

Two Tribes X TILEYARD: Temptation

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Foundation Assignment in Entertainment Design

Brief Summary

This project requires a re-design portfolio of a product from a company existing with the TILEYARD community. Temptation is a project that showcases a collaboration between Two Tribes Brewery and TILEYARD, both companies based on campus within the Kings Cross area, with the release of a special edition beer product.

Rationale

My design portfolio is a collation of can labels, overboxes, posters, merchandise, motion assets and a website mock up all replicating a similar visual style and limited colour palette. The designs are aimed to captivate music and beer enthusiasts, particularly those already associated with Two Tribes or TILEYARD and consequently will be available at the Two Tribes brewery bar, Campfire, TILEYARD's Vinyl Cafe as well as available for online sales direct from twotribes.co.uk.

Identity

The creation of a visual identity that envisioned the values and ethos of two brands was initially quite a complex task. To compliment the "mid-century" aesthetic that Two Tribes were keen to adopt, I became aware of the importance of shape and pattern following a non-digital workshop. Utilising collage and paper cutting to develop the "tiled" wallpaper designs allowed for echoing the mid-century and geometric style whilst playing homage to the history of TILEYARD's location as a tile manufacturer. Pete Brown mentions in his publication, *Beer by Design* (2020, p175), that patterns and visual repetition "create structure that makes us feel safe" allowing the two brands to be considered reliable and respectable. Meanwhile Katherine Leonard (TOKY, 2018) explains that artistic beer labels can be a useful tool in expressing a brewery's personality, the palette of black, white and green aims to portray the brands as professional yet exciting and vibrant. This research confirms my design thinking to create simple visuals that envision both brands' values.

Visualisations

In addition, the Two Tribes tagline of "Beer + Music + Art" meant to encapsulate their three biggest passions allowed me to create a graphic language, which consequently also became my illustration technique. Brown further explains that a simplified visual identity or "the strong and silent [visuals]" can create more of an authentic story and customer experience (2020, p138). Developing these icons was a beneficial creation since TILEYARD can also relate to the passion of music, as a professional entertainment community and academic institute, represented by an amp as their mutual passion. An overarching message of this project aims to celebrate creativity, collaboration and community which is synonymous with the rationale behind my visualisations. Since my motive in designing alternate colour icons and images was show there was no correct order to the pattern but instead to showcase they all were synonymous with each other, just like the craft of brewers and musical enthusiasts alike.

Colour Choices

The choice of tri-colour palette colours refers simply to each brands dominant colouring: Two Tribes use staple black and white and TILEYARD Education is represented by the green. It was mentioned to me that the colour green evokes connotations of freshness and nature hence why it is a colour adopted by iconic beer companies like Heineken, Becks and Mythos. Therefore to adhere to psychological colour theory it makes sense to change my initial designs from red to green.

Storytelling

Since the first designed visual that was created for the collaboration was the can wallpaper, the second deliverable to design was the overbox for the product to be stored or delivered in. Following a lecture from Boris Thuery at Design Lab, the importance of creating a narrative and a story to tell became a key aspect within the design process. This lecture was delivered at a poignant time during this projects journey since I didn't want to repeat my "tiled" design onto the overbox, I had experimented with the concept but due to the net ratios, perfectly scaled designs would not be achievable. And so from Thuery's lecture I focused on the narrative and what the audience needed to know about the brands in order to understand the context of this collaboration, with Two Tribes established as the host brand I took the opportunity to place more focus on TILEYARD. Away from any design thinking, it was made clear to me that the values shared by both Two Tribes and TILEYARD was the concept of community which I then visualised as an abstracted graphic of the buildings at the Kings Cross campus. My thinking was that as consumers explore the box they will discover the connection to TILEYARD and the context of the collaboration would be revealed, as displayed on the right sided panel of the overbox.

Tone of Voice

The purpose of adopting a colloquial tone of voice was a conscious tactic in targeting the desired demographic in London. Using casual and youthful language aims to attract the attention of 21+ persons in the London area, particularly within Kings Cross, Camden and Highbury & Islington. As well, the nature of colloquial language can be attributed to the fun and social atmospheres beer and music industries often embody. The tribal language and statement often used by Two Tribes as "Join the Tribe" acts almost invitation-like to welcome clientele and customers, and suggests all association with the brewery is friendly and welcome. This rationale is supported by the theory of communications pioneer, Alan Siegel, explaining to Katy Cowan at Creative Boom (2018) Siegel theorises that having a distinctive and compelling voice is key to connecting and generating supportive behaviour with internal and external audiences. With this theory in mind it encourages the idea that for Two Tribes to adopt an inviting tone of voice should, in theory, attract the right attention and encourage affiliation with the brands, be this visiting the bar or ordering a case of Temptation via the online store.

Ethics

The impact of ethical considerations in relation to this project development are on a very minimal or on a low affecting scale. Considering the importance of the audience and the user experience of the Two Tribes X TILEYARD product ensuring ethical issues were addressed was imperative to ensure there was no harm caused for the user nor the brands reputation tarnished.

The designs as previously mentioned are constructed of simple shapes and colour, and so the use of illustration allows for the avoidance of any potential ethical issues and ensures there is little to no impact of how my designs could be negatively reviewed, as the interests of the audience and clients are the greatest concern for a creative designer.

In reference to the iconography being the focal graphic language, although it seems there is a low potential for each icons meaning to be misunderstood or misinterpreted, potentially from any language barriers or cultural interpretation that may arise. Having said that, the usability of these visuals is effective and visually representative of all that Two Tribes personify. Paul Nini for AIGA (2004) reports that the most significant contribution to society is to make sure that communications that have been created are actually useful for whom they are intended for. My role as a designer is to design the icons and to adhere to Two Tribes' tagline of "Beer + Music + Art" and to make the audience feel welcomed into a creative community.

To further comment on the overbox design, during my analysis I found there were questionable ethics in consideration to the use of materials of the box packaging and delivery from Two Tribes. An aspect of creativity that I personally like to incorporate into my professional process is to create awareness of resourcefulness and life of materials, to encourage a societal understanding that being as sustainable and resourceful as possible is a great ethos to adopt.

In relation to the project, I have scoured both Two Tribes and TILEYARD websites to discover that neither showcase any such information that may relate to environmental or sustainable welfare. Having said that my analysis of the overbox design is that Two Tribes could use stronger cardboard for their overbox packaging since the package I received was dented and wrapped in shrink wrap. (Refer to pg 37 of Portfolio) By adopting the use of biological materials like corrugated or stronger cardboard, Two Tribes can be recognised with more ethical brands, and not have to maintain the use of technical materials like shrink wrap when delivering beer packages to consumers. This is an issue I would strongly advocate for Two Tribes to consider, as its not only benefits the respectability of the brand but also strengthens a core value within creative and craft communities.

Possibly the most significant ethical issue to consider is the social responsibility aspect that comes with branding for a company associated with alcoholic beverages. In a 2008 study conducted by Emma Dunleavy, Dunleavy questions the importance of alcohol design in relation to student drinking habits in Sligo, Ireland. Her research concluded that brand recall was the highest influencing factor of alcoholic beverage selection by students, followed by price of product, and flavour or taste as secondary influencing factors. Characteristics of designed drinks was not an highly influencing factor and therefore suggests that design cannot be attributed to negative behaviours or associations with alcohol branding. It is important to note that Dunleavy's research participants are likely to be of undergraduate age and of culturally different background to Two Tribes' target audience, the two are greatly comparable as the target audience Two Tribes are trying to reach are beer and music enthusiasts, TILEYARD postgraduate students, staff and associates, typically aged 21+ and frequent visitors to the Kings Cross region of London. My analysis of the existing Two Tribes can labels and overbox packaging does include relevant alcohol consumption and general health advice displayed on the information panel of the label and box. Information about weekly unit intake, avoidance if pregnant and links to drinkaware.co.uk is evidence to show that Two Tribes have considered the potential ethical implementations and have put in place the legal precautions and visuals. Reflecting on Dunleavy's research and pre-existing Two Tribes packaging supports the notion that designed drinks are less likely to attribute any negative associations with alcohol selection. But moreover, it can be agreed that the brands involved should consider the social responsibility throughout project developments and even in aftercare procedures to ensure the social impact and context in which they are sending out to the consumer market is well considered and supported.

Project Management

The conception of this collaboration project stemmed from the mini brief that the Entertainment Design class worked on, during February and March of 2021. The idea to combine the two brands originated from TILEYARD staff and was proposed to the brewery, as design students were able to showcase our draft designs and make further analysis and development for assignment. This was a strong rationale as to why I decided to continue the project development since I had received commendable feedback from the brewery and was keen to further impress and showcase my creativity skills and postgraduate learning thus far. The methodology I adopted to manage this project is the Design Council's Double Diamond structure that divides a project into 4 progressive stages: Discovery, Definition, Development and Delivery. Using this method as a guide, I structured my approximate 4 week project into 4 x 1 week stages. Admittedly some stages did overlap but the diamond structure allows for diverging and converging research into drafts, and then designs into solutions; (refer to pg 4 of Portfolio) I find this method very beneficial to understanding the design process and aids the project organisation over a manageable timeframe. Sticking to this 4 week schedule allowed me to manage my time around other projects and lectures, allowing me to achieve and create a realistic branding portfolio and pitch presentation. My portfolio demonstrates an in-depth understanding and application of both brands in the physical form, through branding of a collaborative can and overbox design, based on pre-existing templates supplied by Two Tribes as well as an expanse of potential physical and digital assets. I consider my new understanding of business knowledge to have come from my international business lectures, I have learnt a wealth of new knowledge of which is conveyed in this submission, such like budgeting, creative brief writing (by further adopting methodologies like Julian Cole's Get Who To By briefing method) and project management. Similarly, the learning from design philosophy added to my understanding of branding, storytelling and image components and technology classes greatly improved my digital design skillset, particularly of motion graphics and Blender softwares.

In conclusion, I feel that the Temptation project showcases great creative potential for both brands over a manageable timeframe and to a reasonable and negotiable budgeting plan. The Temptation project was a great opportunity to work and I am keen to show Two Tribes my developments for a live potential collaboration project between themselves and TILEYARD.

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