

ACA145

Mia Alter F311288 – Visual Evidence Document



GRIEF

F. CLARKE S. DRAGON	F. MOORE G. W. NICHOLS J. SMITH	P. W. BAILEY ROYAL HORSE ARTILLERY DRIVER H. CRANE	S. BERS D. COOKE A. CALVIN A. J. REEVE
P. B. HICKLEY DRAGOONS P. 107 110	10TH - HUSSARS P. M. SHERBOLE	ROYAL FIELD ARTILLERY E. S. STANBROOK W. DRINKWATER	GRENADIER CLASH BARRIERS H. BOOTH W. FOSTER W. CREEG A. TYLER
S. P. DRAGONS M. H. I. W. ELL	S. P. DRAGON L. NEWMAN P. B. HICKLEY	ROMBERGER W. B. DAWSON W. B. SHERB	COL. P. T. R. M. GUARDS E. WYNN L. HUTCHINS G. VINCENT



TO THE MEMORY OF THE LEICESTERSHIRE MEN
WHO GAVE THEIR LIVES FOR THEIR COUNTRY
SOUTH AFRICA 1899-1902



ORTON SQUARE
St George's Cultural Quarter



Primary research of the Leicester, mainly the cultural quarter.

city has lots of beautiful murals



sculptures on a church.

bald.
 old man
 smoking
 Brapping

shop logos visible
 from **NERO** ★
Superdrug

BARCLAYS
MARKS & SPENCER

people mostly wear dark colored clothes.

~~vertical~~
 vertical
 banner on
 the street.

Sacred



- notes on the people:
- prominent smell of weed
 - key issue with homelessness
 - colourful shops
 - people from many cultural backgrounds
 - old beautiful architecture contrasted against modern colourful shops.



(Leicester City Mayor, 2016)



(Leicester City Mayor, 2016)



(Leicester City Mayor, 2016)

Leicester Museums & Galleries

(Leicester City Mayor, 2016)



Secondary research of the Cultural Quarter

There's 2 cinemas, 2 ninja parkour courses, and quite a few high rated restaurants in the area. Alongside that there is also a wedding and party venue with a bar and led lights. (Cultural Quarter Residents Association, n.d.)

Summary of St George's Cultural Quarter Action Plan (2016-2020) generated by AI with the prompt "please summarize this pdf". The plan aims to develop Leicester's St George's Cultural Quarter into a premier arts and creative hub, enhancing public spaces and promoting economic growth.

Key Achievements

- Successful projects like Curve and Phoenix.
- Creation of creative workspaces (e.g., Makers Yard, Two Queens).
- Increased residential developments.
- Formation of the Cultural Quarter Association.

Goals for 2025

- Establish the area as a leading arts and creativity hub.
- Develop 20,000 sq ft of new creative workspace.
- Enhance public spaces, particularly St George's Churchyard.
- Foster new homes, cafes, bars, and restaurants.
- Support key arts venues and local talent.

Action Plan Themes

1. Creative and Business Growth
 - Support and expand creative businesses and workspaces.
 - Encourage high-quality residential and commercial development.
2. Public Realm Improvements
 - Enhance public spaces and connectivity.
 - Focus on key projects like St George's Churchyard transformation.
3. Promotion and Reputation
 - Boost the Cultural Quarter's profile to attract visitors and investors.
4. Arts and Culture Thriving
 - Support local arts venues and cultural events.
 - Encourage community engagement in the arts.

Strategic Partnerships

Collaboration with stakeholders (Cultural Quarter Association, arts venues, property owners) is crucial for the area's growth and success.

Conclusion

The plan sets a vision for transforming Leicester's Cultural Quarter through strategic investments, aiming to create a vibrant, well-connected, and renowned cultural hub.

(Leicester City Mayor, 2016)

Stakeholder mapping

I first made a stakeholder map for the cemetery, however then I was advised to pick another area. So, I finalized on the cultural quarter and made a new stakeholder map.



Spider diagram with colours for matrix.

Leicester graveyard St George's Church

brand promise
A nice place for a walk for everyone

values
Inclusivity, Nature, Peace

purpose
An escape from the busy Leicester city centre

stakeholders
Church workers, government

Internal:
Church workers

External:
government
grievors (family to the dead)

the dead
Land owners
religious groups operating in said church
wildlife around church

passers by:
drunk & drug addicts who sleep there
homeless people
students → historian

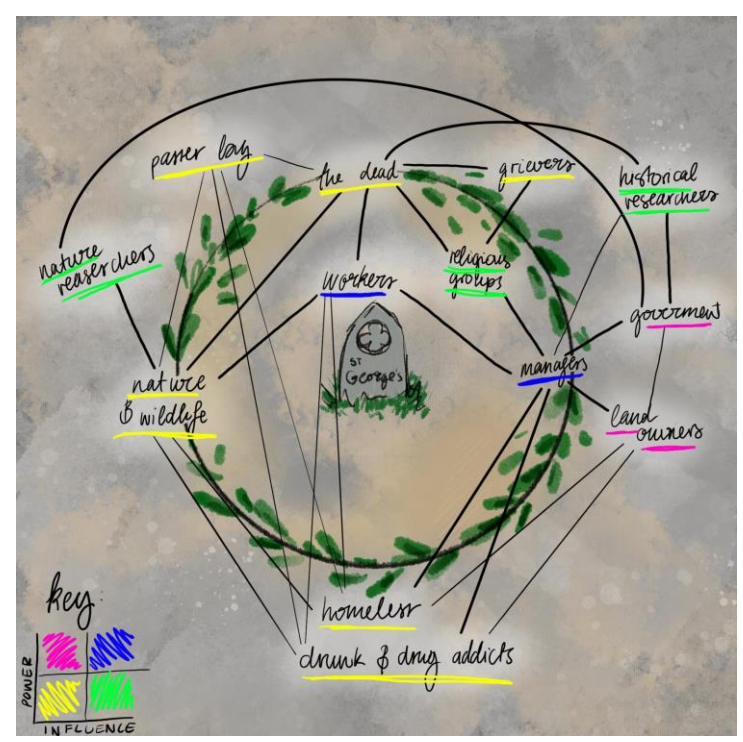
Cultural quarter

promise where
A space for your expression ~~can~~ is not only accepted but encouraged and loved.

values
inclusive diverse expressive

purpose
To welcome all, to learn about each other & express together.

- Stake holders
- internal
 - Managers
 - cleaners
 - government
 - workers
 - designers
 - organizers
 - land owners
 - external
 - uni students
 - passer by
 - shoppers
 - street artists
 - nature & wildlife



Exploring the target market and creating a persona

The persona task given to us was very useful to develop a very in-depth persona which helped create my brand ideas. The feedback I got on this was good and to start developing brands and things this person would enjoy doing. So, when creating the mood boards, I focused on finding images that would attract university students. I included images such as movies, drinking at clubs and bars, traditional clothes and fashion and more.

TARGET MARKET

diamond ring.

Demographic: age group: Young Adult

income level:

upper middle class onwards

— need to have enough free spending money.

↳ not expensive enough for old money

↳ quite a modern flashy design.

gender: Women (self love)

Men — in love (want to gift to a woman)

education level: finished collage or higher

occupation: any.

Geographic: UK → english speaking with english / American cultural background

Psychographic:

→ has romantic partner or interested in self love

→ not afraid to spend money

→ positivity, respect, appreciation

↳ their values.

Behavioral: — impulsive
↳ buys online

ACA145 BRANDING AND STRATEGY Persona Task

Who is your audience and how well do you know them?

DEMOGRAPHIC DATA AGE, MARITAL STATUS, INCOME (+ ANY ADDITIONAL INFORMATION)

University age 18-26, any culture (international)

Dating or single, student income / part time job

PERSONAL DETAILS SHORT BIOGRAPHY, PHOTOGRAPH/IMAGE, NAME → international e.g. Jiya Hadid

— people from mood boards
Loves learning about new cultures, open minded, been in international environments before, loves their own culture, expressive

ATTITUDINAL & COGNITIVE PAIN POINTS, FEELINGS, MENTAL MODEL

Pain points:

→ racism → excessive
→ uninclusivity time spent on smth
→ muted tones

feelings:

→ happy → loves giving back.
→ extroverted
→ creative
→ kind

mental model:

growth mindset,
open, hunger for growth, knowledge, happiness

GOALS AND MOTIVATIONS FOR USING THE NEIGHBOURHOOD

goals: Meet new people, learn, engage,

motivations: find similar people, feel at home, make friends

BEHAVIOURAL DETAILS HOW THE PERSONA ACTS WHEN IN THE NEIGHBOURHOOD

looks around, greets others, engages in conversation, asks questions, learns more

ADDITIONAL INFORMATION TO HELP THE DESIGNER UNDERSTAND THE AUDIENCE WITH DEPTH

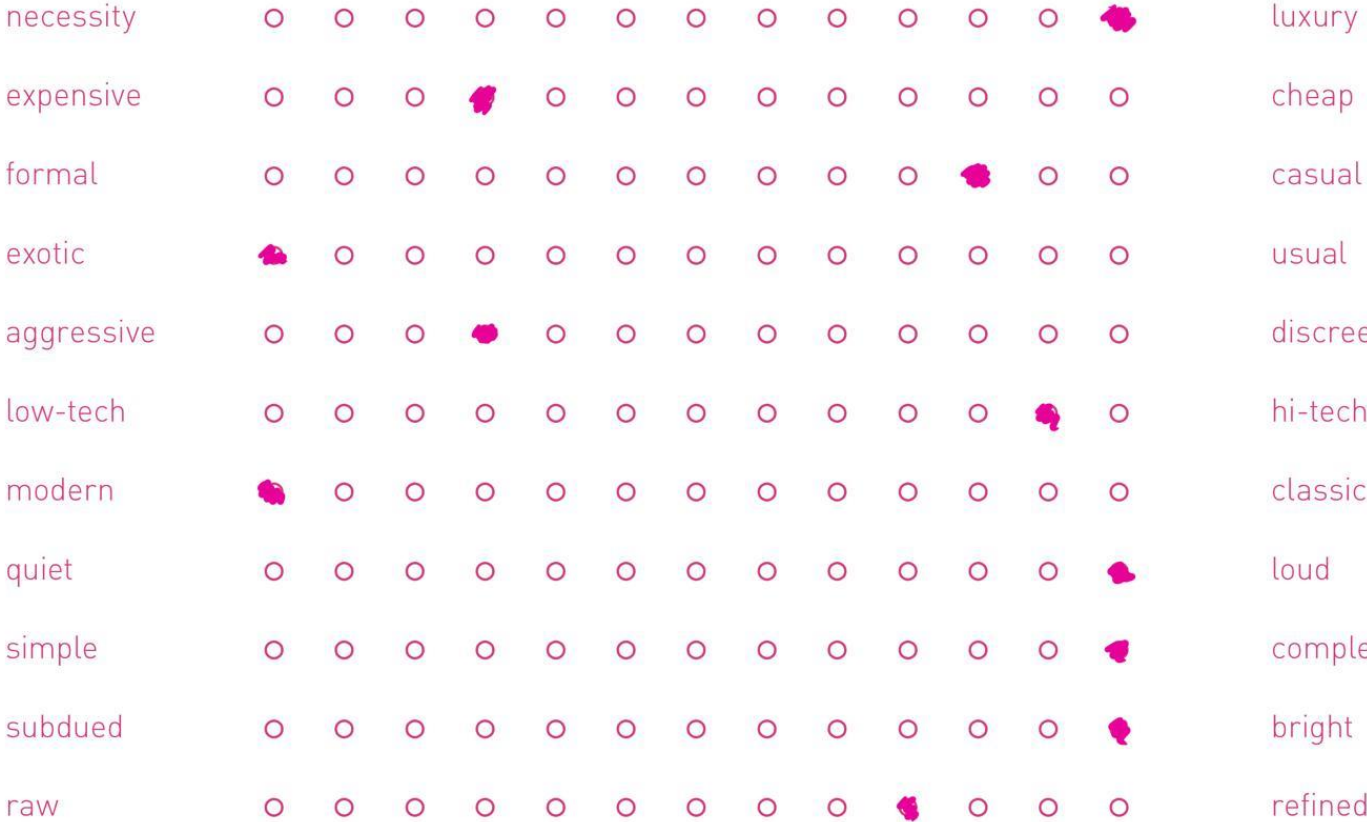
diverse background → commonality: came to Leicester
Needs colour, sense of welcoming and friendly.

Building brand identity

Mapping out all the different aspects and effects helped narrow down the type of brand I wanted to create. It also helped my ideation process because I had a concrete idea of what the tone of the brand would be, this made it easier to see which aspects of it to bring forward where and how.

ACA145 BRANDING AND STRATEGY Brand Personality

Where does your chosen neighbourhood's personality sit on this spectrum?



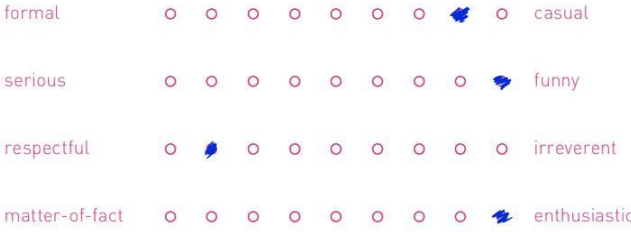
ACA145 BRANDING AND STRATEGY Tone of Voice



Where does your chosen neighbourhood's tone sit on this spectrum? Your tone of voice refers to how your brand communicates with your audience, which can include word choice, communication style, and emotional tone.

List of Tone Words

- Authoritative
- Caring
- Cheerful
- Coarse
- Conservative
- Conversational
- Casual
- Dry
- Edgy
- Enthusiastic
- Formal
- Frank
- Friendly
- Fun
- Funny
- Humorous
- Informative
- Irreverent
- Matter-of-fact
- Nostalgic
- Passionate
- Playful
- Professional
- Provocative
- Quirky
- Respectful
- Romantic
- Sarcastic
- Serious
- Smart
- Snarky
- Sympathetic
- Trendy
- Trustworthy
- Unapologetic
- Upbeat
- Witty



Formal vs casual
Is the writing formal? Informal? Casual? (Note that casual and conversational are not necessarily synonymous, but they do often appear together.)

Respectful vs irreverent
Does the writer approach the subject in a respectful way? Or does she take an irreverent approach?

Matter-of-fact vs enthusiastic
Does the writer seem to be enthusiastic about the subject? Is the organization excited about the service or product, or the information it conveys? Or is the writing dry and matter-of-fact?

notes

conversational, people should talk about it afterwards, simple but shocking & memorable

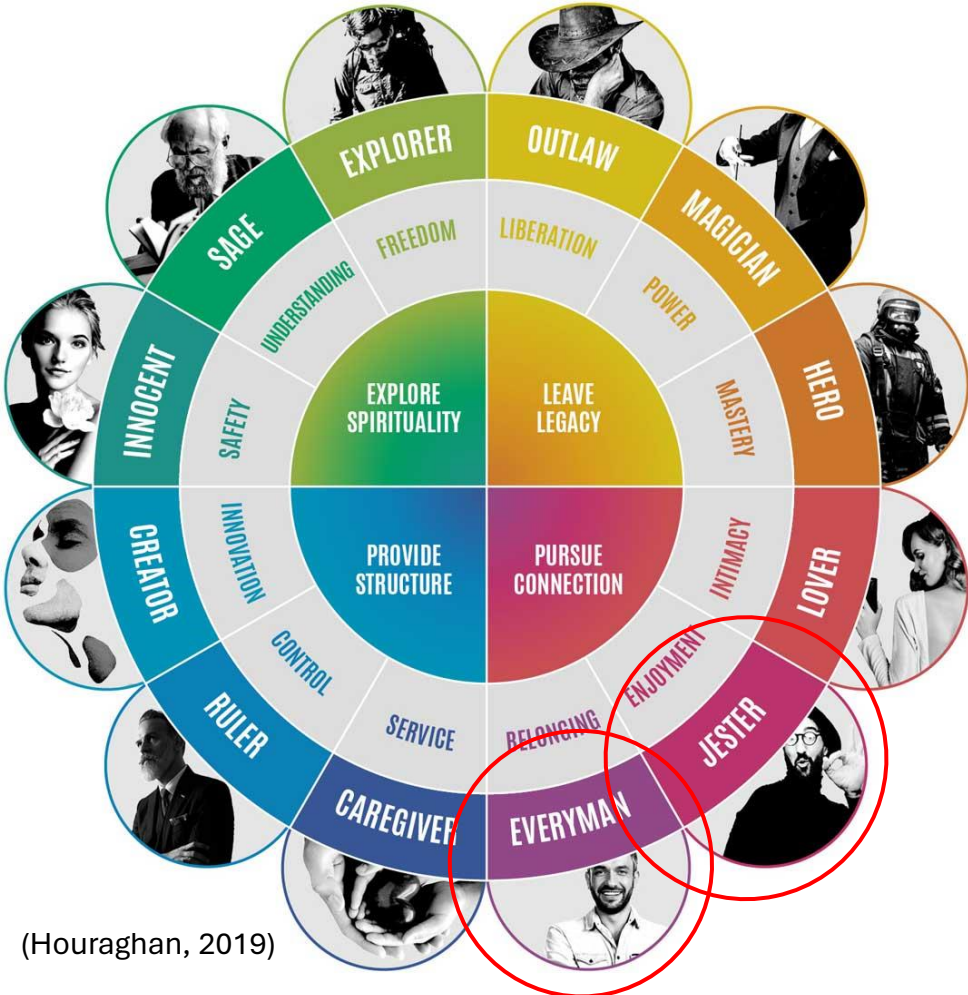
funny or more like fun, not too many jokes just very confident

irreverent, not hurtful nor discriminatory just casually inclusive, does respect the different cultures though

enthusiastic, poppy, bright, stands out.

Deciding on brand values and an archetype

I decided on a combination of the jester and the everyman characteristics. As these will be most noticeable and form good connections with the target market due to their lively personalities and interest in fun and jokes. Alongside that it is also inclusive and brings people together. From this basis I chose my values as inclusive, fun and out of the box. I think this compasses my brand quite well.



(Houraghan, 2019)

Elle Jester "we are here for short time, not for a long time, let your hair down and start living"

The Everyman "When we treat each other with honesty and friendliness we can live together in harmony"

A mix of those ?

expression is key to culture and we look for creativity above all. welcoming outlandish ideas, risk and change the culture

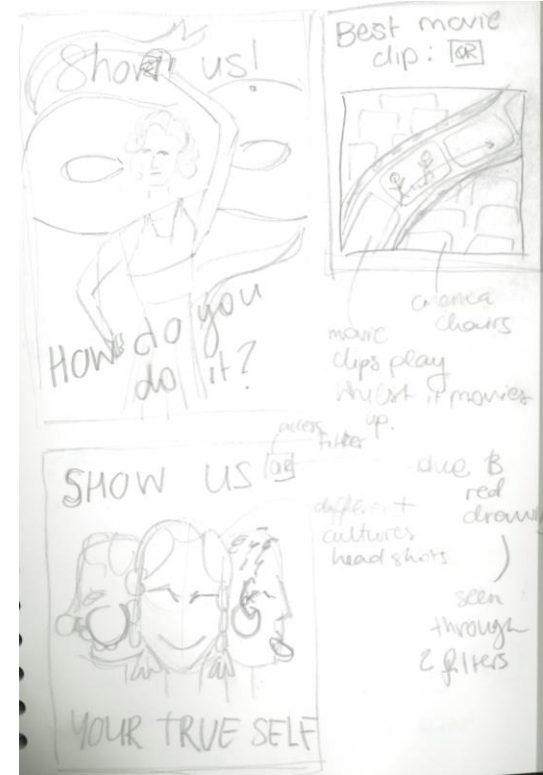
values. inclusive, expressive, fun. out of the box quarter

FUN!

is the place of the future.

Inclusive: the cultural quarter emphasizes on your cultural expression to be heard. Our brand creates a space that is empowering, welcoming and most importantly ^{a space} where EVERYONE is welcome.

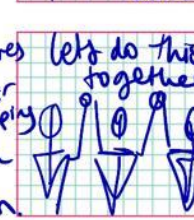
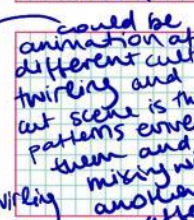
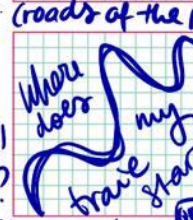
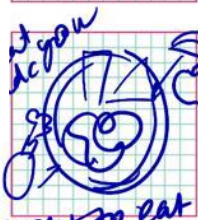
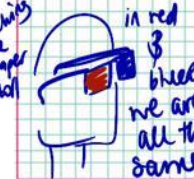
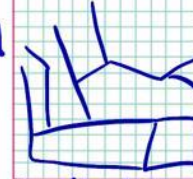
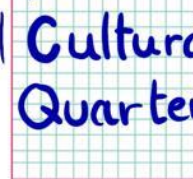
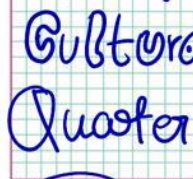
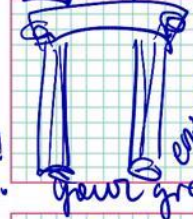
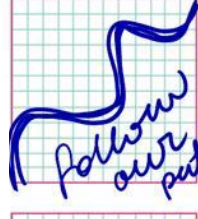
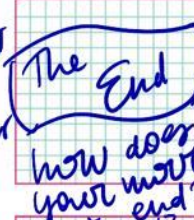
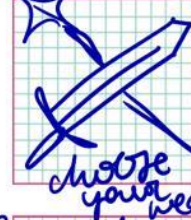
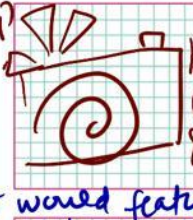
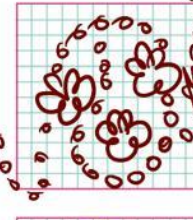
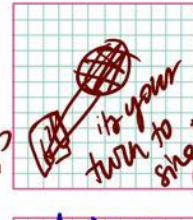
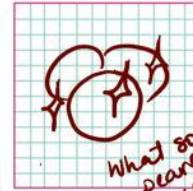
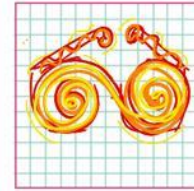
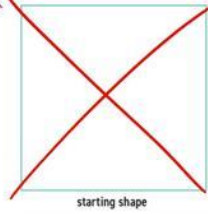
FUN: we encourage you to enjoy our arts, delve into renowned flavours and escape from the stress of everyday life. Come join us in our happiness.



ACA145 BRANDING AND STRATEGY Ideation Task

Use these prompts to generate multiple rough sketches from which you can develop ideas and starting points.

First Ideation



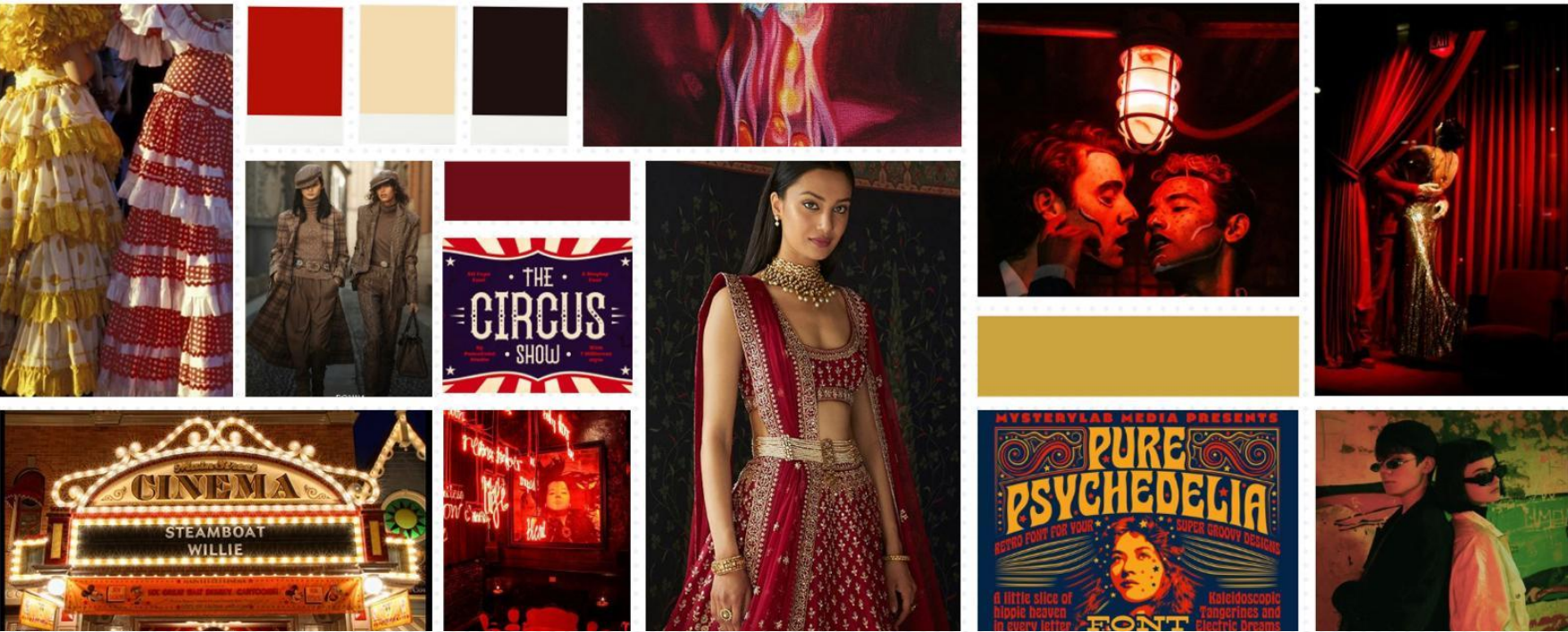
road board ideas:

- ① inclusive design & cultural expression (like those M's)
- ② burlesque, show life, blitz & bling cinema, fancy patterns
- ③ using patterns from multitude of cultures > united by colour
- ④ clips of different movie genres from different cultures coming together in black and white

(same with other places at the place → treasure hunt) discount to go watch the movie

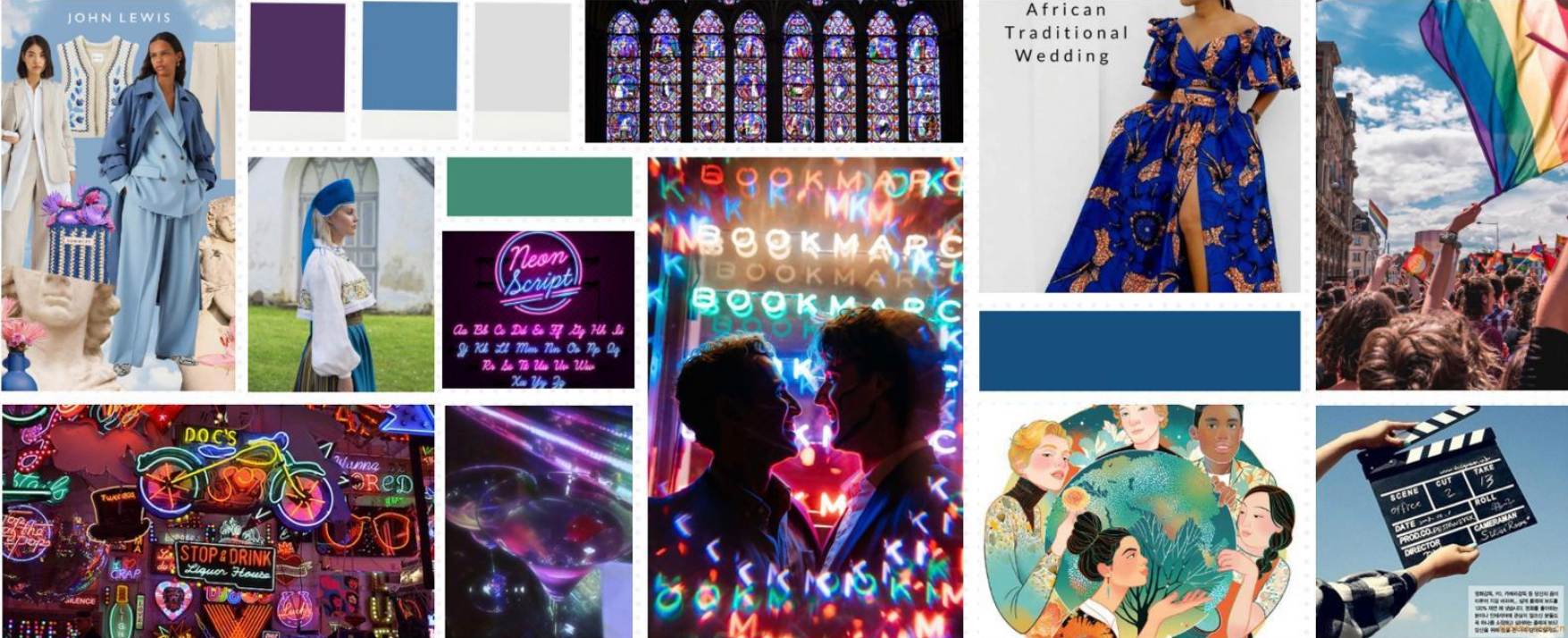
Mood board 1: a deep vibrant culture.

I wanted to create a feeling of inclusivity, uniqueness and the umph of culture. I wanted it to filled to the brim with feeling and extravagance. To both have sparkle and depth. I think and the feedback I got indicated that I had achieved this goal well.



Mood board 2: Peace and unity

I used the colour of blue as a reference to bring a feeling of peace and unity. I wanted to represent a community which brings people together and creates a place where we can all live in harmony. Here if I were to go forward with this, I would also include traditional craft like stone carving and print making which there are lots of placed in the Cultural Quarter where these make an appearance.





Mood board 5: Old movies and history

I wanted to tap into the history of cinema and culture. Looking at different traditions, clothes, and classical movies. The feedback I got was that it did not connect enough with the whole of the Cultural Quarter itself, so I adapted it to include a lot more about the city's architecture, as the walls see all our movies unfold for centuries. I remained the brand in black and white to create this connection to cinema still.

NEIGHBOURHOOD Cultural Quarter

AUDIENCE/ PERSONA

young adult, outgoing, international, proud of culture.

Concept board one and feedback

good posters:

- ① feels right for cultural quarter, depth.
 - ↳ lots of decorative stuff
 - ↳ find where to stop as well
- ② history, crafty → church → print studio
- ③ nice concept → too one directional aesthetic is good, but needs all of cultural quarter included, broaden back out.

- 1, ③ main
- ① key
- some 2

CONCEPT ONE INSIGHT & THEMES	CONCEPT TWO INSIGHT & THEMES	CONCEPT THREE INSIGHT & THEMES	CONCEPT FOUR INSIGHT & THEMES	CONCEPT FIVE INSIGHT & THEMES
<p>IDEA VISUALISATION</p> <p>logos but with lots of different red patterns inside</p> <p>WELCOME to our CIRCUS</p> <p>so what's your story?</p> <p>come shine with us</p> <p>FEEDBACK GOOD THINGS</p> <p>THINGS TO WORK ON</p>	<p>IDEA VISUALISATION</p> <p>Cultural Quarter</p> <p>lots of swirls - dif. cultural patterns</p> <p>your grand entrance</p> <p>paper doll</p> <p>how would you dress her?</p> <p>we fight together</p> <p>what's your flag?</p> <p>filter to draw it and share</p> <p>have you seen the world in our pictures</p> <p>share your moment</p> <p>FEEDBACK GOOD THINGS</p> <p>THINGS TO WORK ON</p>	<p>IDEA VISUALISATION</p> <p>we fight together</p> <p>what's your flag?</p> <p>filter to draw it and share</p> <p>FEEDBACK GOOD THINGS</p> <p>THINGS TO WORK ON</p>	<p>IDEA VISUALISATION</p> <p>recommend movie.</p> <p>chips of classics from different cultures</p> <p>we are in this together</p> <p>we see you!</p> <p>all the same in black & white</p> <p>FEEDBACK GOOD THINGS</p> <p>THINGS TO WORK ON</p>	<p>IDEA VISUALISATION</p> <p>choose your fighter</p> <p>what's written on your store?</p> <p>What have you bought off today?</p> <p>we fight together</p> <p>FEEDBACK GOOD THINGS</p> <p>THINGS TO WORK ON</p>

Finding potential touchpoints

This task helped a lot with deciding on what type of content to create for my brand and where to place it. I decided on making content about the activities that the persona would go there to do such as clubbing, dining and walking through the park and cemetery.

ACA145 BRANDING AND STRATEGY A Day in the Life Task

We use personas as a tool to understand who your audience is and to test to see if your designs are appropriate and working for your intended audience.

Complete this task to understand your audience in more detail and recognise potential touchpoint opportunities.

TIME	8:00	10	12	14	16	18	20	22	24	02	04	
ACTIVITY	asleep	lecture	cafe's lunch	rest/nap	walks lecture	dinner	training & study	cinema	going out	pubs & clubs	asleep	
LOCATION	dorm/ house	university	cafe's/home		city center/ uni	restaurant/ home	gym/ home	cinema/ smms house	pubs & clubs	home		
POTENTIAL TOUCHPOINTS			cafe's → posters events e.g. exhibitions		posters sculptures street art.		well branded restaurants posters @ gym		events @ pubs & clubs		fun lighting streets.	
PROMPTS	What time does your persona usually wake up? alarm	8am	What usually wakes your persona? alarm	Any other afternoon rituals? lecture/study or movies → family friends	What are your persona's guilty pleasures during the workday? cookie, ice cream, tiktok	What's a typical work afternoon like? library/cafe to study summer → park	Does your persona have a bedtime ritual? No	What time does your persona usually go to bed? 1-2am	What does your persona carry around with them during the day? lecture & study material / money	What time does your persona typically knock off from work? 5-6pm	What does your persona do after work/before dinner? tiktok, chat to friends, change clothes	When does your persona visit your chosen neighbourhood? cafe, walks → lunch time
	What's the first thing your persona does when they wake up? Why? go on their phone to check messages	friends, english breakfast at dining hall or cafe	What does your persona have for breakfast? With who? Coffe & coke zero	Any other morning rituals before your persona settles into work? Coffe & coke zero	What time does your persona typically knock off from work? 5-6pm	What does your persona do after work/before dinner? gym. tiktok, chat to friends, change clothes	What does your persona typically do for dinner? With who? restaurant/pub WFS5 MTT dining hall / home cook	Why do they visit your chosen neighbourhood? FUN	Who does your persona visit with? Friends / to make friends	What's the first thing they do when your persona starts the workday? lecture, reading, coursework	What does your persona typically do for dinner? With who? restaurant/pub WFS5 MTT dining hall / home cook	When does your persona visit your chosen neighbourhood? cafe, walks → lunch time
	What's a typical work morning like? attend lecture & make notes → do homework	What does your persona do for lunch? What do they eat? cafe/dining hall/eat & smaller unhealthy quantity	Does your persona work after hours? On what? Why? For how long? Yes when deadlines close.	What does your persona do to unwind after dinner but before bed? hang out with friends, clubs, drink, watch netflix	Why do they visit your chosen neighbourhood? FUN	Who does your persona visit with? Friends / to make friends	How long does your persona stay in the chosen neighbourhood? late in the night 1-2am	What's the first thing they do when your persona starts the workday? lecture, reading, coursework	What does your persona typically do for dinner? With who? restaurant/pub WFS5 MTT dining hall / home cook	What time does your persona typically knock off from work? 5-6pm	What does your persona do after work/before dinner? gym. tiktok, chat to friends, change clothes	When does your persona visit your chosen neighbourhood? cafe, walks → lunch time

80 winks
your
fire fox
cocktail
warm

big statue
box in the
center
peacock
feather
cocktails

flower feathers

give them
that flower ~
wink.

write our
name
in
a box

Be one
of us. — an the
other
side.

one feathers
+ side.

animation of
peacock winking?
and feathers falling
in front of
her.

feather
curtains
close

scanner
(goes to paper
shredder)

3 recycled paper
writings of
cultural
quarter pop
up
all over
the screen

for branding elements using
the feathers and circles but
by incorporating different culture
patterns

Red

different figures
dots
cultural things
always hidden
hiding on the label

Black & B
friend

have a bunch
of different
ones from
different
people

Cultural
Quarter

Cultural
Quarter

two sides
this pattern
to draw: ~~decide~~
~~about~~
font

~~3 feathers~~

~~bird side view~~

2 posters

~~5 script names pattern~~

name card

animation

script side

ACA145 BRANDING AND STRATEGY
Ideation Task
Devise ten logo sketches in total: five for each
design concept/direction. Ensure all designs are
relevant to your project

MASCOT

MONOGRAM / LETTERMARK

Cultural Quarter
BURGER KING

COMBINED MARK

ABSTRACT MARK

1.

lir Sweet Chick

WORDMARK

PICTORIAL MARK / SYMBOL

for branding elements using
the feathers and circles but
by incorporating different culture
patterns

Red

different figures
dots
cultural things
always hidden
hiding on the label

Black & B
friend

decided to go
with peacock

Ideating and planning
brand logo and assets
for the first mood board
which I chose to
continue with



Adobe After Effects workshops

These were very useful in putting together my animations as I have never animated before. It was cool to see that you did not have to draw the same image again frame and frame again, but a software could do it for you. I learnt about masking, keyframes, layers and simply how to animate. It was also fun playing around with the preset animations such as the rose petals above. I also learnt how to make things move in a nonlinear line, this will come in use one day. I used the smoothing of the animation path in my own animation with the fans. The change of speed makes it look a lot more realistic.

MASKING
& TRACK MATTE

MASKING
& TRACK MATTE

00:05.53

KEYFRAMES

KEYFRAMES

KEYFRAMES

KEYFRAMES

00:02.33

AFTER EFFECTS

AFTER EFFECTS

AFTER EFFECTS

LAYERS

TEXTTTTT000

LAYERS

TEXTTTTT000

LAYERS

TEXTTTTT000

00:02.01



Some of the final assets I made for the first brand option

I like this design idea, but I think lots of the brand assets incorporate too dark of a background. Next time when making it I would like to figure out a method of having the same sort of depth but with a brighter more eye-catching outcome. The feedback I got on it was that it would be hard to print but the illustrations work well. The two types of scripts also provide a more connective tone to the audience.

Write our name

Please

Cultural Quarter

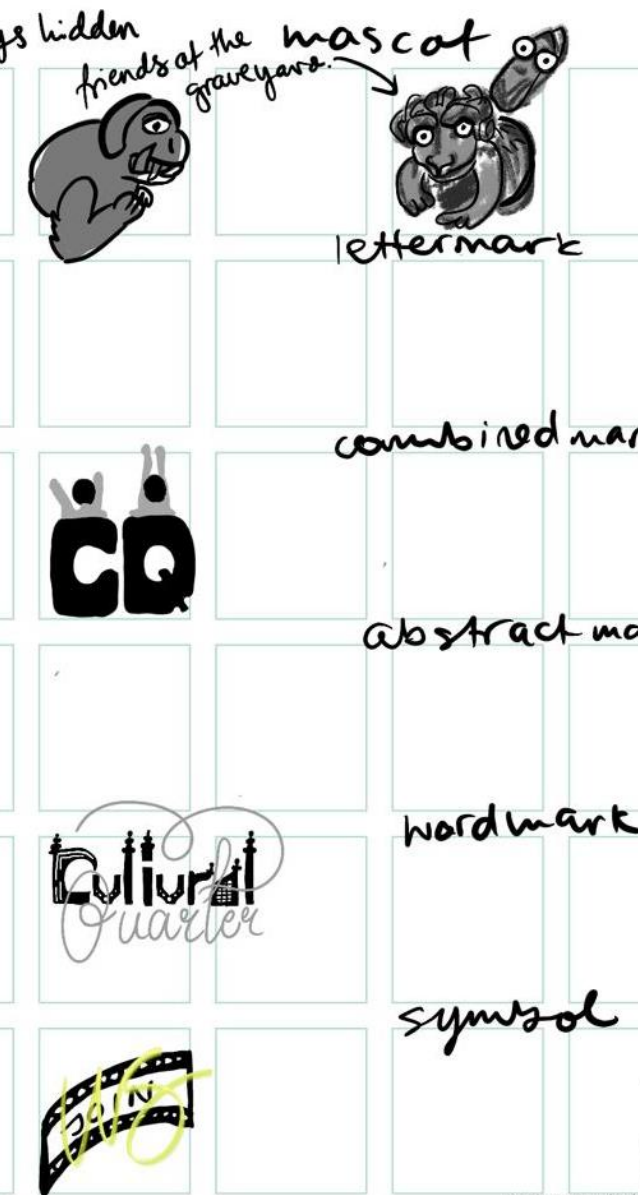
Cultural Quarter

So, what's your fave cocktail?

humm

Thank





Ideating and planning brand logo and assets for the fifth mood board which I chose to continue with

Cultural Quarter



\$ old buildings
(new in B&W)



Some of the final assets I made for the second brand option

I liked the effect of the black and white, especially with such colourful surroundings, it really makes it pop out. The feedback I got was that the posters could have been more uniform and like each other to make a more cohesive brand. If I were to do this again I would try to be more creative with them. People did like the website photo idea and the sculptures.



Reflecting on feedback, the module and the process.

The process was interesting although in my opinion too research based rather than practice and creating things based. Most of the feedback given lacked depth but from the lecturers and tutors it was quite useful. The module itself was intriguing, I liked the worksheets each week although I wish there was more practical work. The lectures were less insightful than I had hoped, other than the guest lecture, he was great. Hope this is somewhat helpful with making the module next year and overall, it was an enjoyable module albeit a little relaxed until the end.

ACA145 BRANDING AND STRATEGY Five Reflections (Rs) Framework

REPORTING describe your experience; think about all of the feedback you have received.	RESPONDING describe how the feedback made you feel, what was your emotional response?	REASONING Did you agree or disagree with the feedback, why?	RELATING Was the feedback useful, in what ways?	RECONSTRUCTING What will/did you take forward from the feedback you have received, if you reject some, why?
<p>the research part was very prolonged, repetition of images and concepts in lectures & supervised sessions made me question whether these sessions were even useful if we weren't taught anything new.</p> <p>the actual physical drawing and output work is crammed into 1 week, should focus less on ideation & more on building unique skills</p>	<p>Some feedback was shallow, group tut. feedback was useful. Helps me improve and think out my ideas</p>	<p>Agree, mostly pointed out what was missing or what I had forgotten to think about.</p>	<p>Point out iden loopholes.</p>	<p>Think through loopholes & find solutions to them</p>
<p>with processes & actually creating things</p>				

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