Assignment Designs

Can Wallpaper

TILEYARD Edition Icon Development

Developing a TILEYARD edition, I focused on using TY green since it also conveys refreshment and nature and included the "plus" logo from TILEYARD itself. I mocked up the wallpaper digitally and physically to assess the scale and user experience of the can.





Physical Wallpaper Prototyping

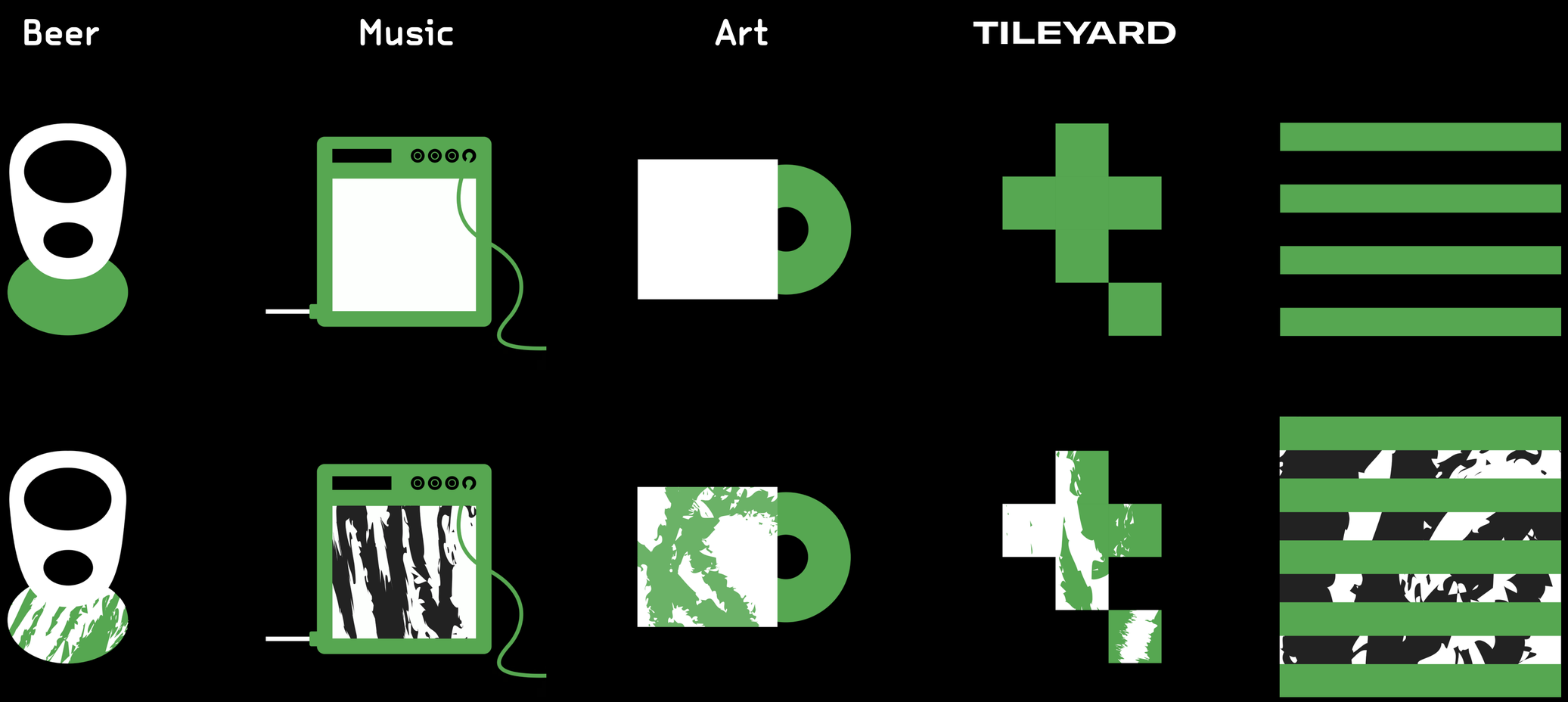


Figure 21. Murphy, I (2021)

Iconography Development

From my design practice, I continued experimenting with icons, developing their visual appearance and making more distinctive depictions of their meanings.

You can see I swapped the previous vinyl disc to represent album art and therefore changed music to be represented by an amplifier. As well I included patterned versions although I opted away from this since I think it made the overall identity too chaotic and you can see this in the following wallpaper designs.

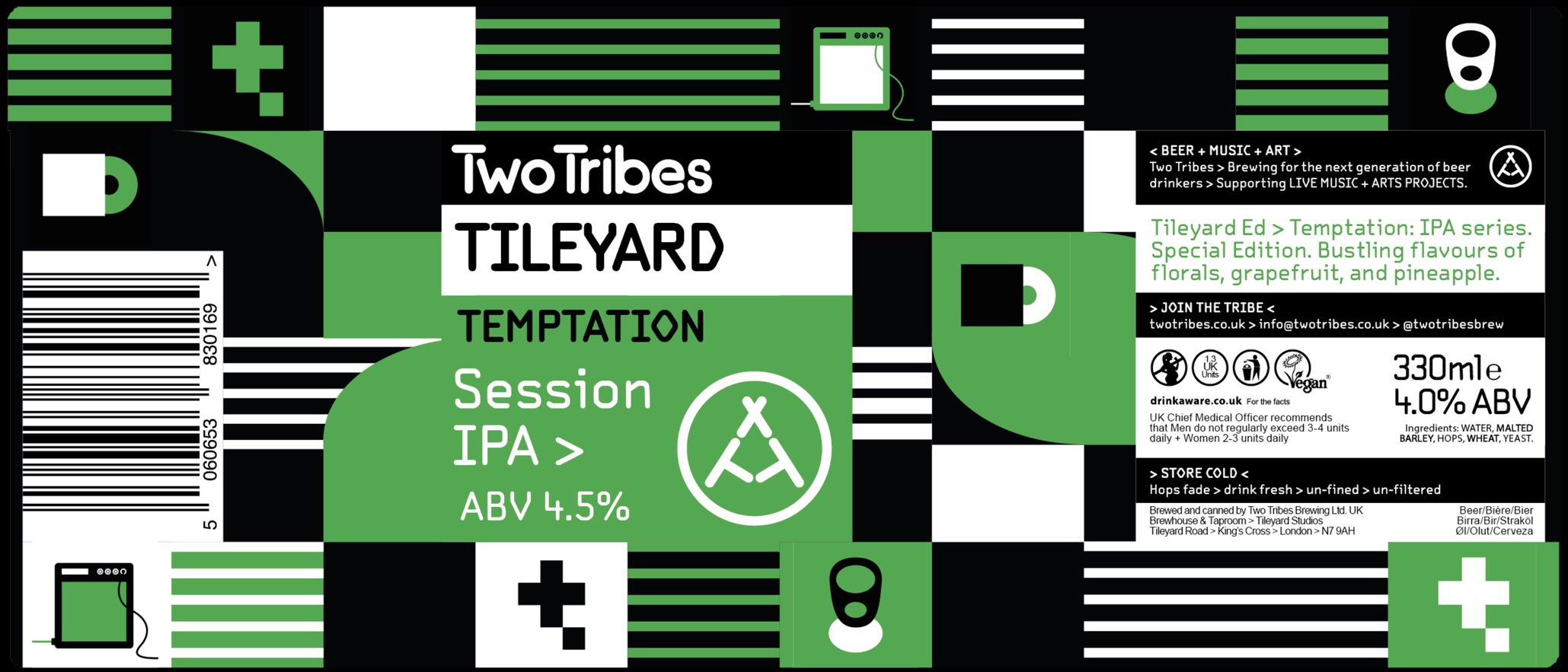


Temptation Wallpaper (Patterned Version)



Figure 22. Murphy, I (2021)

Temptation Wallpaper (Final Version)



Assignment Designs

Overbox

Contextual Analysis

Despite Two Tribes maintaining a focus on online sales, venturing out the local supermarket made for great research to evaluate the appearance of UK beer boxes.





Notes:

- Muted and more earthy tones, especially those of green colouring
- Strong focus on box type and logos
- Lots of white coloured text

- Cans varied in texture between metal materials and speckled adhesive labels
- Patterns and textures used to illustrate
- Dynamic designs wrapped the entire can, no space left unfilled.

Figure 24. Murphy, I (2021)

Overbox Analysis

Before designing the overbox packaging for the beers, I built paper versions of the template supplied by Two Tribes to create a physical prototypes as to understand the label restrictions, copy and barcode placements and how I could work my design around those assets.



Figure 25. Murphy, I (2021)

Overbox Analysis

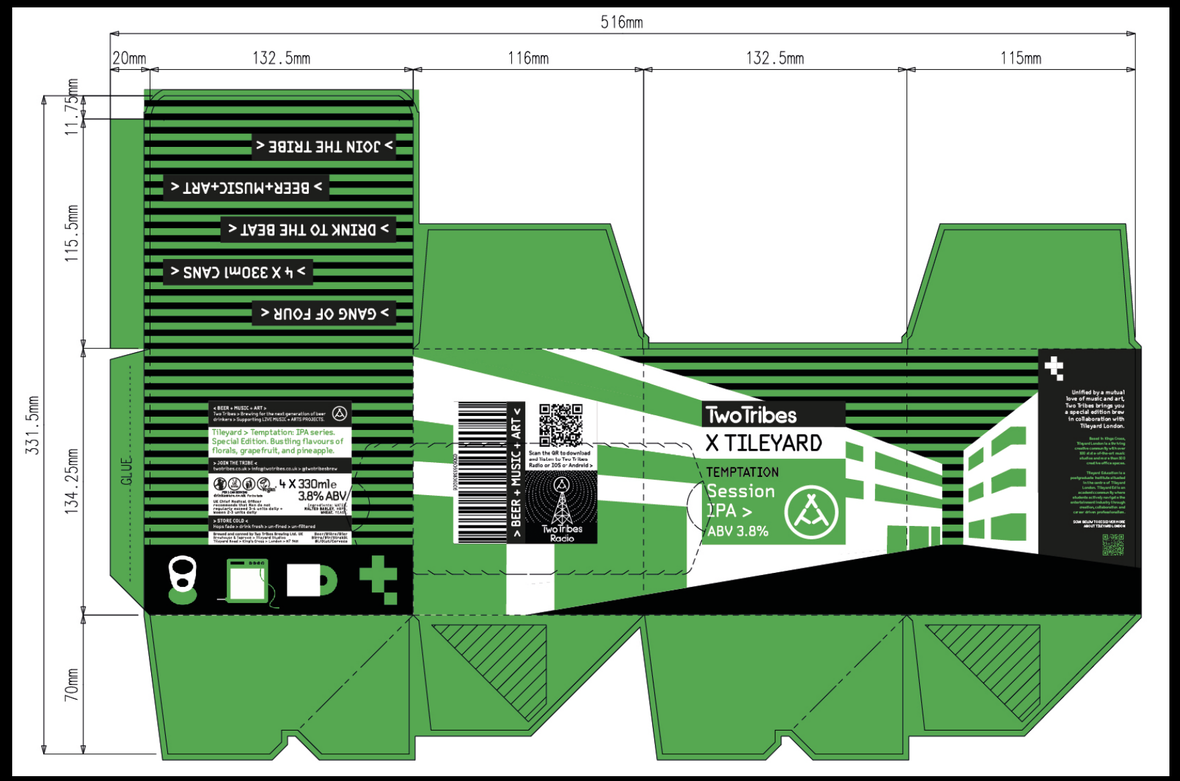
To further assess the physicality, build and materials of the Fridge Pack overbox, I ordered myself a pack from Two Tribes's website and recorded my unboxing of my delivery. Admittedly the cans and overbox are as vibrant as expected and give a nice texture to the adhesive wallpaper label although my only comment is that the card used for the can was thin, there was damage to my delivery so that is the only issue I would alter in production.

Figure 26. Murphy, I (2021)

Overbox Design

The supermarket shelf analysis allowed me to see how other brands are visualising themselves on the overbox. With the need to create a narrative playing on my mind I thought I would set of the scene of the campus itself to allow customers to see the patterns surrounding the box but then realise it came to become one whole image.

Like the wallpaper designs I created an alternative design that used more of the textures and patterns of the can. Although I think this version alludes to the dynamic and atmosphere buzz that Two Tribes have, I feel the block colour version is cleaner, less distracting and more legible for the consumer.



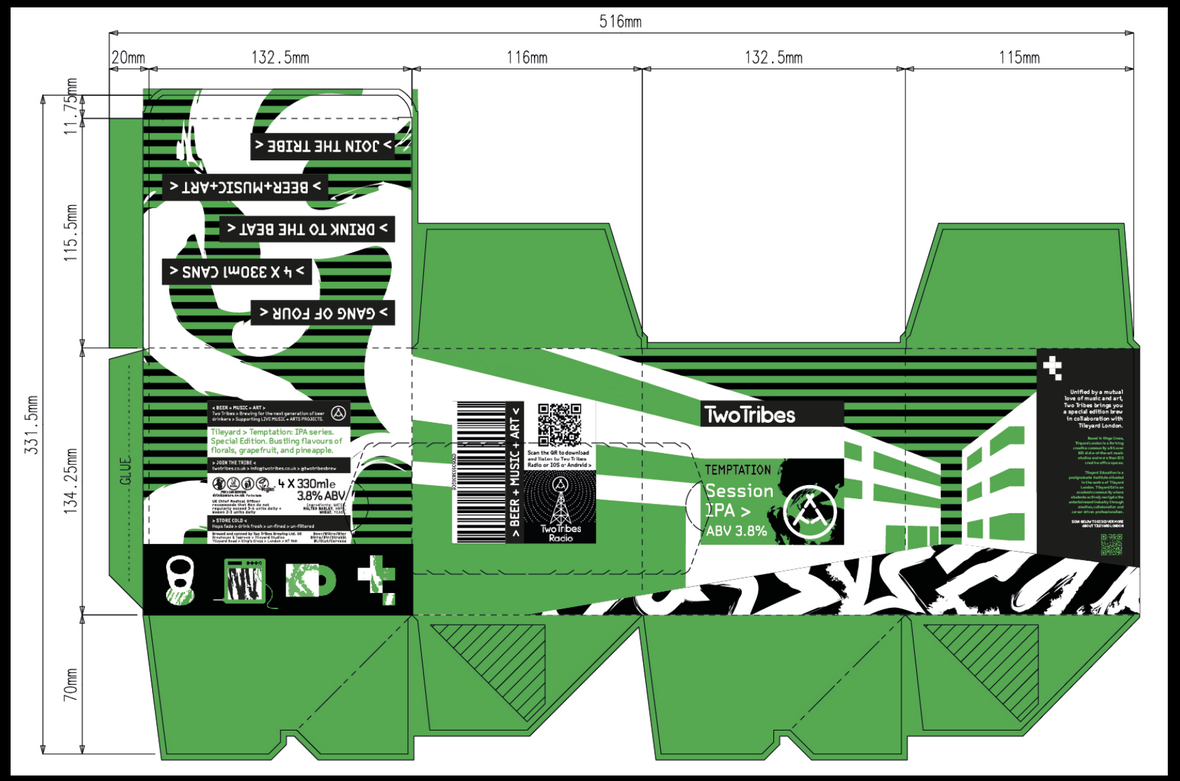


Figure 27 -28 . Murphy, I (2021)

Physical Overbox Prototyping

To assess the physicality of my designs and whether they worked or not, I printed my designs on a smaller scale and built up the net to create the 3D box.

After asking my peers (aged 27, 31, 56 and 60 all with a variety of music tastes) they all agreed that the block colour version (left) was more visually appealing.



Figure 29. Murphy, I (2021)