THE MAKING OF
CHRONICLE
OF COALS AND COKE

Contents

Brief Digestion
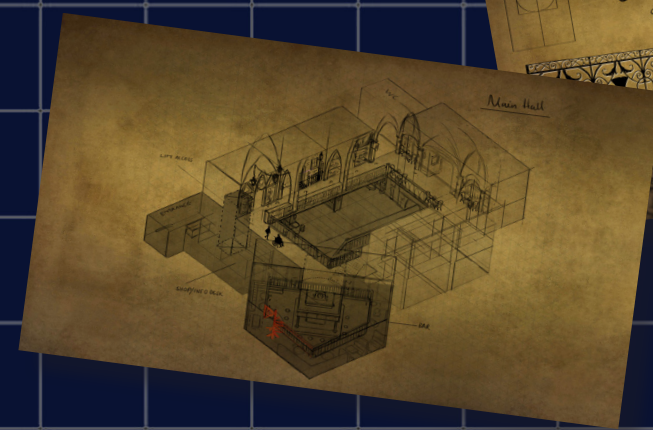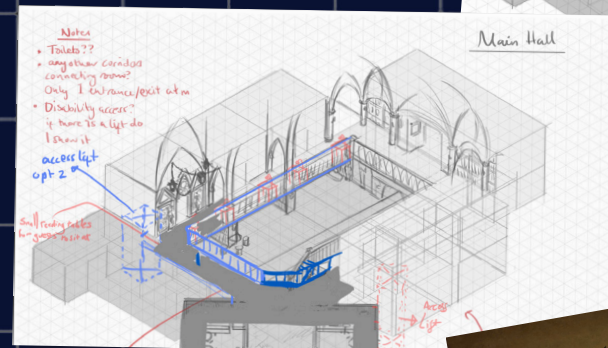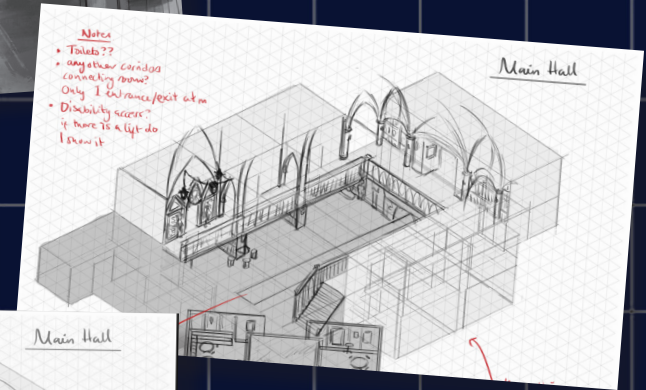
To properly digest the brief, we first shared all the details of the design brief and had a group discussion about our initial thoughts.

To better understand the fundamental objectives and targets of the brief, a 'high level' brief response pack was created so the team could focus on core ideas to start the initial ideation process.

The Baker's dozen

DESIGN CHALLENGE
BRIEF RESPONSE 1

PRECEDENTS:

Name: The London Dungeons
Location: Waterloo
Size: ≈2500sqm (half project size)
LBE Type: Immersive Theatre
Website: https://www.thedungeons.com/london/

Name: Gravity Max Wandsworth
Location: Wandsworth
Size: ≈9250sqm (2x project size)
LBE Type: Future Arcade
Website: https://gravity-global.com/max/wandsworth

Name: Babylon Park
Location: Camden
Size: ≈3250sqm (3/5 project size)
LBE Type: Micro Park
Website: https://babylonpark.com/index.php/UK_Web..en/

KEY BRIEF POINTS

Must be an LBE attraction

Strong Narrative (request for emotional resonance and rich storytelling)

Culturally suitable   **Something New** (innovation)

Material Use   outdoor?

Realism

Sustainability   **Operationally Feasible**

Scalability

50,000sqft size (4,645sqm)

REQUIREMENTS

Concept Name

A Feature Graphic

Attraction Synopsis – 300 words

Detailed attraction Summary – Narrative, Characters, World Building Context

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...os

APPROXIMATE TIMELINE

Blue Sky: Fri 31st May – Sun 16th June

Research Trip: Sun 9th June (and the 11th tehe)

Concept development: Mon 17th June – Sun 21st July

Schematic & Final Visuals: Mon 22nd July – Fri 16th August

Contingency: Sat 17th August – Thurs 29th August

Submission: Fri 30th August

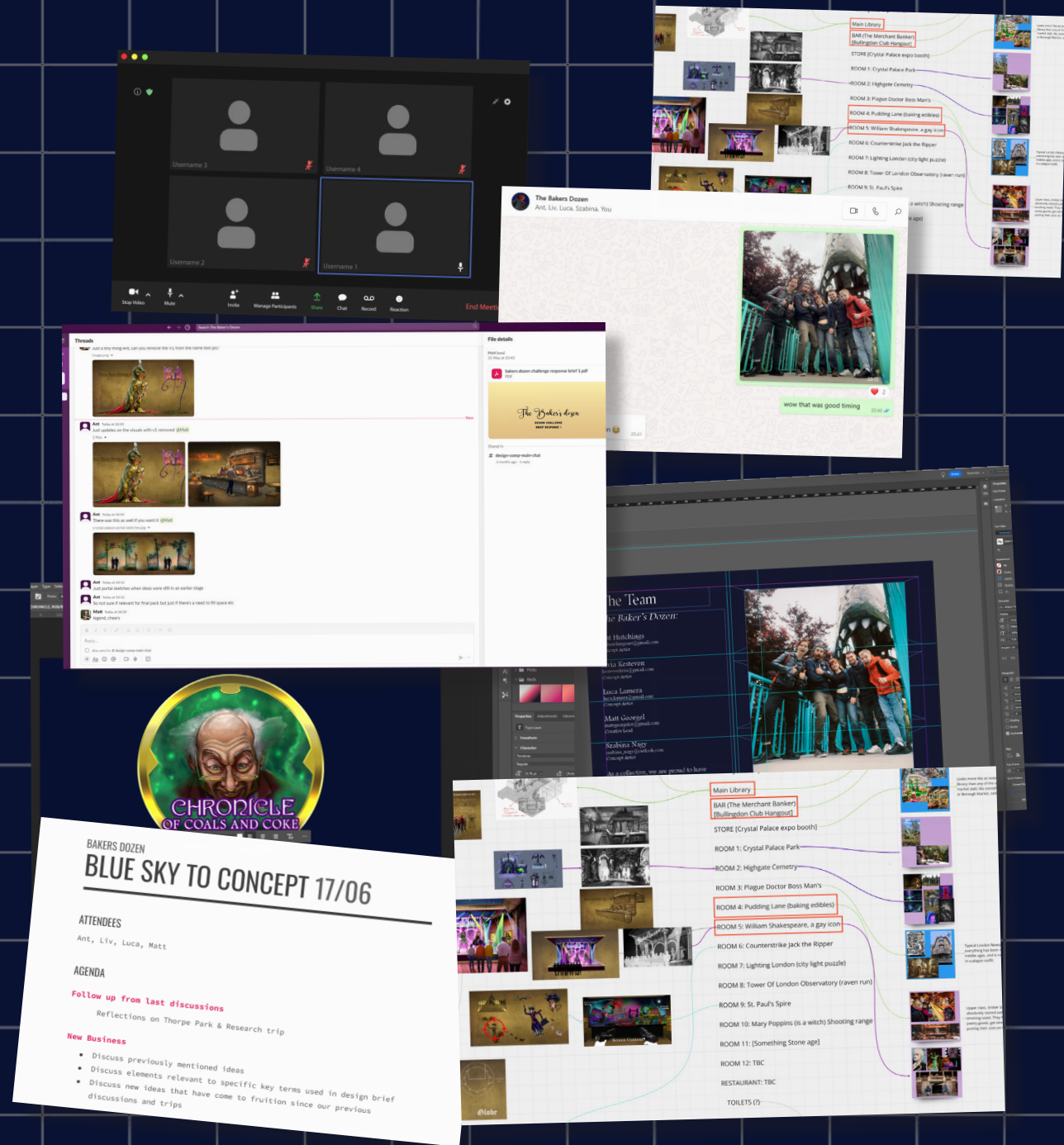**Celebratory team Picnic:** Sat 31st August

Tools

Once the brief had been processed by the team, we agreed to create some structure for the project in terms of programmes used, and timelines.

The project was completed with the assistance of industry standard tools, including the Adobe Creative Cloud Suite, Whatsapp, Miro, and Slack.

Adobe Creative Cloud was primarily used for Photoshop, Illustrator and InDesign, whilst Slack was used for general team communications as it allows for more functionality over Whatsapp. We used a broad amount of the capabilities of Miro to produce visual workflows and development plans in a virtual collaborative environment - this included moodboards, brainstorms, written briefs and visual development paths for the whole team to see.

As a collective, we worked with a flat hierarchy, meaning creative ideas and suggestions could come from any member at any time, allowing for the most raw and untampered creative sparks to come to fruition throughout the project.

Weekly calls were held and minuted on Google Docs and Zoom to help record our progression throughout the process and discuss hurdles.

Research Trip

A fundamental point of understanding the brief was experiencing first hand, how broad Location Based Experiences is as an attraction label. In order to see the different ways *LBE*s have been executed, the team visited:
- The London Dungeons
- Babylon Park
- Gravity Max Wandsworth
- Thorpe Park

These trips were paramount in getting the team on the same wavelength in understanding scale and experience types, as anecdotal experiences we shared on the trip could be tapped into for reference and inspiration.
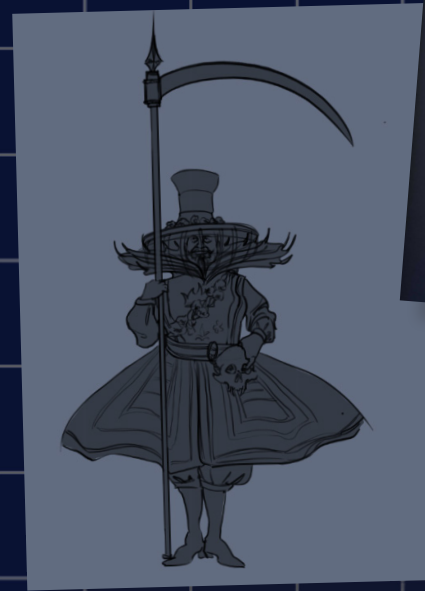
Visual & Design Development

Lots of discussions were had at the start of the design process, trying to pin down how we could take our experience of our research trips and convert that into tangible foundations for a new creative design for an experience.

The team ended up sketching assets and developing ideas based on myths and legends. A new take on time travel... Something that took the experiences we had and converted them into a new way of storytelling.

Maybe the activity was going to be mini golf? A live theatre experience? Some form of small FEC with a historical, mythological based theme?

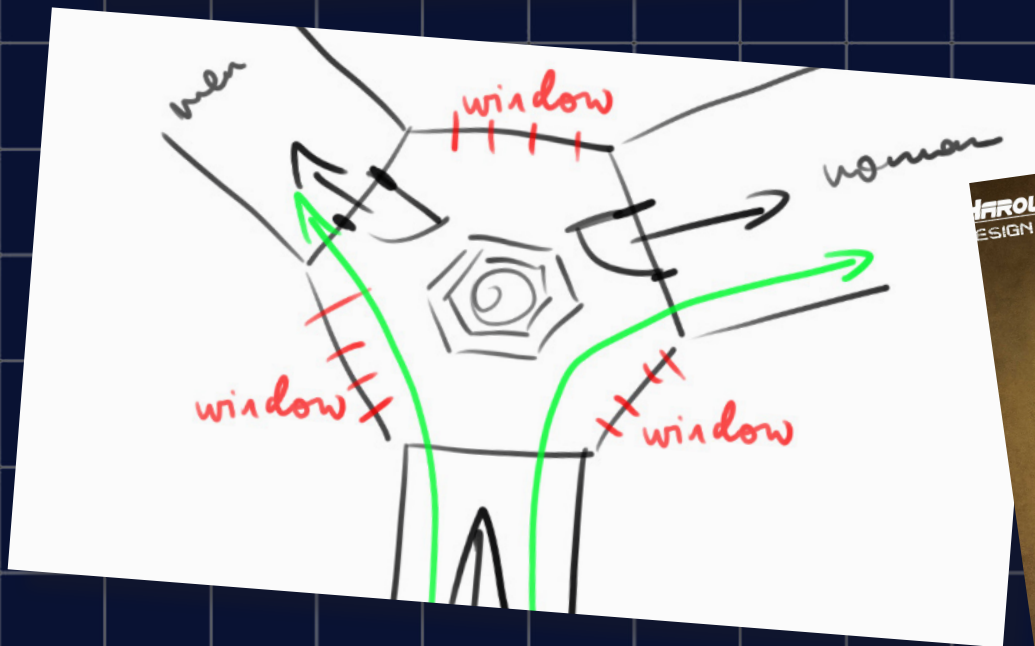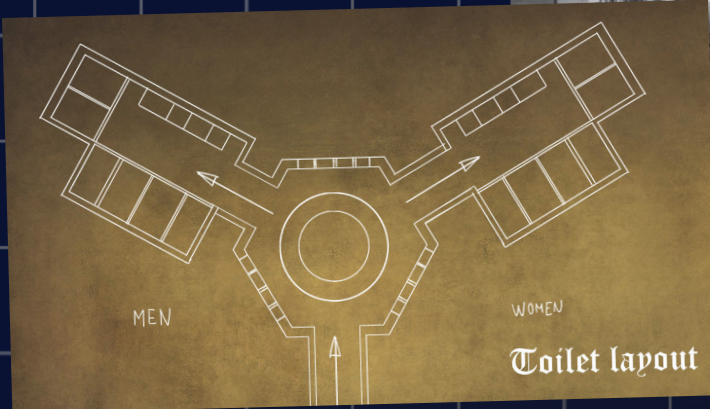Right now, it didnt matter. We just threw ideas into sketches and saw what came out.

Visual & Design Development

Afetr a few weeks of sketching initial ideas, we agreed that the best route for us to go down was a more unique visitor attraction, something along the lines of an open world live theatre. This would be challenging for us as a design team who had been accustomed to different areas of the industry, but also it would allow us to come up with a pretty unique proposal.

On the back of this, our design process involved discussing characters, themes and minigames, Then we started producing assets that could be used in final visuals, as well as greyscale sketches to start to get a sense of what the experience might look and feel like.
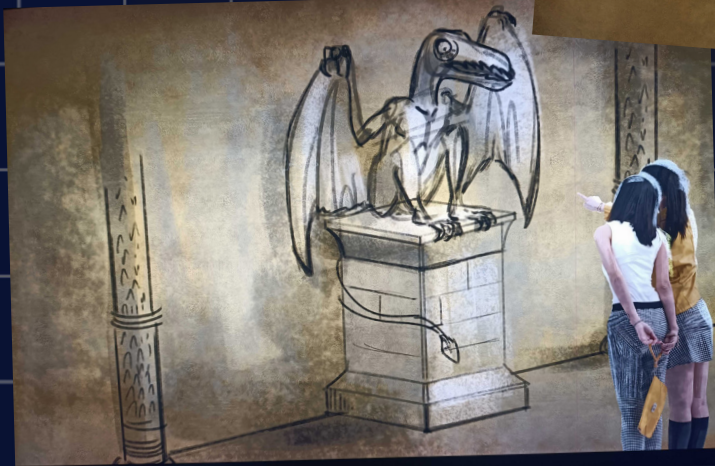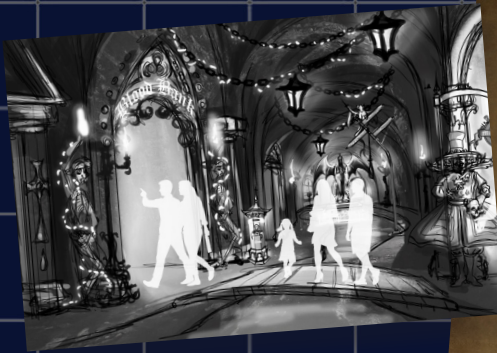
Visual & Design Development

MEN

WOMEN

Toilet layout

Blood Bank

Morgue

Mind the gap

HAROLD'S SON
DESIGN SHEET 1

LOGO

men

window

woman

window

window

window

Visual & Design Development

Group art direction combined with creative feedback started to help channel our collective vision for the concept into a more uniformed aesthetic and style.

Stoned Bakers seating assets

Slaaay

Small bald patch?

So fuckin good!!

ShakesQueer

Maybe a tudor reference on the thighs?

Pudding Lane Bakery - V1

THE STONED BAKERS

Pudding Lane Bakery

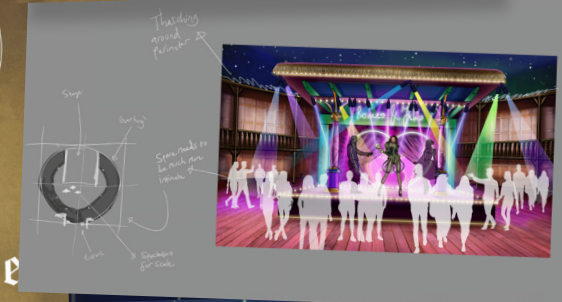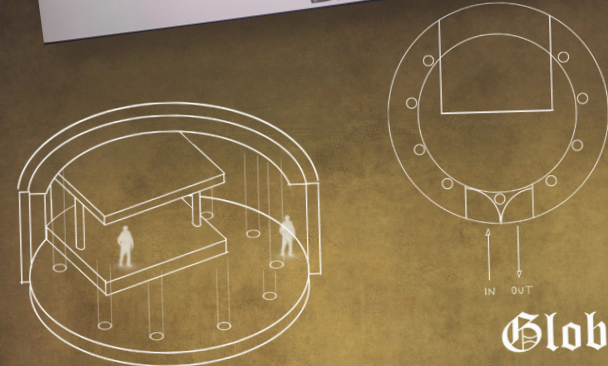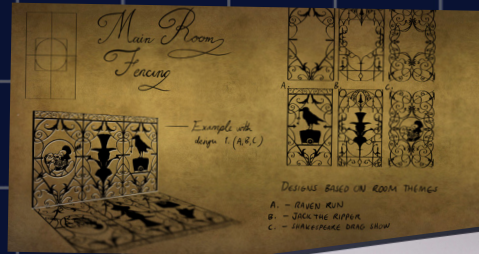ARCHEOLOGIST   SCIENTIST

Mind the gap

Visual & Design Development

Now with key characters and spaces starting to be established, the collective pushed on to start brushing visuals carefully to ensure the final package looked consistent and polished.
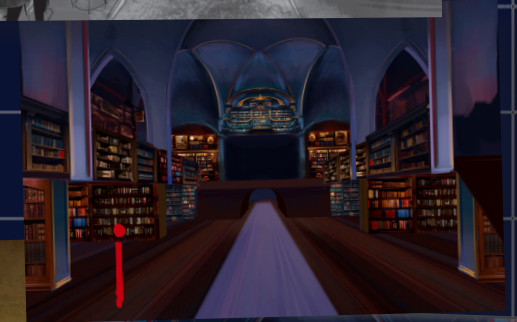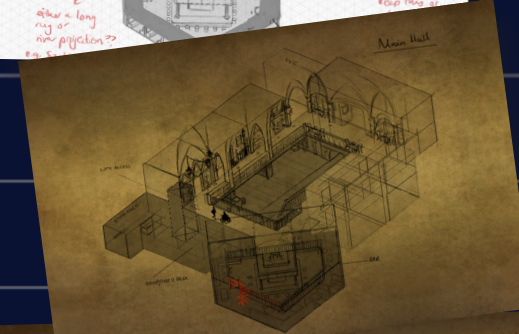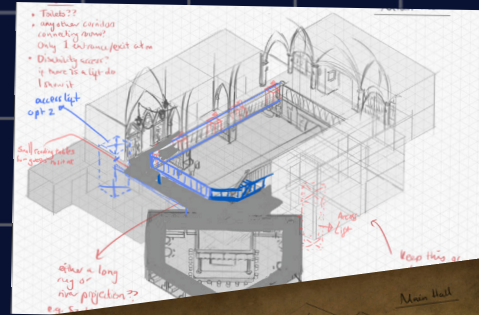
Visual & Design Development

As is typical with good ideation, a lot of the work produced during this stage of concept design is not appropriately polished to present in a pitch deck, however for a competition we believe it's important to acknowledge and display the amount of work that has gone into our creative process.

THANKS FOR READING!