

Name: Amy Stopporton

Student Number: 2022837

Module: Foundation

Assignment Title: Summative Reflection

The purpose of this summative reflection is to provide insight and analyse my approach to the re-design project I produced for Two Tribes brewery. Having never produced a design of this type, I first wanted to lay out an overview to ensure I covered and processed every necessary element of the project. I wanted to be clear of what is involved in the process of designing for a beer can. By pinpointing the different elements of the study, I was better prepared to begin the design.

I began the project with an in-depth analysis of Two Tribes as a company. The initial look allowed me to analyse the production of the business whilst better understanding their ethos and motives. By looking at their geographic location, I was able to see the scope of the Two Tribes brand both as a physical venue within a music community in the heart of London, and from a nationwide viewpoint with the UK with online sales. Two Tribes' geographical location presents a unique selling point for them, by being part of the largest music community in Europe, they have a natural association with the music scene which is something they have built into their ethos. Ecommerce presents a huge opportunity for Two Tribes to open up to a wider pool of consumer, and at the time of researching during a national lockdown it presents an opportunity for Two Tribes to tap into that new consumer, as explained by IWSR, the drinks market analysis site. 'In the Covid-19 environment that we now live in, though, beer demand online has escalated.' IWSR. (2021)

Two Tribes have core values that are present throughout their company marketing, the clear and concise use of the ethos quickly identifies a consumer for the company, and vice versa, a consumer can easily identify the culture of Two Tribes and what their commitments are. Heinila explains the use of an ethos against competitors, 'Your company values are your company's DNA, and they help you differentiate your business from the competition.' (Heinila, 2020). By identifying their ethos and values, I was able to later notice the advantage Two Tribes had over competitors, whilst easily identifying a consumer base.

I then wanted to look into the trends of craft beer in the UK. My reason for this being that I wanted to better understand the current industry and consequently the consumers that I was designing for. This gave me an overall insight into the typical UK craft beer consumer before I even began identifying a Two Tribes consumer. The trends also help to build a picture of what measures are successful for breweries in the industry, what consumers want, and the future direction of the industry. This helped visualise those elements within the brewery setting, for example, by identifying a future trend of vegan and vegetarianism, I was able to identify Two Tribes efforts in highlighting vegan products. I also examined hotspots of breweries across the UK which allowed me to see the breweries position amongst competitors. I also considered current societal events as key within my research. The consumer will be looking to relate to the design, at this point I was aware that the beer would be released to mark the return of the community to Tileyard and the end of a third nationwide lockdown due to the Covid-19 pandemic. Therefore, I wanted to consider the mindset of the consumer at the time the beer would be consumed. 'The way we conduct our day-to-day lives, from work-time to leisure-time and the compositions of families has changed considerably over time. With these social

shifts come opportunities for create and design ideas to suit new situations. (Adamthwaite, K *et al*, 2006, p. 164).

It was important to establish the consumers in order to know who the design was really for. Using the knowledge gained from the trend insights I further narrowed the pool into two primary consumers and to help me throughout the design process I visualised those consumers into characters that could guide me. This proved very beneficial to the design process, as I had a clear vision of who would be purchasing the beer and seeing the designs. It allowed me to relate to the consumer and keep in mind their views and personal values throughout.

By examining Two Tribes existing brand identity I was able to clarify the aesthetic of the brewery. Prior to doing this, it was easy to imagine an identity for them based on what I'd already seen and noticed about their output, but those thoughts were not necessarily accurate to the brands identity. It was this activity that allowed me to conclusively establish the direction and boundaries of their identity, which in turn helped naturally shape and identify the limits of the design. Through my research I found the importance of strong brand identity which reinforced the need for the design to fit within the brewery's identity. 'Brand consistency is the practice of always delivering messages that are in line with the identity and values of your brand. Consistency here means that your target audience is being exposed to the same core messages repeatedly.' (Poelmans, 2019).

I also reinforced the idea of Two Tribe's brand consistency by breaking down the products the brewery offers. Doing this enabled me to see how the identity is actively used and the freedom and limits of it. I also was able to see the extent of their ethos which was clear not just within the types of products but by the subtle use of produce names that directly relate to it. The use of my example consumers was helpful here as I could visualise each consumer interacting with the products, this encouraged me to think about how my own design would be interpreted and interacted with, whilst bearing in mind the theme of the brewery's brand identity.

I went on to look at Two Tribes' revenue streams, identifying their income sources, as well as their position in market. As I'm new to the brewing industry, this helped build a picture of Two Tribes competitors and justify their business and brand tactics. I also did case studies of two specific competitors to take discover what was successful for them and what set them apart in the industry.

With this background research and in-depth knowledge of Two Tribes under my belt, I began the redesign portion of the project. To give myself structure and direction I broke the project down into three sequenced phases and worked through them to create a timeline or action of plan for the brief. Doing this first allowed me to understand each stage and what was needed, however I did find the specific running order of each component change, and some I found even to be unnecessary to this project whilst I worked my way through.

I began in phase 1 where a short brief was provided from Two Tribes for the redesign. The brief did not provide too much insight or specifics around the company or project at hand which were vital in understanding it. However, the lack of information allowed me to properly interrogate each aspect of the brief so that when I next went back to Two Tribes during the initial meeting, I had a range of thought-out questions to ask. I considered the initial meeting vital in phase 1 as I think the benefits in meeting face to face are considerable for both parties. 'There's plenty of evidence to suggest face-to-face communication leads to stronger working relationships and greater productivity'. (Edwards, N, 2019). It allowed me to appropriately fill in the gaps that were missing from the brief, while adding personality and trust to the relationship between Two Tribes and I.

Once I had a clear understanding of the brief, I began looking into the budgeting and project management of the design. Initially I thought this section of planning could be reserved for phase 2 when the project had been agreed and begun, but I quickly realised to give accurate pricing and to understand what I could really propose for the design I'd need to work out costs and a schedule. I worked out the budget based on the variables of the project, as it is a digital design without the need for printing or production costs, the budget was based primarily on my rate with a small fee for my workspace. I based the daily rate on my rate outside of this project, which I consider a fair rate for my ability and experience.

I did not include the full breakdown of costs in the proposal, I thought it was appropriate to give Two Tribes transparency but important to reserve the finer details they don't need. For example, I didn't include the markup of my rate, but I did include a breakdown of the costs between development and design so Two Tribes could have an idea of where the time and money are spent.

With this research in hand I put together the proposal to be given to Two Tribes. This document confirmed the details of the brief, along with my interpretation and offering for the project. Once signed off, this proposal can serve as an agreement document that can be referred back to throughout if either party need reminding of the details or boundaries of the project. In hindsight, I think I could have included a general idea or thought process for the design. As they are approaching an independent designer and not an agency, and I have not embarked on this type of project before, I have no examples to give them reassurance that I can fulfil it. Therefore, I feel it would be beneficial to give rough mock-ups or mood boards at this stage in the process to gain Two Tribes' trust.

Following my project management schedule and once getting sign off from the proposal, I then moved into phase 2 where I began with research and development for the design - identifying influences and areas of interest and re-examining the brief and brand identity to keep those necessities clear in my approach. I looked into the use of colour, texture, shape, layout and balance whilst making sure my working documents were set up to support the output. I initially focused on one specific idea for the project, however in actuality when presenting ideas to a client as a rule I would present a minimum of three, as reaffirmed by David Holston 'The rule of three is the most tried and true method for presenting ideas. Creating three options means added work as the designer is required

to produce ideas that may not reflect their ideal solution, but it mitigates the possibility of bastardizing the preferred design later in the process, as the designer has control of the compromises they are willing to make.' (Hoston, D, 2015). Due to time management, I felt there was not enough time to research and develop a further two ideas in time for the presentation of concept. This effectively made my concept a gamble as they would either like it or they wouldn't, and there were no further ideas to fall back on if it was the latter. However, at that point in time I didn't feel as though I was in a position to offer more. Perhaps if I had raised this with Two Tribes initially, we could have arranged a more suitable milestone for the presentation of concepts to allow for further mock-ups.

After presenting the ideas, I had areas of improvement I wanted to focus on. Something I hadn't noted earlier in the design is that the Two Tribes label is part of their brand identity and could be changed. This is something I hadn't discussed with the brewery; I had not requested their brand guidelines or asked about their specific can branding elements and if I had this issue could have been avoided at this stage. I did however structure the timeline and budget to allow for refinements that may come up throughout, so I didn't lose time or money for the adjustments.

In summary, I am happy with how my design unfolded, and feel it appropriately reflected the given brief. What I have learnt from this project lies mostly with aspects of communication between client and designer and time management. That has been both the strength and weak spots of the project. Having established good communication fundamentals at the beginning, the project would perhaps have the room to develop in ways in needed to rather than time focused correcting or adapting.

Reference List

Web

Edwards, N (2019) '*Why face-to-face meetings are so important*' Gulf News, 27 Jan. Available at: <https://gulfnews.com/business/why-face-to-face-meetings-are-so-important-1.1548583087642> [Accessed: 12 April 2021]

Holston, D (2015) 'The 5 Rules for Presenting Concepts to Clients' LinkedIn, 20 Sept. Available at: <https://www.linkedin.com/pulse/5-rules-presenting-design-concepts-clients-dave-holston/> [Accessed: 12 April 2021]

IWSR. '*Beer demand escalates online: key considerations for brewers refining their online strategy*'. Available at: <https://www.theiwsr.com/beer-demand-escalates-online-key-considerations-for-brewers-refining-their-online-strategy/> [Accessed: 11 April 2021]

Poelmans, K (2019) '*The importance of brand consistency*' Textmetrics, 2 Dec. Available at: <https://www.textmetrics.com/the-importance-of-brand-consistency> [Accessed: 11 April 2021]

Books

Adamthwaite, K et al (2006) *Cambridge Senior Design and Technology*. UK: Cambridge University Press.

Brown, P (2020) *Beer by Design - The Art of Good Beer Branding*. UK: Campaign for Real Ale Ltd.

Soto, D. (2011) *Know Your Onions - Graphic Design*. 12th printing. Amsterdam: BIS Publishers.