still be recognisable?
- Will this design appease all of Two Tribes consumers?
- Would it stand out on a supermarket shelf?



Two Tribes - The Redesign

Phase 2 – Design

The initial concept to present to Two Tribes



Two Tribes - The Redesign

Phase 2 - Presentation of Concepts

To show my initial concepts to Two Tribes I am compiling them into a presentation, and I will include the journey of my designs to present a narrative and frame my ideas.

"Understanding the interests and motivations of the primary audience, help you create a sharper and relevant targeted message. Creating a story with this person in mind and framing your offer for them." Bakusevych, (2020).

It's important for me to bear in mind the people that I'm showing this presentation to so I can ensure it caters to them and their specific needs.

Page 1 - Title Page

Including the project title, client name and logo, my name and the date. This slide will act as a holding card, giving me time to introduce myself and catch up with the client.

Page 2 - The Brief

I am reminding the client of the brief before I present any design work, This will help to refresh their memory and keep their expectations managed.

Page 3 - Concept 1 Title Page

This title page gives a short summary of the concept I have in mind.

Page 4 - Mood board

I'm showing Two Tribes a mood board of influences so they can understand my vision and process for the design. This will enforce the trust between client and designer and allow them to feel involved in the process.

Page 5 - Working Progress

The working progress will again help them to feel involved in the process and show the various steps I took to get to the final design. It also presents an opportunity for me to give a narrative or story to the design to help the client connect to it.

Page 6 - Can Mockups

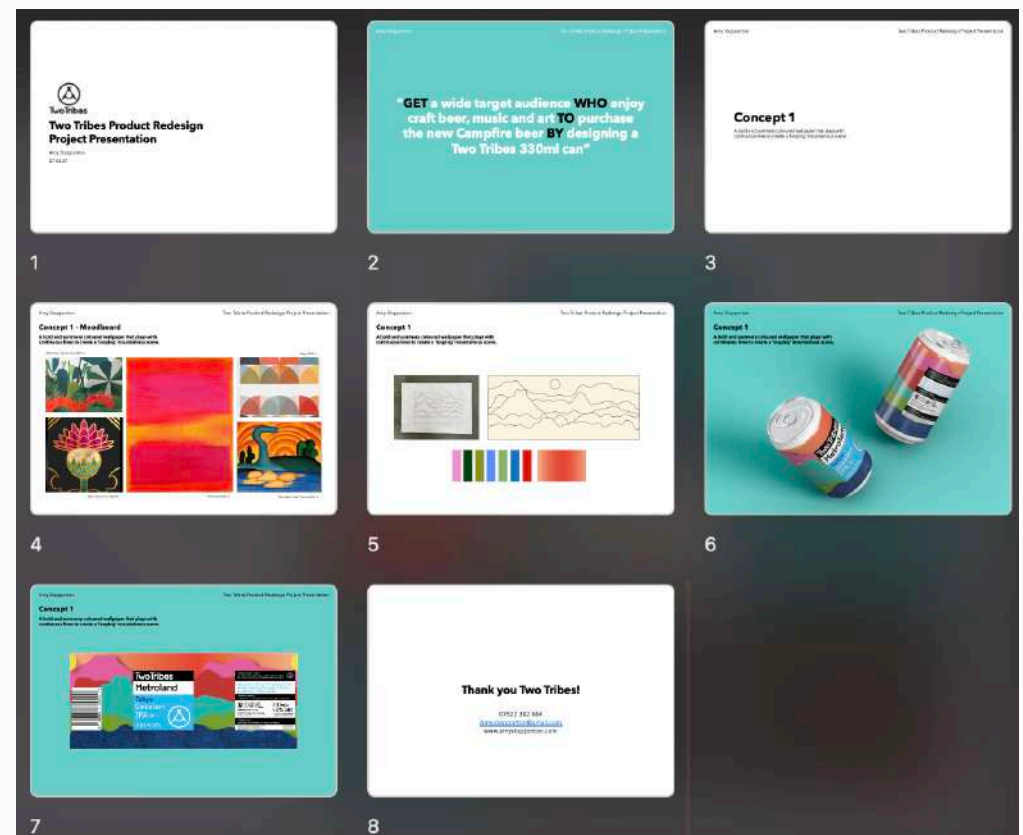
Putting the design on a can helps them to better visualize the product in its right context.

Page 7 - Final Label

Now they have seen what the can could look like I'm showing the label unwrapped so they can see the details and layout better.

Page 8 - End Page

This end page is an opportunity for me to say thank you and remind of my contact details in case it's one submission of many from various designers.



Two Tribes - The Redesign

Phase 2 - Further Developments

Following my presentation with Two Tribes, I'll gather the feedback and begin further adjusting the design.

I want to focus on the alignment of each shape in the wallpaper, such as the mountain peaks and the sun. Now the labels are on the design, I think it throws off the balance of the elements.

I also want to tweak the colours, the dark blue feels too dark for the summery colours. I also want to play with introducing gold into here to emphasize the summer feel and sunset scene.



I need to bear in mind how this design will sit when it's on the can, that includes the positioning of the elements but also the precision of the printing.

I also want to adjust the label colour to find something more fitting with the theme, as well as changing the name of the can to give an accurate reflection of what the can would look like.

Similarly, I want to see the can with Two Tribes typical black and white tops to present an accurate mockup. This will ensure the client has to use little imagination as the mockup will provide an almost real-life view.

Next steps:

Consider the:

- Positioning of the sun on can
- Height of the mountain ranges
- How the lines connect on each side of the label (do I need to speak to the printers?)
- Is the label obscuring the mountain lines too much?
- Do I want to add a gold stroke to mountain lines?



Two Tribes - The Redesign

Phase 2 - Further Developments

Design Adjustments

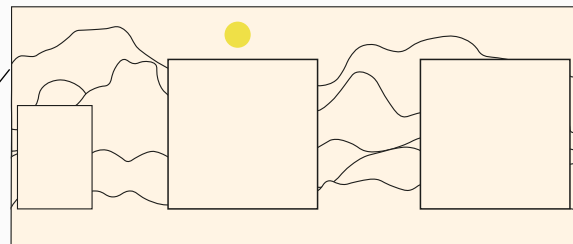
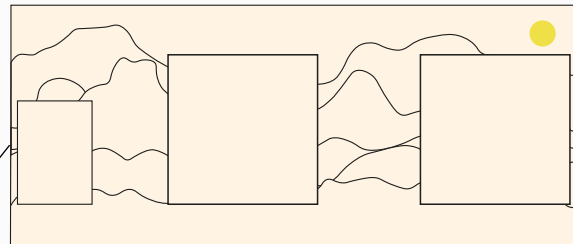
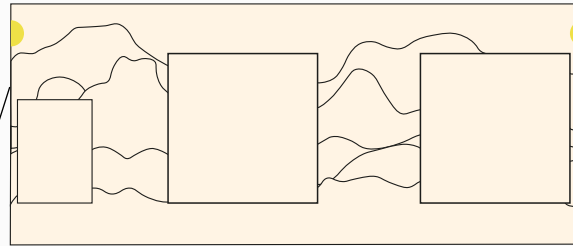
For the design adjustments I'm shifting the positioning of the sun, as well as the mountain peaks.

Wherever the sun is positioned it needs to balance with negative space above the mountain peaks and simultaneously feel centralised.

I could split the sun in half and sit each half on the label split, but the front label position isn't quite central so the sun wouldn't be directly on the back of the can in relation to the front label. This could also cause problems when the label gets to printing stage.

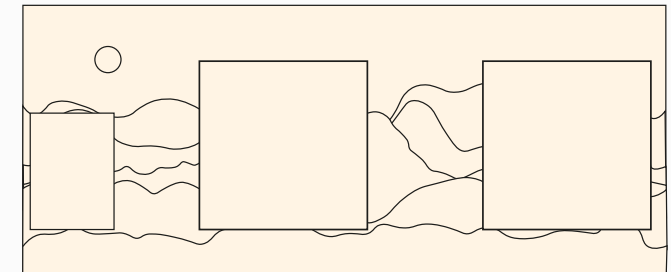
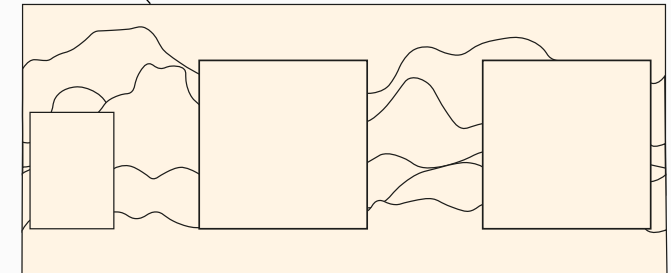
At this stage I haven't yet changed the mountain peaks so in this option I'm using the negative space to find a natural placement for the sun. However, the placement feels random and less of a centralised feature of the design.

In this last placement, I'm using the sun in a hierarchy with the front label, my concern is that this might create too much busyness for this area of the can, without seeing much of the mountain range.



Sun positioning

In order to create balance on the wallpaper, I'm moving the mountain peaks down and closer together, allowing a better placement for the sun and a cleaner design.



I have also reduced the size of the sun, and together with the labels I feel this works better for a legible but decorated design.

Mountain movement

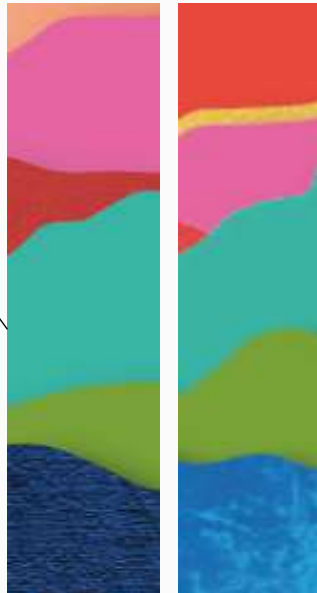
Two Tribes - The Redesign

Phase 2 - Further Developments

Design Adjustments

I'm happy that the colours are reflective of Two Tribes previous wallpaper designs whilst evoking a summery feel. However, I want to brighten up the dark blue and add a gold texture into the design to add to the sunset scene.

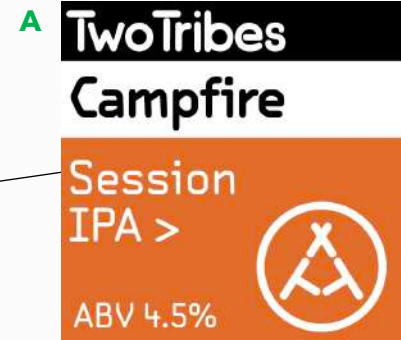
The left sample represents the initial design, whilst the right shows the design with the adjustment of the mountain peaks and colours. This gives the design more room at the top and better suits the hierarchy of the wallpaper.



Colour and texture

Label Adjustments

I want to sample different colours for the label. I have a colorful design and want to keep the summery feel for the can. The design work best with a bright colour such as A and B. However, I don't want to block the design of the mountain so have experimented with an opaque label.



Two Tribes - The Redesign

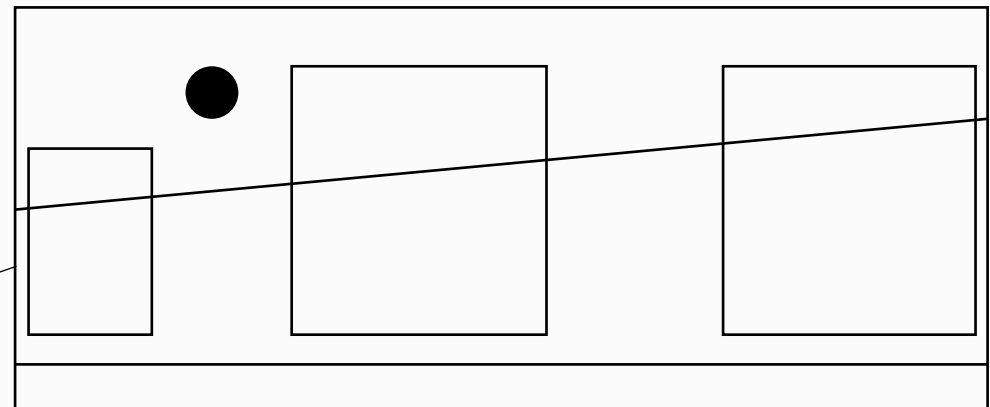
Phase 2 - Further Developments

Design



What works

- The colours are brighter which gives it a lighter feel, therefore more reflective of the beer and the addition of the gold works well against the gradient background
- The opaque label is subtle and lets the artwork speak for itself
- The positioning, line and form of the shapes with the increasing label shapes create a good balance and visual stability



Two Tribes - The Redesign

Phase 2 - Presentation of Designs

Mockups



Alongside showing an unwrapped view of the design, I also want to show the label mocked up onto a can so Two Tribes can see the finished can in its entirety. This is an important stage in the design process as the label design is not intended for 2D use, therefore it's important to see it on a mockup in a three-dimensional setting.

'The label for a drinks bottle looks flat on screen which makes it easy to read. But the design approach must take account of the 'field of vision' when the item is on the shelf in a retail environment.' (Agency PDS, 2019)

The can I've built uses the Two Tribes standard white and black top, as seen in Two Tribes branding and product range.



Two Tribes - The Redesign

Phase 2 - Further Developments

Label Adjustments

Two Tribes have given me the confirmed name for the beer and description for the can, so I need to amend those details on my mockup.

It's also come to my attention that part of Two Tribes branding guidelines involves the label being a solid bold colour, so that will have to be amended too.



Previously I set out to incorporate more of the design in the wallpaper by using an opacity on the label, as it's not in the branding guidelines to do that I will find a suitable colour to match into the wallpaper.

I want the colour to fit into the summer theme without compromising the legibility text.

Using this teal colour for the label works well with the mountain range. As it's already used for one of the mountain peaks it blends in well and doesn't put too much emphasis on the label or the label. The colour still feels summery and calm and fits Two Tribes product range and branding guidelines.

Now, I will need to re-mockup the designs ready to present to the client.

A



I like this orange/yellow colour for the label, it evokes a calm and relaxing mood, but the text doesn't stand out too well against it.

B



This darker orange is more intense which has its pros and cons, the text is more legible but the vivid colour drags the attention away from the bright colours of the wallpaper design.

C



Two Tribes - The Redesign

Phase 2 - Presentation of Designs

Remocked Designs

With the label adjustments made I was then able to re-mock my cans to fit with Two Tribes brand identity.

This will give Two Tribes a realistic vision of the finished can, leaving no room for miscommunication of ideas or execution.

These mockups could later be used in marketing material such product imagery and social media posts.



Two Tribes - The Redesign

Phase 2 - Presentation of Designs

4-Pack Packaging

Alongside the label design, I'm also mocking up a fridge pack to accompany the lager. The 4-pack packaging needs to be along the theme of my label design but remain appropriate for its intended use.

A box design will present different challenges to the can, the flat pack is not as simple as when constructed as rather than wrapping it folds into its shape, so I will need to accurately visualize how it will fold to design the packaging appropriately.

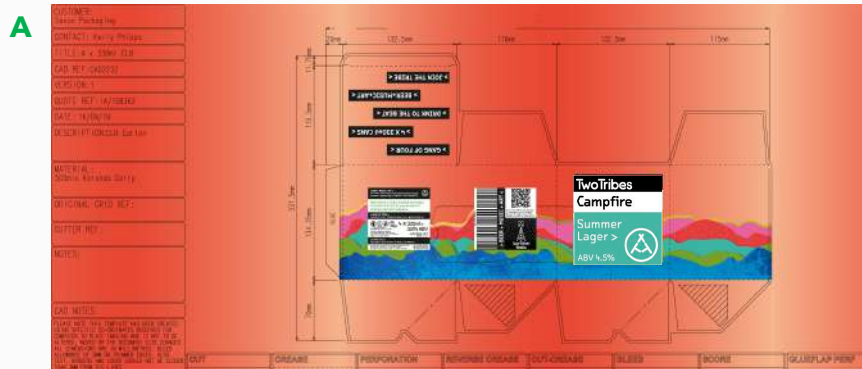
Previous Two Tribes fridge packs have used the same wallpaper as the can, I'm experimenting with two versions of the design, one with the mountain range and one without.



Two Tribes (2021).



Two Tribes (2021).

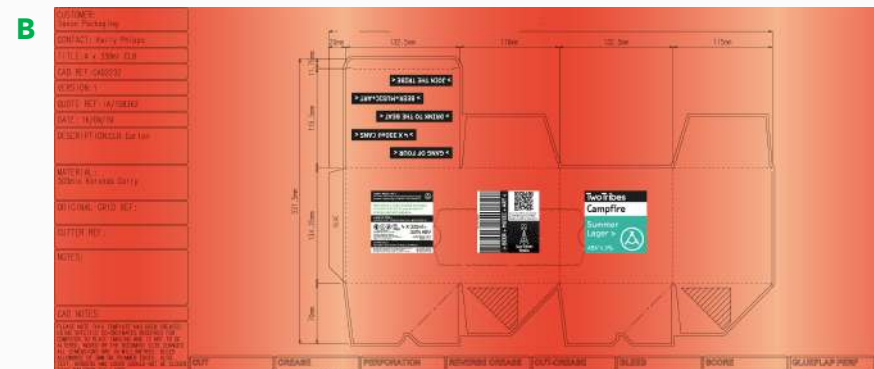


What works

- The design is uniform with Two Tribes previous fridge packs
- It is on theme with the can itself

To consider

- The design relies on the wrap being horizontal, so the mountain scene remains flush to the bottom of the pack
- Will this stand out in the same way as the can on a shelf?



What works

- The gradient embodies the theme of the Campfire Can
- The minimalism of the design could help the pack stand out on a shelf

To consider

- It's not obviously distinguishable to the can, would the consumer know instinctively that it is a fridge pack for the Campfire can without reading the label?

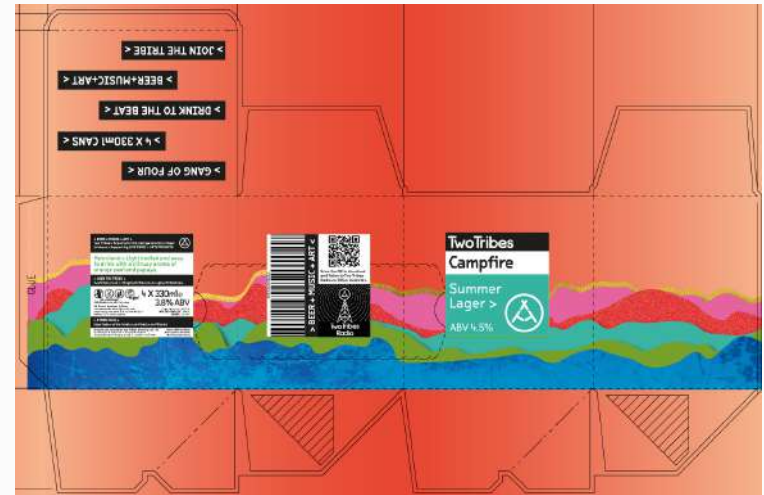
Two Tribes - The Redesign

Phase 2 - Presentation of Designs

4-Pack Packaging

I decided to go with option **A** for the fridge back as it better reflects the theme and needs of the packaging.

Mocking the design up as the packaging allowed me to better see how the design would work once printed, and I'm happy with how it turned out.



Two Tribes - The Redesign

Phase 2 - Marketing Material

Stills

Marketing material can be easily made now that I have the premade can mockups. As the can marks the opening of the new Tileyard Campfire venue, there's the potential to make a wide-ranging amount of material that markets the whole Campfire experience and not just the lager itself.

The marketing campaign needs to speak to both consumer bases and accurately depict the product experience.

'A lousy product experience will chase away users away or make them resent having to use a product to complete a task. Meanwhile, good product experiences increase usage, build loyalty, and improve net promoter scores.' (Product Plan, 2021)

In Two Tribes current marketing for Campfire, as seen here on their Twitter page, they've used their typical bold colours with an 80s collage graphic design feel by using cut outs of people styled from the 50s era. A gradient map has been added to the images of the people which gives them a pop art feel typical of the same era. This style evokes a sense of nostalgia, particularly for AI our typical consumer, while suiting a current graphic design trend of vivid colours and retrofuturism suited to Chloe, our secondary consumer.

To fit with the current Campfire social media campaign, I've produced these simple posts to give an example of how the mockups could be used to promote the lager within the campaign. I'm using the same background colour but changing the focus to the can. This gives the posts a theme whilst still being distinguishable.

In this example you can see how a simple post can be used across platforms with different dimensions. The post is constructed with the can mockups, shapes, a commercial use stock image which I've applied a colour gradient to and the Campfire trademark. The post could also work well with some animation which I'll explore next.



Two Tribes (2021).



Two Tribes (2021).



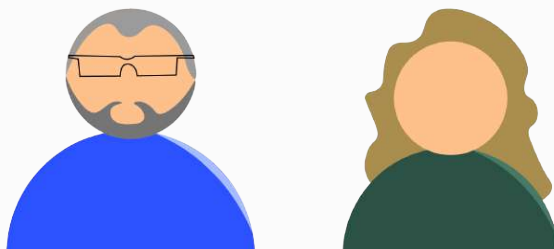
Two Tribes (2021).



Instagram
1080x1080px
RGB (as it's purely digital use)
JPG



Twitter
1200px x675px
RGB (as it's purely digital use)
JPG



Two Tribes - The Redesign

Phase 2 - Marketing Material

Animations

Now that I have my 1080x1080 social media post, I want to add a little animation to it. An animation will be beneficial to the campaign by capturing people's attention and drawing the eye in so it's going to help with consumer engagement.

If Al or Chloe are scrolling on social media, they are first going to be pulled in by the bright colours and the recognisable Two Tribes branding, and their attention will be kept for longer because of the moving image.

The animation involves simple movements (rotation and scale) of each object across two seconds, I've then looped that into a 10 second clip to show how it would appear on social media. Platforms such as Instagram automatically loop videos so uploading this 10 second clip would make it into a 1-minute loop.

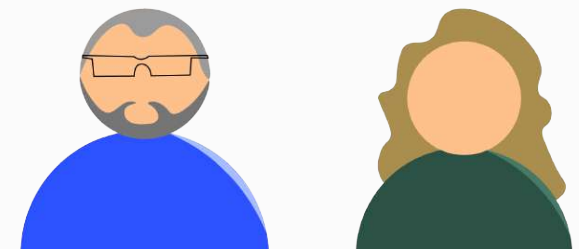
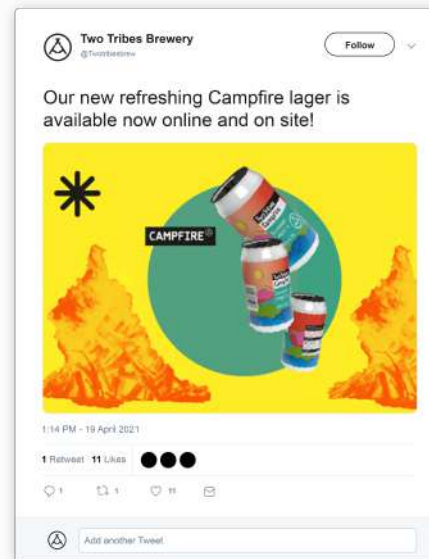


Social Media Mockups

To demonstrate how the marketing material is best used, I've mocked it up onto a Two Tribes Twitter page.

According to Statista (2021) **over half of the UK's Twitter users are 35 and over**, so it's probable our primary consumer base can be found here and therefore beneficial for Two Tribes to maintain this platform to actively engage with them.

Instagram is another platform that is beneficial to Two Tribes marketing strategy. 'The largest share of Instagram users were **individuals aged between 25 and 34 years old**, at 30.7 percent.' (Statista, 2021). So here we're likely to find the primary and secondary consumers.



Two Tribes - Delivery

Phase 3 – Final Concepts/Written Sign Off

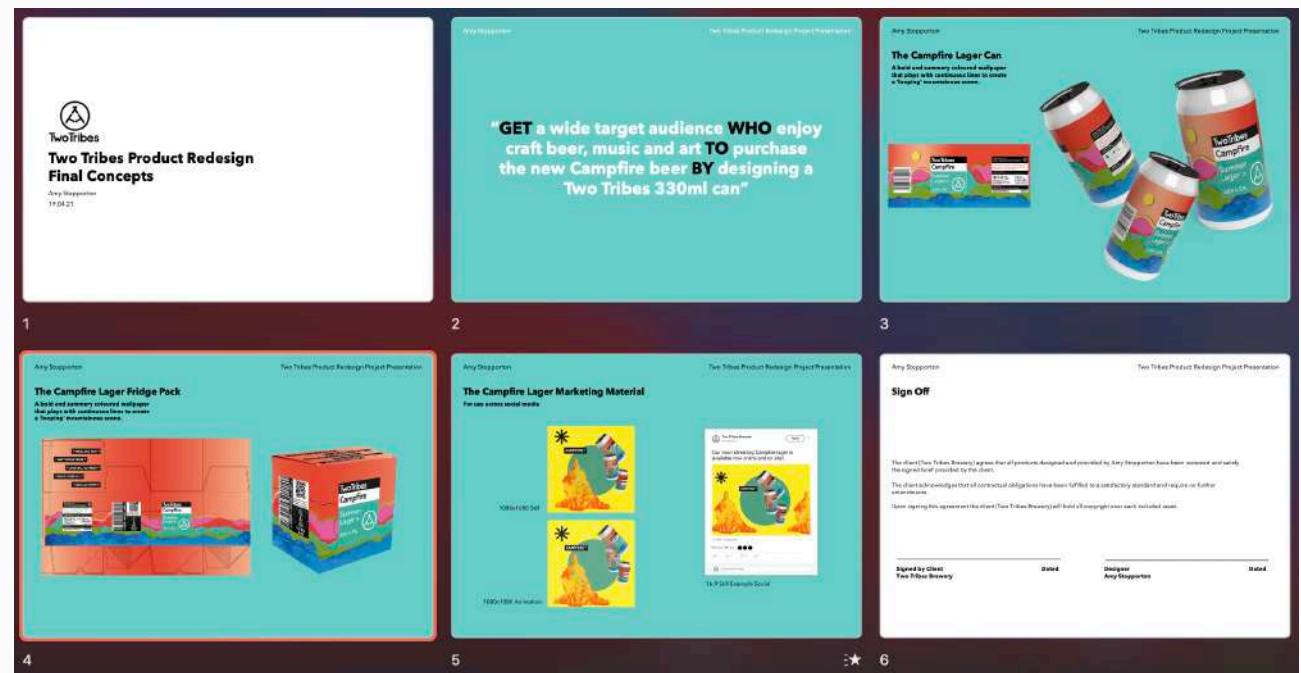
Now that I have my final designs, I'm moving into phase 3 of the project – the delivery.

I'm first going to ensure the client agrees that all the work is satisfactory of the brief and to the client's standards.

To allow myself security, I've drawn up a final concept agreement that includes all the design elements and outlines the terms of the sign off. This ensures that any amendments or further work the client requests will be outside of the project brief and therefore chargeable, as well as providing a document that can be referred to in the case of disagreement.

I've included the initial brief provided by Two Tribes to refresh their memory first, it's followed by the deliverables all with an accompanying mockup so they can better visualize the outcomes.

After receiving sign off I can then begin to prepare the files for delivery to the client and their printer.



Two Tribes - The Redesign

Phase 3 – Invoicing/Payment



As outlined in the proposal and initial invoice, prior to delivering the final files I will invoice the second half of the balance to ensure payment.

This invoice is the same as the first but includes different dates and invoice number, as it's my second invoice to Two Tribes it has changed to **TT-02**.

Upon receiving payment of this invoice, I will then send the digital files to the client.

INVOICE



INVOICE DATE
19.04.21

NUMBER
TT-02

PROJECT NAME
Campfire Product Design

AMY STOPPERTON
Assistant Producer and Designer
Flat A, 96 Park Hall Road
West Dulwich
London
SE21 8BW
amy.stopperton@gmail.com
07522 382 864
www.amystopperton.com

To:
Two Tribes Brewery
Contact:
Justin@twotribesbrewery.com

PAYMENT BREAKDOWN	AMOUNT (£)
Design of Campfire Product	£2400
Development of Campfire Product	£800
Other Design Costs (please refer to Proposal document)	£80
TOTAL	£3,060.00
DEPOSIT Payable upon agreement of proposal before the work commences	£1,530.00
BALANCE Required prior to the release of digital files	£1,530.00
TOTAL DUE	£1,530.00
BANK DETAILS	
MISS A E STOPPERTON	
ACCOUNT NO: 10028293	
SORT CODE: 11-10-51	
Please make payment in full within 30 days of receiving this invoice. Thank you!	

Two Tribes - Delivery

Phase 3 – Delivery

Now that I've received the total payment for the project, I will prepare the files to send to the client. I am first organising them into clear and concise folders following a name format. Using this guide my own files are organised and clear if I ever need to refer to them and they're also easy for the client to understand. The folder will include the beer can label, 4-pack packaging, the marketing material and agreements signed by both parties. The first section of the file will include:

Two Tribes_Campfire_Beer Can Label



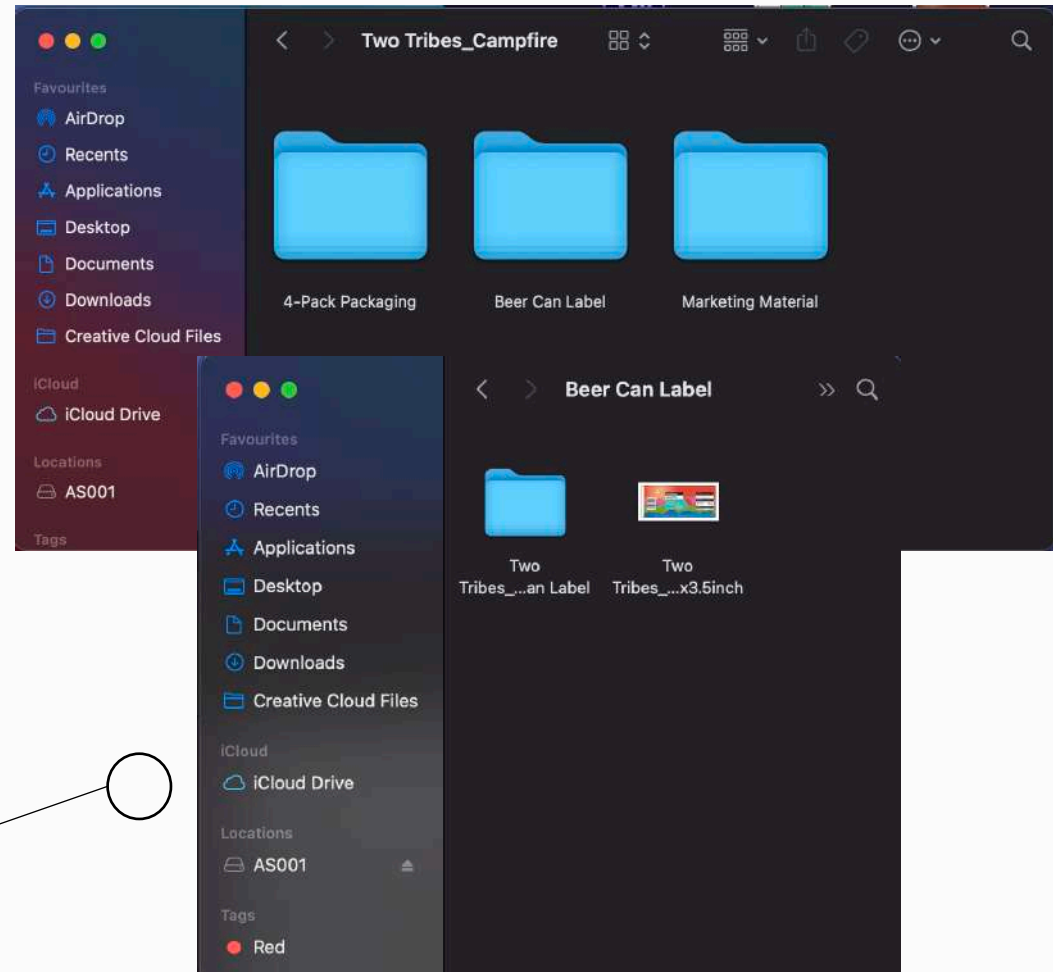
This will vary depending on the output, for example, the project element name will change i.e., 4-Pack Packaging or Marketing Material to suit the output. In the file name I may also include dimensions and use of bleeds or marks for the printer if the client had requested them making the files distinguishable. For example:

Two Tribes_Campfire_Beer Can Label_4x3.5inch

Two Tribes_Campfire_Beer Can Label_4x3.5inch_3mmbled

Each project element folder will contain the final artwork and a separate folder to contain any project files, fonts, links agreements and licenses.

I will then zip the entire folder and transfer it appropriately to Two Tribes via a file transfer such as WeTransfer.



Two Tribes - The Redesign

Phase 3 – Debrief

Now the project is finalised, and Two Tribes have all the design files, I will take some time to reflect on the project. By doing this I'm able to use what I've learned and apply it to future projects and client relationships.

'Building an active learning process will equip you to maintain your advantage, source more work, and continue to get better'. (Johnston, 2016). Here, Johnston is referring to events, but I believe the principle is the same in many capacities, including design projects. Learning what I've done well, and what could be improved will help me in future projects.

According to Harvard Business Review, my debrief should include four key questions:

**'What were we trying to accomplish?
Where did we hit (or miss) our objectives?
What caused our results?
What should we start, stop, or continue doing?'**
- (Harvard Business Review, 2015).

What were we trying to accomplish?

The purpose of the project was to produce a unique design of a Two Tribes beer label to be released to mark the opening of their new Tileyard venue – Campfire. The can was also marking the return of the Tileyard community after a third national lockdown due to Covid-19 and the summer season. The can label was to be accompanied by a fridge pack or 4-pack packaging design, along with possible marketing material.

Where did we hit (or miss) our objectives?

The design of the label fit the brief in terms of influences, brand aesthetics and the wants/needs of the themes. I missed the initial opportunity to get brand guidelines from Two Tribes which meant I spent time on a design that didn't meet the required guidelines. I also would have liked to have produced and presented three concepts to Two Tribes in the initial proposal, but time management meant I could not deliver them.

What caused our results?

A big contributor for the results of the project was the research and development stage prior to the design phase. Finding out about Two Tribes as a company and looking into their consumer base gave me a great advantage and insight into the needs for the brief. Allowing time to develop and amend the design were also beneficial to the results.

What should we start, stop, or continue doing?

I think it would be beneficial to track how long development and initial ideas take to design. This will help me to decipher realistic delivery milestones for the client. I will use this project as an example of delivery times. I also think it's beneficial to interrogate brand guidelines and any specific requirements for the product that may not be included in those requirements. This will leave no room for error when in the design phase. I will continue using this plan of action as it suitably organised the project and kept my design on track.

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