

journal for

GRIND HOUSE

redesign

by blanche deards



outside of grindhouse currently

issues:

- No narrative
- Not apart of Grindhouse
- Confusing colours
- No colour scheme

- No reason to stay than to eat and chat
- Doesn't reflect being an arts and humanities or WAAPA student
- No sense of identity
- No art or decoration
- Not aesthetically pleasing
- Doesn't fit with the inside of Grindhouse



Week One

Saturday, 29 January 2022 9:37 am

Ellen Lupton: Design is storytelling

Storytelling = constructing an imagined reality

Good design elicit emotion - should be satisfying

Empathise → Define → Ideate → Prototype → Test

Narratives illuminate what is memorable

Engage attention & heighten recall

Tap into reservoir of memories that add meaning

Help connect & disparate objects

Cathy Nance - Interior Design is a system
- Co-operative systems
- Listeners contribute to story & its important for the story to be understood to be successful
- Can manipulate meaning

Design is expected to be understood

Have always been used to be understood historically.

The Middle Ages

Storytelling - Mystery plays were invented by the Catholic church
- Dramatic method for telling morality stories
Beginning of a sense of 'homogeneity in narrative'

The Bayeux Tapestry

Reflective of another strong narrative of the time

The printing press → Gutenberg 1440
- First major printed book using printing press
MONKS → Published these books - One narrative - Uniscript
↳ Illustration, fonts

Gothic Design

Architecture as storytelling → Milan, Notre Dame France
↳ Built as a celebration of religion
Gothic cathedrals
↳ Intended to convey a theological message
↳ The great glory of God

Early books & architecture

↳ Illustrations like stained glass

Architecture telling a story

Tudor architecture

↳ Safe, secure, strong
↳ Taxes dictating style
↳ Chimney - new technology - over the top & large to show off & how wealthy they were
↳ Hanwick Hall - Importance of an impressive front facade
↳ Windows mainly at front
1E floorplan → Royal family

Narratives in history

Beginning of visual storytelling

Lascaux Caves

Australia → Cave paintings - Arnhem Land 28,000 years old
Dunhuang Star Atlas 684 AD

Early Communication

Mural from the tomb of Khnumhotep & Niankhkhnum
↳ Like an animation

Early storytelling

Gilgamesh 1200 BC

- Earliest surviving notable literature
- Second oldest religious text after the Pyramid texts
↳ About quests similar to novels today

Early civilisation

- What stories were important
- Early stories relate to what was important in the culture at the time
- Dominant narratives → Reflect what is important now

Ancient Egypt → Deeply religious

1. Afterlife
2. The Nile
3. Plant & Animal life
4. Wealth

Colour symbolism

→ People outfired in black
→ Blue & gold - Royalty, hardest color to produce
→ Black - The Nile
→ Red - Young men
→ Yellow - Women & children

Garden temple - Hagley Hall, 1758

Henry VIII

The Renaissance

↳ Narrative revival - 14th century - 17th century

Baroque

↳ Symmetry & ornament: narrative of wealth & power
↳ Referenced classical architecture
↳ St Pauls cathedral London, Palace of Versailles France 1710
Zwinger Dresden Germany

Rococo

↳ Pastels & white
↳ Asymmetrical
↳ Ornate details that were natural

Modern opera houses & theatre - Built in baroque style

ivy league colleges → Classical architecture

British museum

CPO in Perth

Law Court

↳ We revive certain eras just for the story

Visual communication

↳ Russian campaign 1812

Ancient Greece

Storytellers

- Pythagoras
- Socrates
- Plato
- Aristotle

↳ Narrative: important part of their culture

- Literature, plays, philosophy, education

Greek Mythology

- Represent how they & their ancestors both perceived & related to the world.
- Lessons about morality

Ancient Rome

- Good vs evil

- Love

- Redemption

- Courage

- Perseverance

- Revenge

Classical period - rich in narrative

Theatre & sport - biggest part of their culture - Colosseum

Roman Empire collapse

↳ One story becomes dominant → Christianity

↳ Romanesque 1100-1300 AD

↳ Churches & cathedrals

↳ People wanting to be safe - buildings reflected that - strong, holds a lot of people - utilitarian

↳ Wasn't a period of creativity

↳ Middle / lower class - illiterate

upper class stayed educated

↳ divide

Stories of religion & narrative - medieval life

Precedents & Antecedents

Technology & Recurring Aesthetics

Get inspiration from/
Draw from your childhood

William Morris

Modernist Graphic Design

↳ Use of camera

↳ Laszlo Moholy-Nagy

↳ Bauhaus & constructivism

Cameras viewed as scientific tool - 1800s

↳ therefore art & design changed

↳ emotive & expressive style

Computer Design - 1980s Postmodern

Printing made unions & riots - loss of jobs

No need to stick to the grid, experimentation with grid

Computer Aesthetic

90s

Hand drawn style, illustrative

Anti computer

Reaction to context

The same aesthetic story can reappear as a result of different motivations

Narrative of social change in design

Designers reacting to context

lecture notes

Redesign Narrative Key Words

- Performance
- Creativity
- Community
- Friendship
- Social
- Relaxed
- Inclusivity
- Diverse
- Vibrant
- Connected
- Rustic
- Feel good
- Environmental / Nature / Natural
- Accessible

GRIND
HOUSE

2D touchpoints
inside

- Social media
↳ Instagram
& Facebook

2D touchpoints
outside

- Poster
↳ promote
live music

Issues:

- Not seen as part of Grindhouse
- No clear narrative
- Messy

planning and brainstorm
for re-design

stage	Awareness		Research		Decision	Experience	
touchpoint	Flyers	Social Media	Web-site	Review Site	Purchase food inspire or app	Review	Tell friends
customer process	Sees flyer, takes photo of friends	Menu, deals, concerts, sense of environment	See menu, sense of environment	See mixed reviews, can't decide	Depends on how busy, loudness, expenses	Help make change to cafe	About gigs happening, ambience
experience	😊	😊	😊		😊 😞		😊

Grindhouse Customer Journey Map
↳ Outside & gigs specifically

inspiration for redesign



Back of Grindhouse includes nostalgic memorabilia
Emphasise and further elevate this narrative of nostalgia
and sustainability for the outside redesign.



narratives
in design
for
inspiration

Dome Cafe Bassendean

Focus on railway history of Bassendean.
Railway carriage apart of the cafe.

Grindhouse - Can be linked to history of theatre, film, arts, use iconography



<https://buggy-buddys.com.au/dome-cafe-bassendean/>



<https://www.6sqft.com/robert-indianas-famous-love-sculptures-arrive-along-the-high-line/>

The High Line, New York

Old railway line, transformed into a bridge. Incorporates art such as sculptures and installation pieces



<https://www.thehighline.org/photos/high-line-art/>

Grindhouse - Incorporate artists' work, including visual and performance art.

narrative of mt lawley

Pictures from Beaufort and Walcott Street,
Mount Lawley Perth WA

Row of businesses on Beaufort
Street, Mt Lawley



Astor Theatre

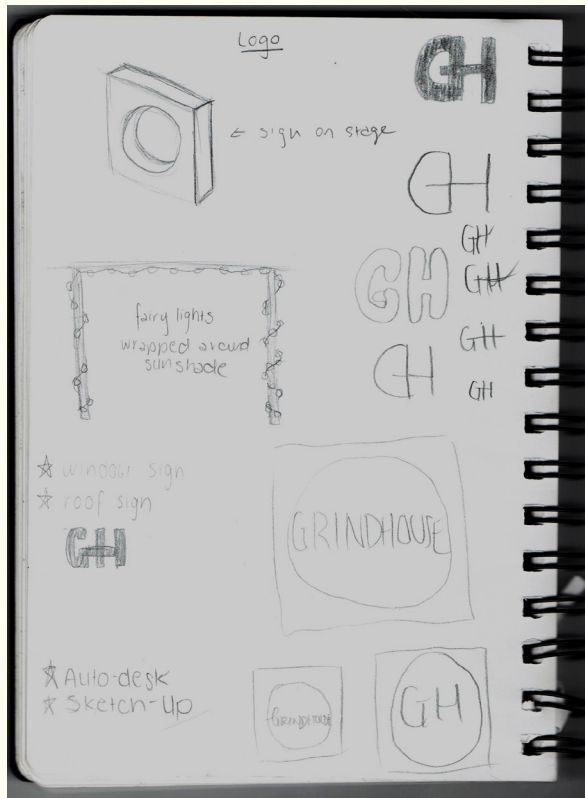


Beaucott Building

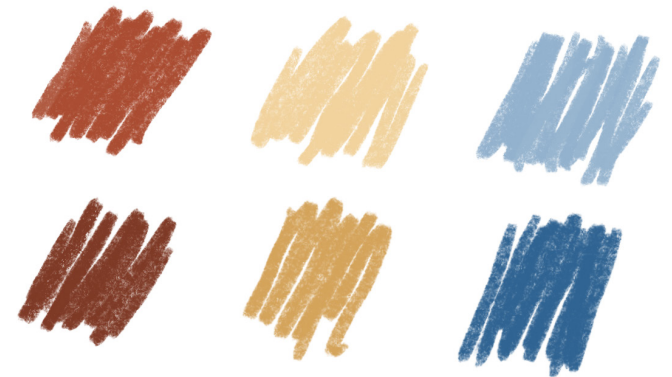


Historical buildings with new
businesses underneath.
Following a nostalgic and his-
torical narrative.
Integrating modern and
vintage/heritage styles, new
versus the old.

redesign ideas - brainstorm



colour scheme ideas



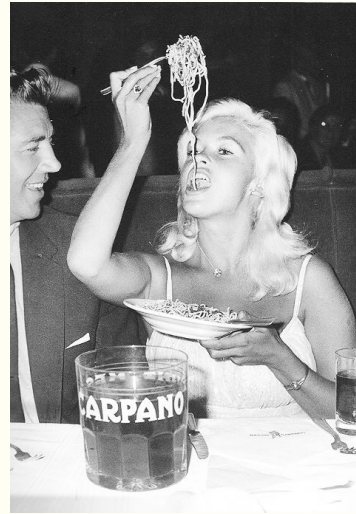
Primary colours - ECU colours

moodboard inspiration



<https://asunburntcountry.tumblr.com/post/26128354139/drklads-winter-post-cards-for-st-kilda>

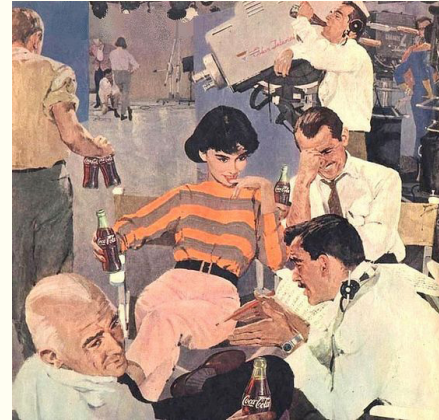
Nostalgic style,
illustrative



<https://www.pinterest.com.au/pin/92534967343892797/>



<https://www.pinterest.com.au/pin/2921710945876458/>



<https://br.pinterest.com/pin/350717889731295484/>



<https://www.eyefilm.nl/nl/whats-on/eyeshadow-the-royal-tenenbaums-feng-suave/269075>



<http://cinematreasures.org/blog/2015/5/11/celebrating-theatres-the-lunt-fontanne>

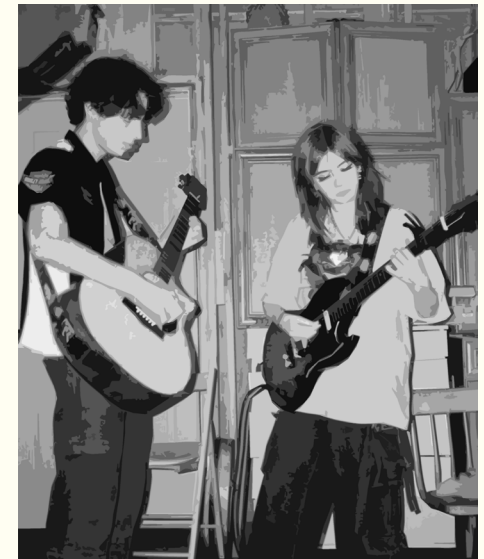


photo alterations for
moodboard

final moodboard



blanche deards
10534719



reference list

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Infinity Nightclub (2020). Person playing guitar at a club. [Facebook]. <https://www.facebook.com/INFINITIClubARMENIA/photos/801360520405593>

Osby, Ø. [wormsheri]. (2020). Two musicians and their instruments [photograph]. Instagram. <https://www.instagram.com/p/CBgRzFMBBik/?igshid=vmm0e8jgubis&epik=dj0yjnU9Y1B1QU5pUjc5MDBBRcHpnatY1LVTV3YaptVWVZb3BodDEmcD0wJm49T0kx0Gx2aW1tR2Z2bGpNVUpYcyt1dyZ0PUFBQUFBROpqnUsw>

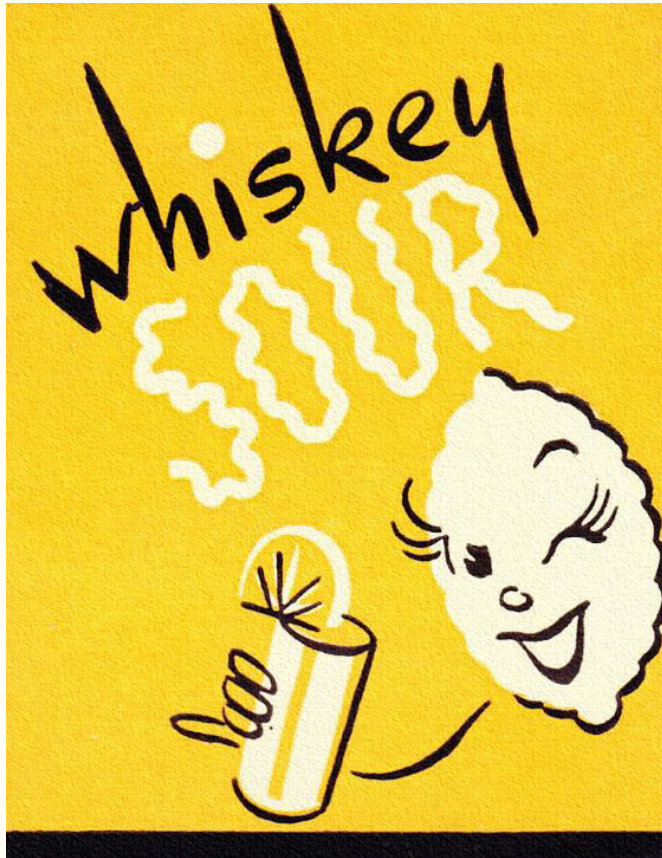
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View Apart (n.d). Gathering with masks [stock image]. shutterstock. <https://www.shutterstock.com/image-photo/friends-drinking-spritz-cocktail-bar-open-1744841810>

Vintage Images (n.d). Teens at diner [photograph]. <https://www.linearcanvas.com/products/vintage-diner-teen-pals-vintage-images>

Warhol, A. (1967). Marilyn Monroe [screenprint]. The Museum of Modern Art, New York, NY, United States. <https://www.moma.org/collection/works/61240>

logo redesign for grindhouse



<https://rogerwilkerson.tumblr.com/image/95745990666>

logo inspiration -
focus on shapes



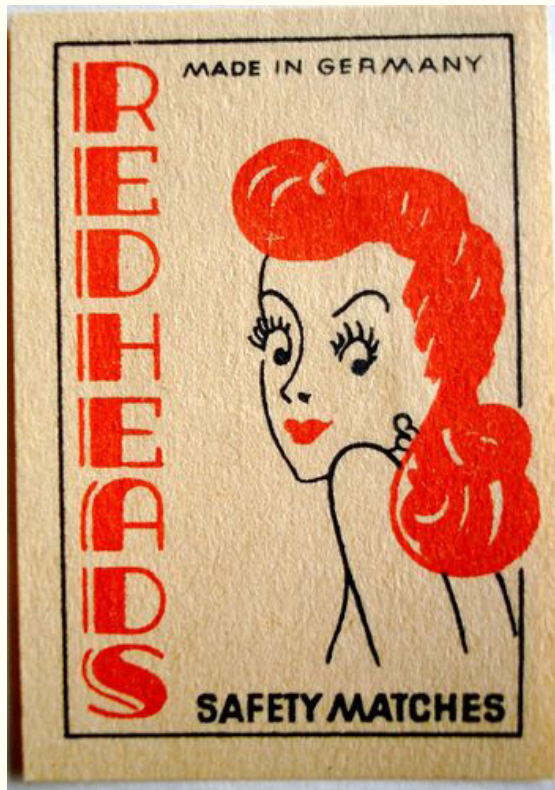
<https://dribbble.com/shots/11135142-TMSC-Logo-Design>



<https://www.myfonts.com/fonts/pintassilgo/ziclets/>

logo inspiration focus on colour scheme

<https://www.flickr.com/photos/hi-er-houd-ik-van/348912552>



'Handmade' effect

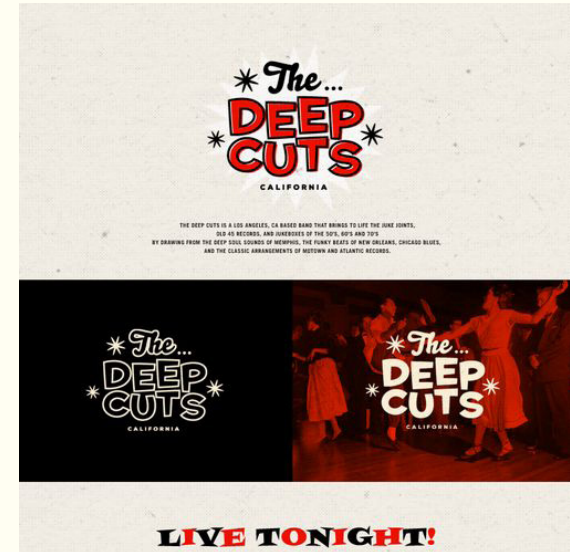


<https://www.flickr.com/photos/bartsol/6828096695/in/set->



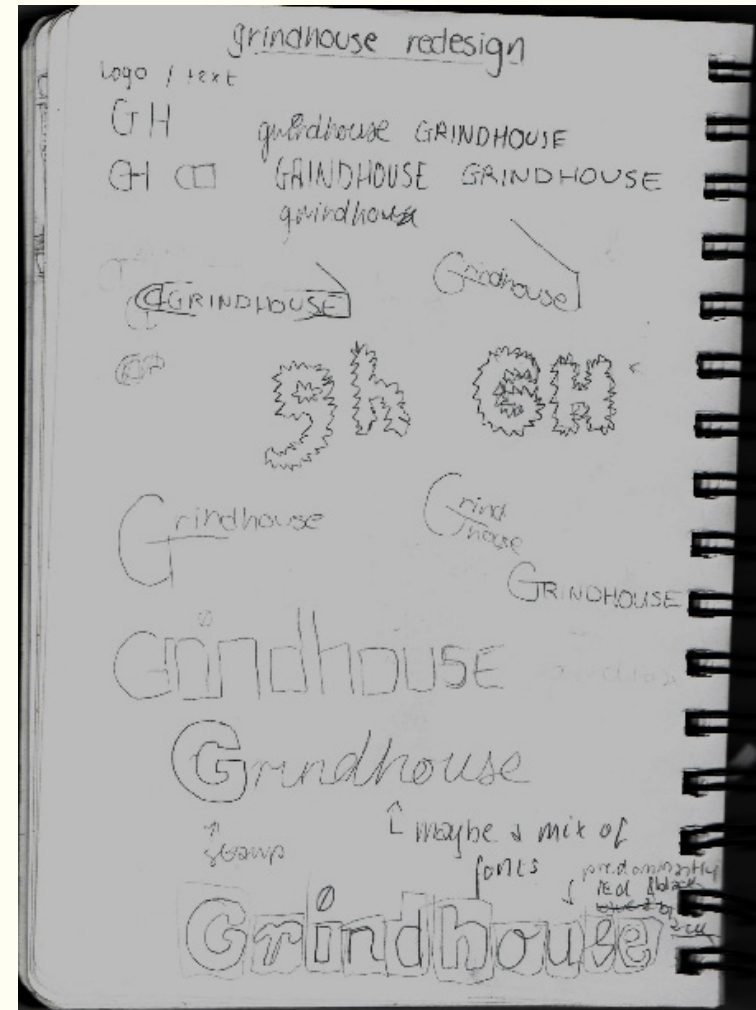
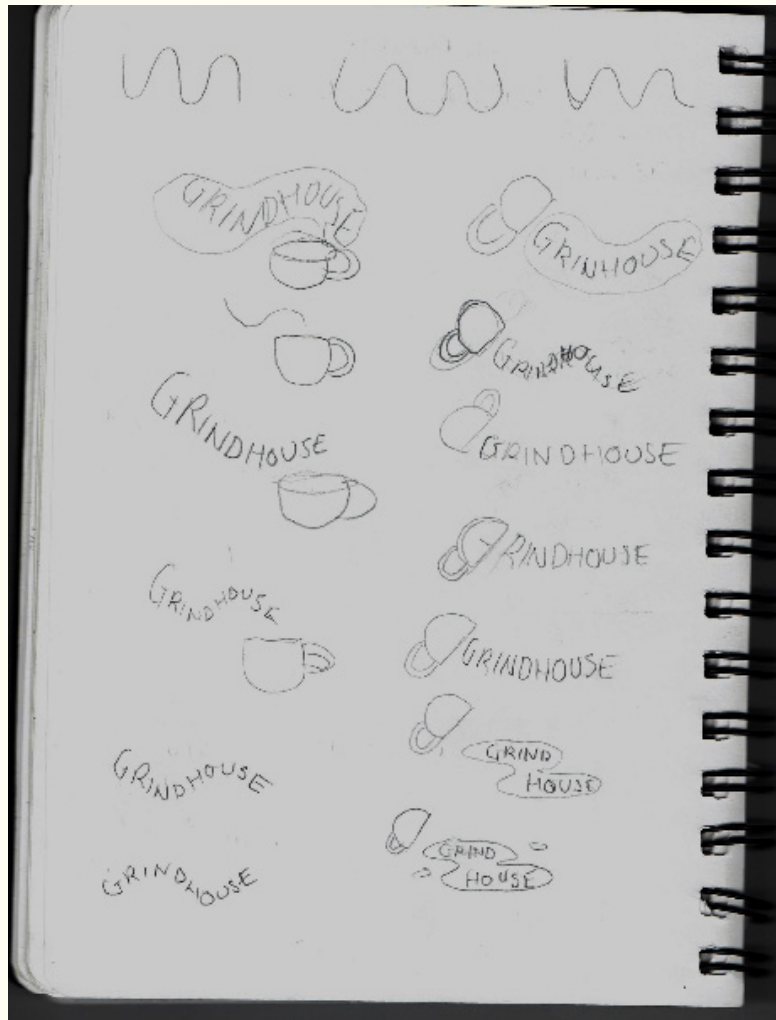
<https://www.pinterest.com.au/pin/94857135890608822/>

<https://99designs.com.au/logo-design/contests/create-vibe-logo-deep-cuts-485557?epik=dj0y-JnU9VzhQMm9VRIYOMmVHZUxURmIwRndPZm-VoaDNhRWtVaVkmcD0wJm49dUZQQmhpeUYtZF-laeHZkQnFubkVLdyZOPUFbQUFBROtYaFNj>



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logo redesign - brainstorm sketches



logo redesign - focus on fonts

Grindhouse logos
Left — Blenny Black
Right — Gastromond

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GRINDHOUSE

logo redesign - focus on colours



logo redesign - illustrated font





incorporating circle
from outside
grindhouse building

Saved this idea for the perspective illustration drawings



final logos



two dimensional touchpoints
inside the space!

inspiration

<https://www.flickr.com/photos/79761301@N00/5363892013/>

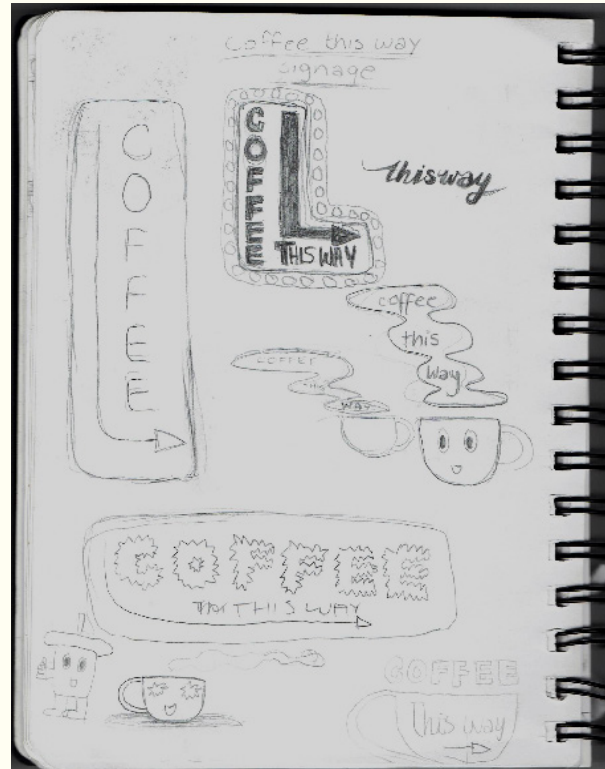
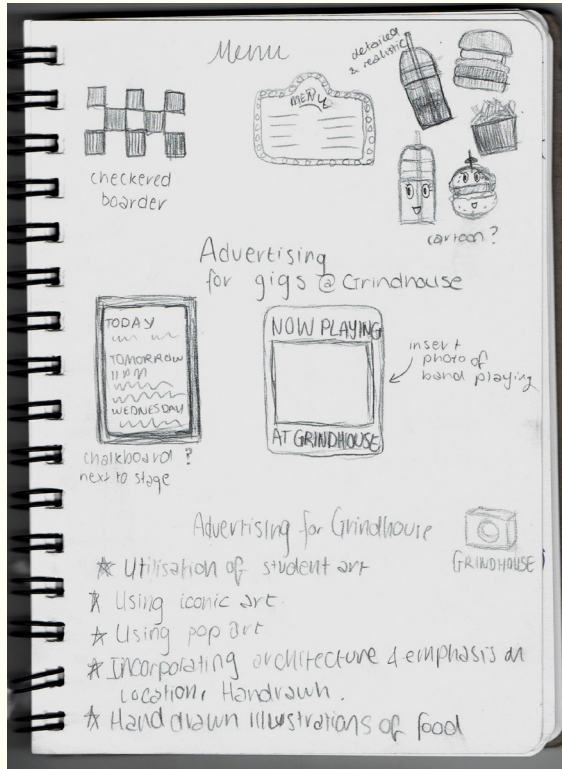


<https://www.pinterest.com.au/pin/480900066469912636/>

<https://www.pinterest.com.au/pin/396527942193703591/>



illustrative and fun fonts



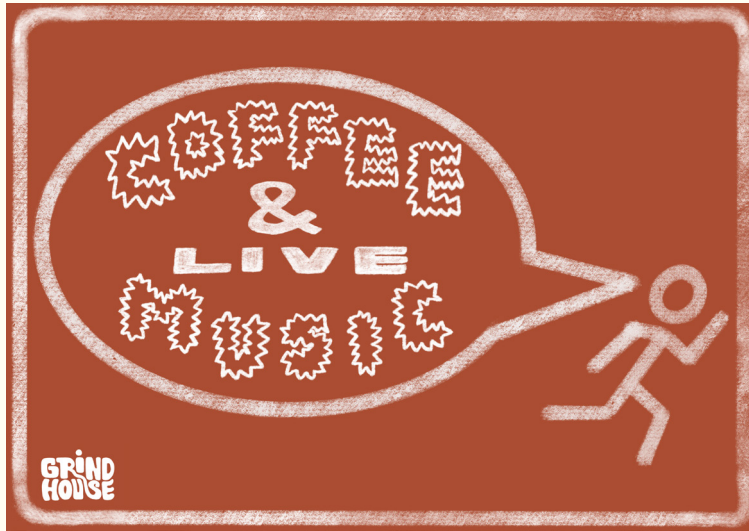
wayfinding posters

sketches of potential ideas



wayfinding poster





final wayfinding posters and mockup drafts



posters

mockups of posters



3D Street Poster Mockup by The Rose Project

https://stock.adobe.com/au/templates/3d-street-poster-mockup/475617576?asset_id=475617576



Glued Poster Mockup on concrete wall by x10

https://stock.adobe.com/au/templates/glued-poster-mockup-on-concrete-wall/341791083?asset_id=341791083



poster idea - coffee spill



final coffee spill posters

final posters



two dimensional touch-
points
outside of the space

illustrative focus - 50s and 60s Mcdonalds adverts.

Come and Get'em!

still only **15¢**

McDonald's America's Favorite HAMBURGER

McDonald's "ALL AMERICAN"

HAMBURGER • SHAKE • FRENCH FRIES • • • McDonald's "ALL AMERICAN MEAL" ONLY 45¢ ... FOR A FAMILY OF FIVE \$2.25

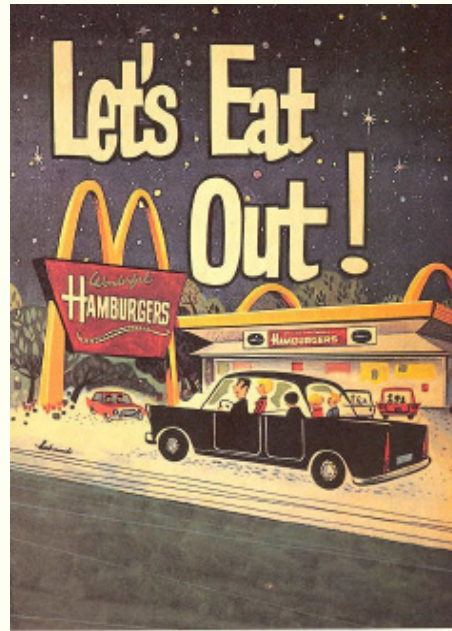
McDonald's

the drive-in with the arches

2540 Hubbell Ave.

4814 S. W. 9th

<https://cheezburger.com/8482053/43-interesting-and-some-times-outrageous-vintage-food-advertisements>



pop art, use of minimal colours



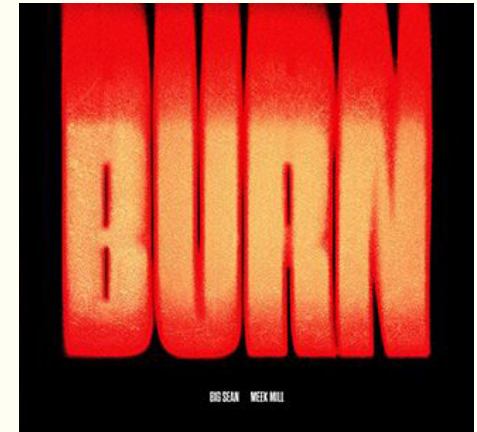
<https://www.dawn.com/news/1297136>

<https://bleubirdvintage.typepad.com/blog/2010/03/oh-you-pretty-sixties-things.html>

Glitch retro effect



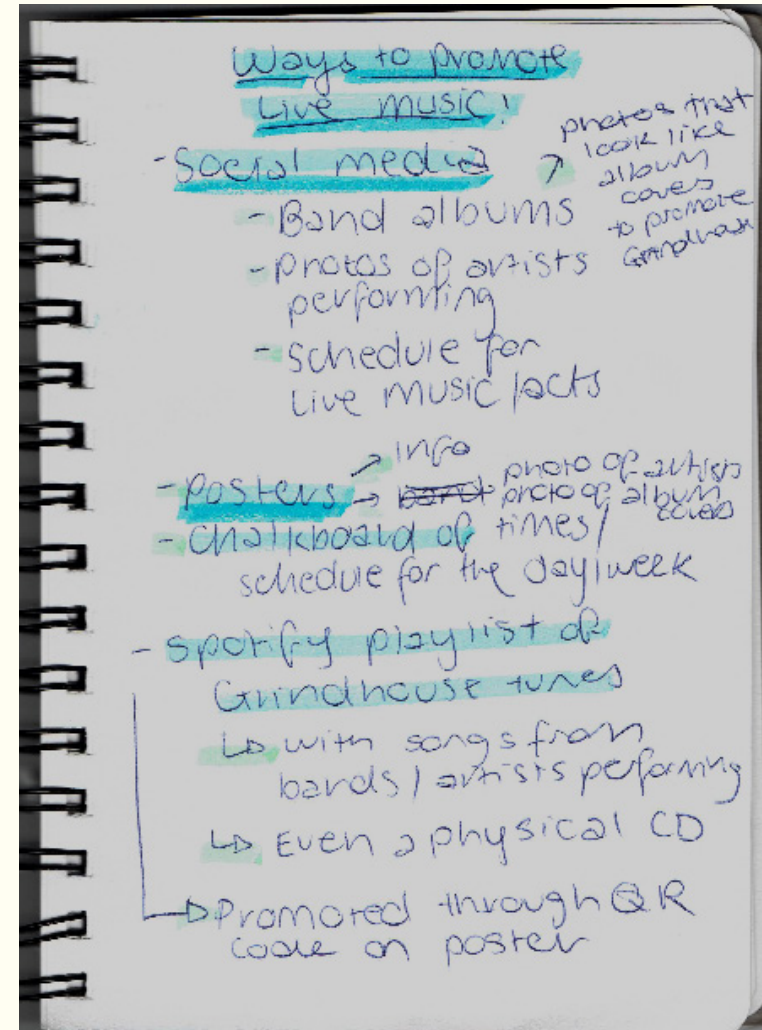
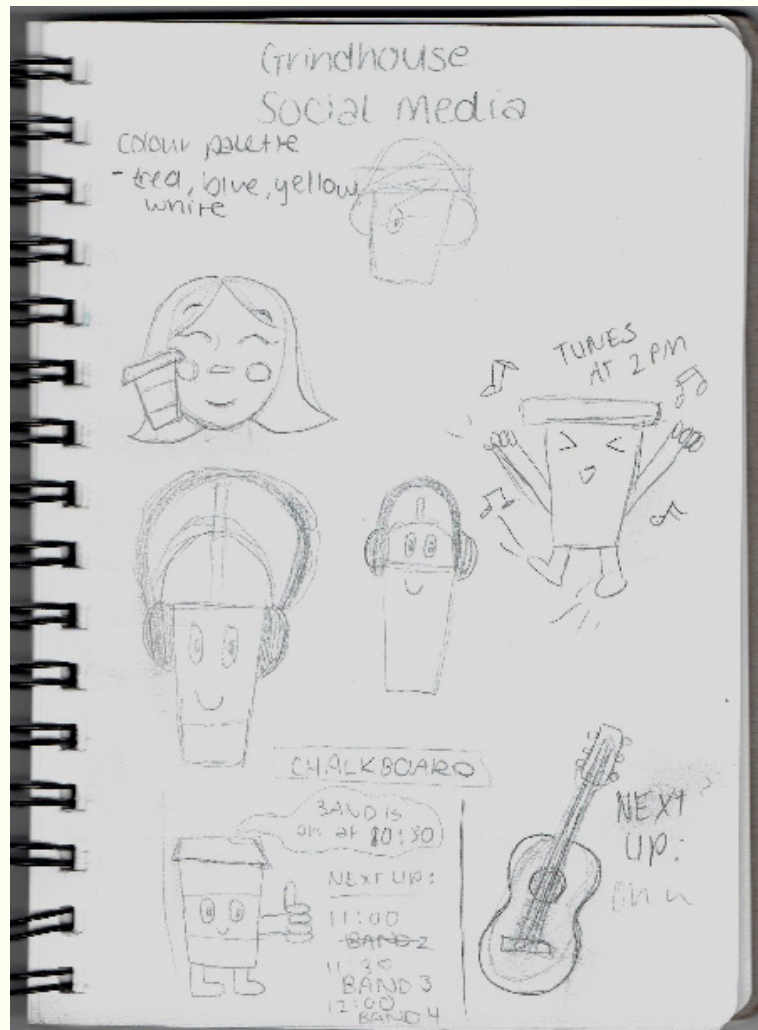
<https://weheartit.com/entry/283065665>



<https://www.joerperez.com/sandcastle-kings/>

inspiration

brainstorm and sketches





Signs from Grindhouse



final header design

facebook
profile





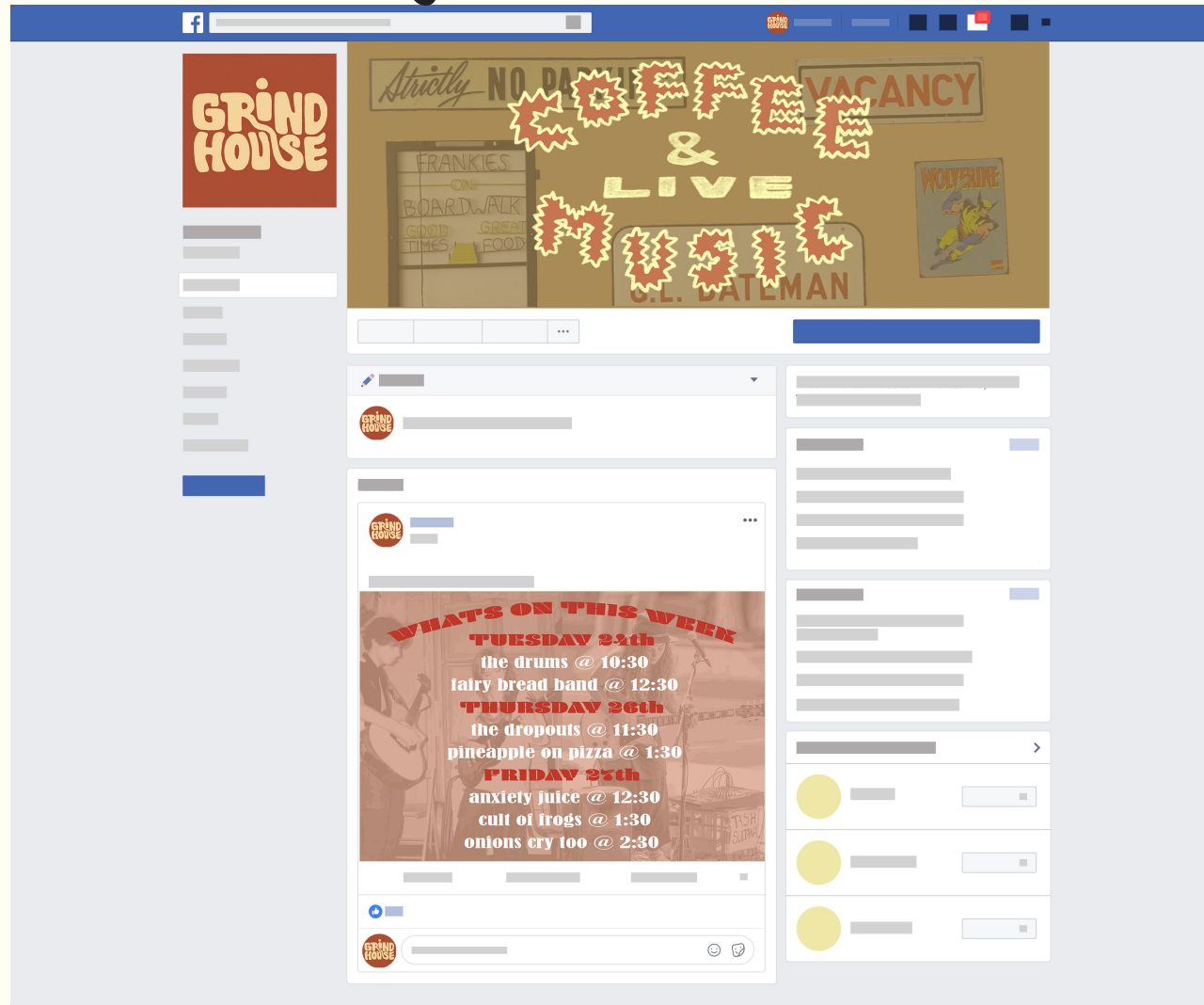
Images from moodboard



facebook post - schedule

final design

final facebook design



Facebook mockup <https://unblast.com/free-facebook-page-mockup-psd/>



instagram
posts from
previous
designs

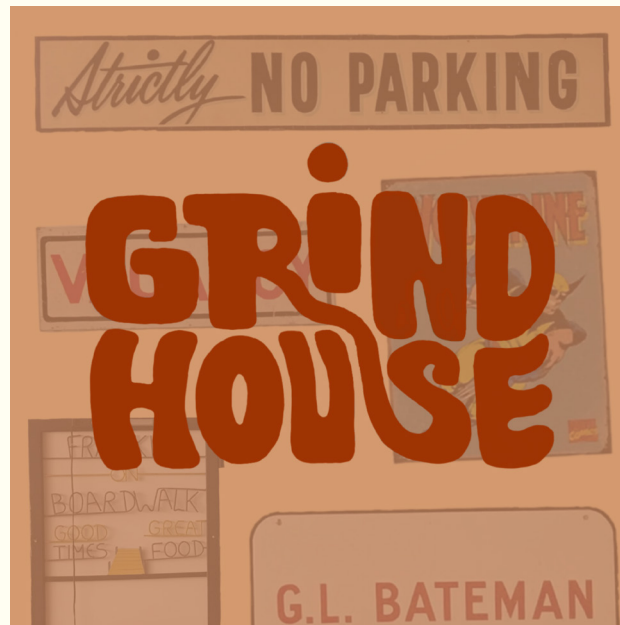
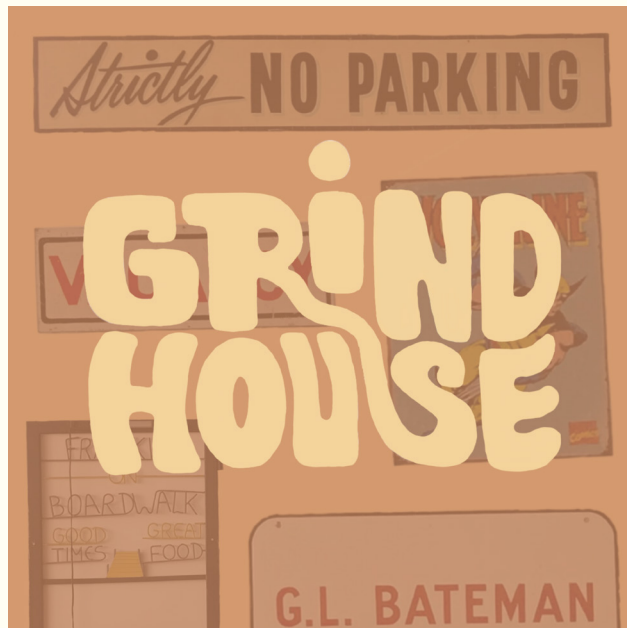
Schedule for music at
Grindhouse
Promoting coffee and
live music



final design



variations of the logo design



final design

instagram
post from
signs



instagram
post
coffee spill

Promote coffee and
appears like an
album cover



final design

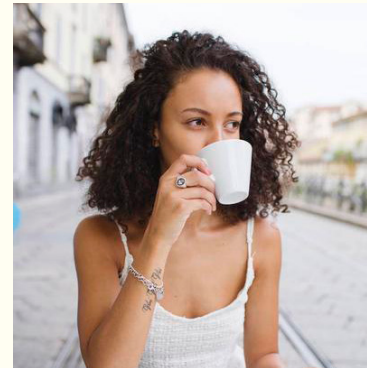




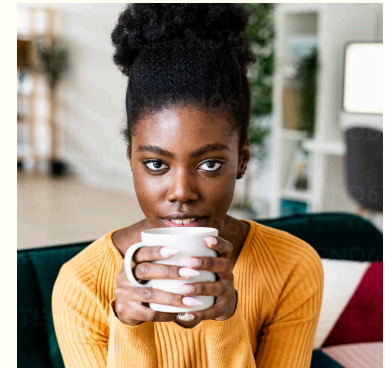
<https://www.audacy.com/kcbsradio/news/national/ucsf-study-drinking-coffee-lowers-risk-of-heart-problems>



<http://www.jlfp.fr/products.aspx?cname=person+drinking+coffee&cid=154&url=>



<https://www.westend61.de/en/imageView/MGOF02864/young-woman-standing-on-balcony-drinking-coffee>



<https://focusedcollection.com/sp/stock-photos/madow.html>



final design

instagram
post - coffee



<https://cutewallpaper.org/22/micro-phone-3d-wallpapers/view-page-22.html>



final designs



<https://www.netidee.at/osme-open-sheet-music-education/der-neue-osme-blattleseue-bungsgenerator-so-funktioniert-es>



instagram post -
live music and pop art

instagram post - illustration

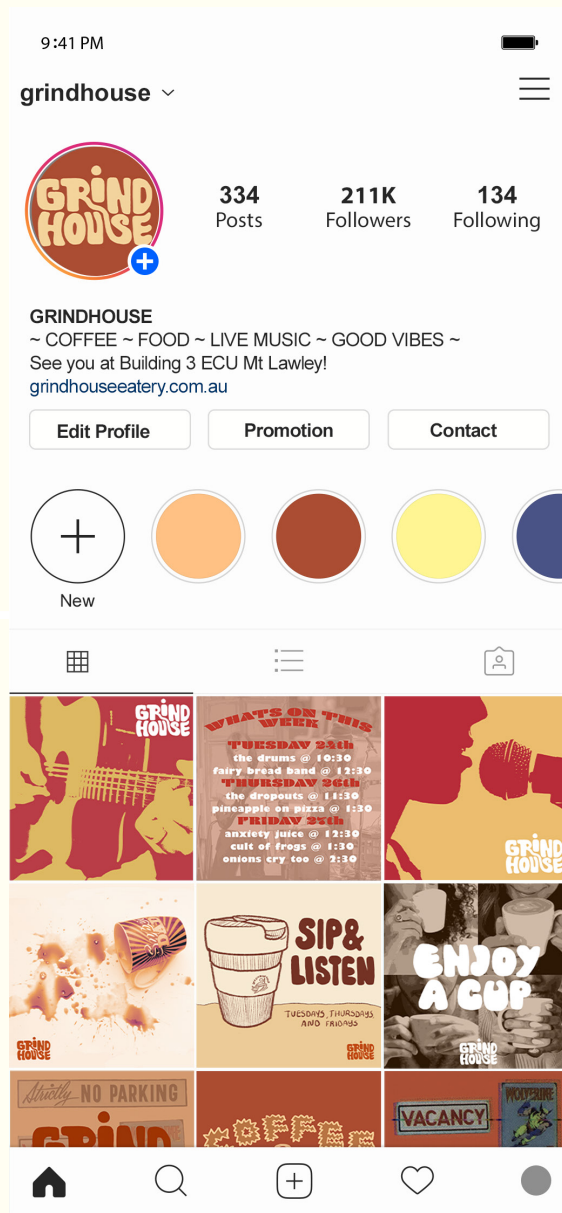


Promote sustainability of re-usable cups and encourage patrons to stay for live music



final design

instagram profile



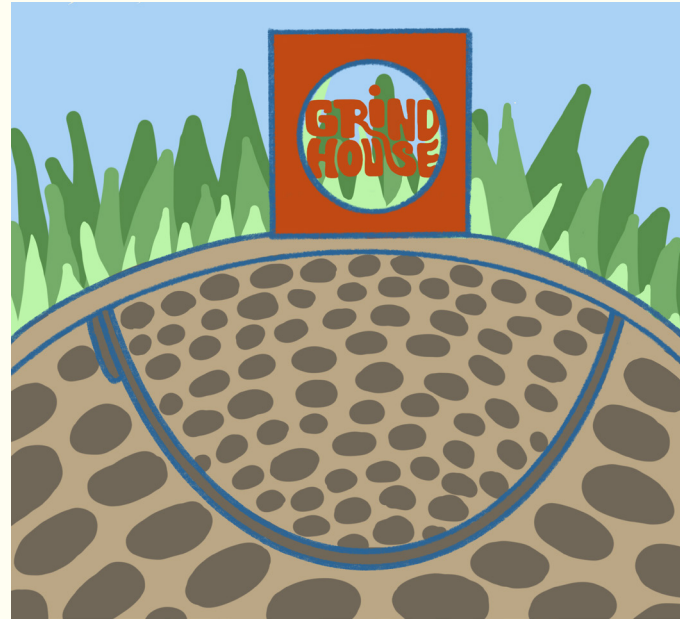
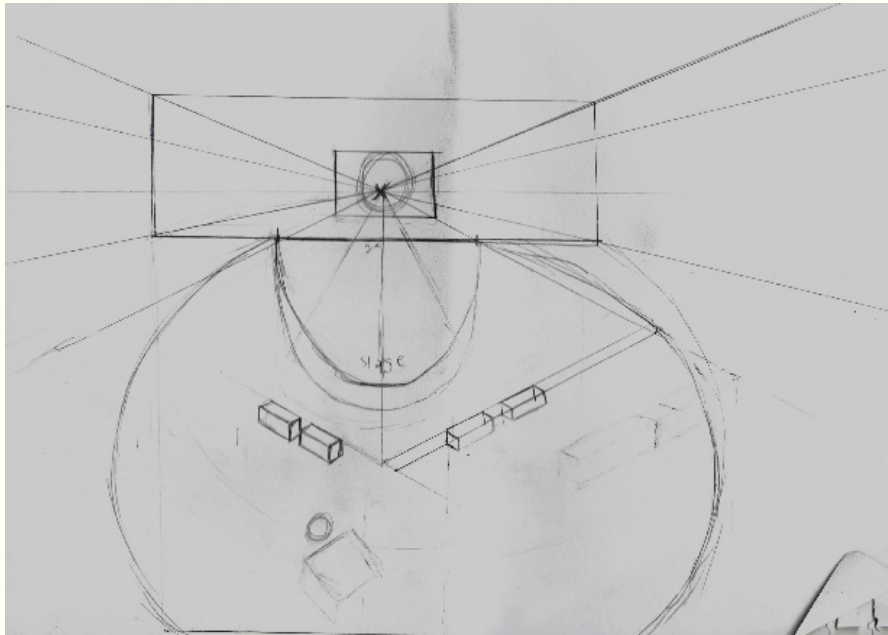
instagram feed



final
instagram
designs

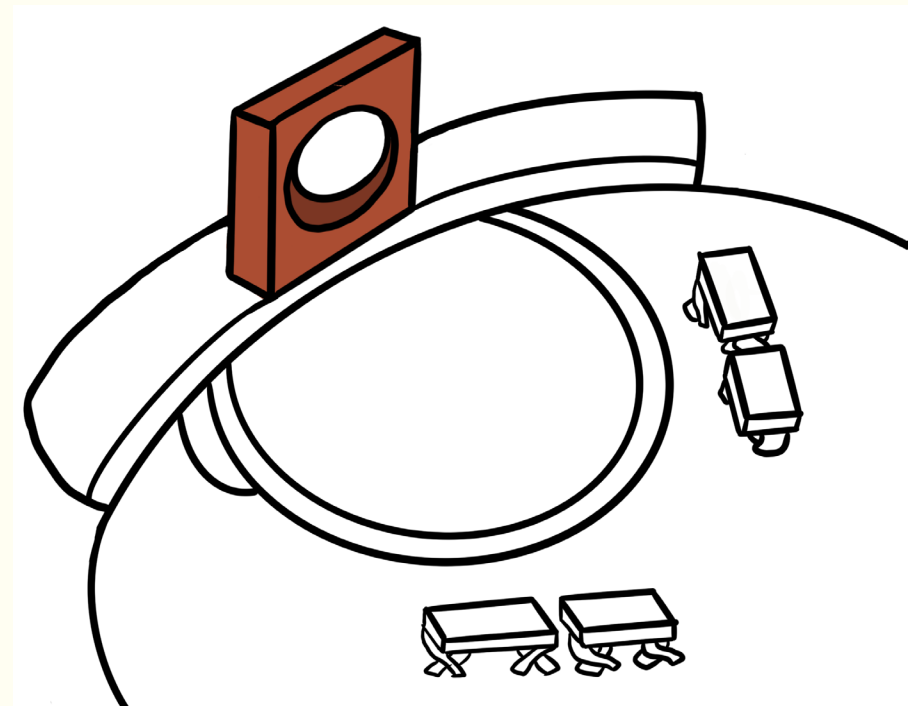
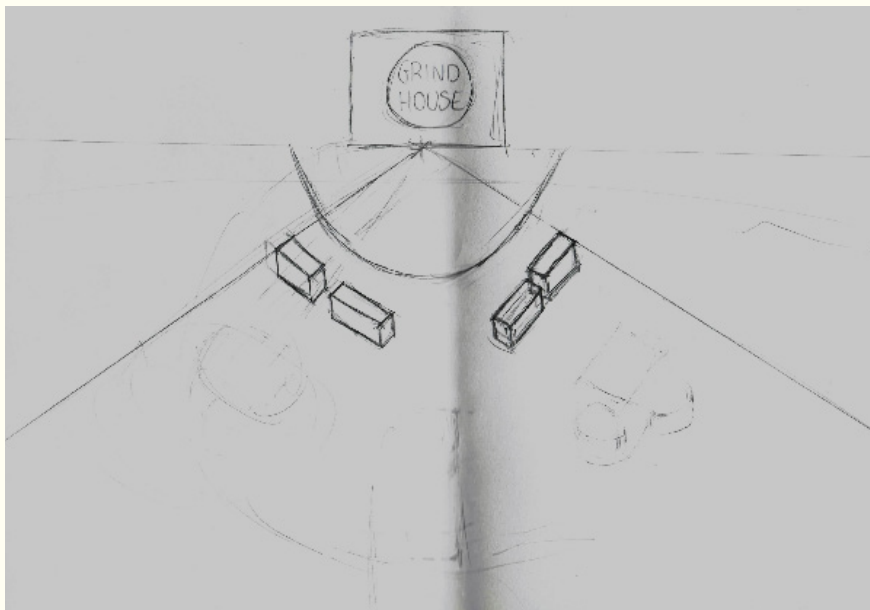
Instagram mockup <https://unblast.com/free-instagram-mobile-mockup-2019-psd/>

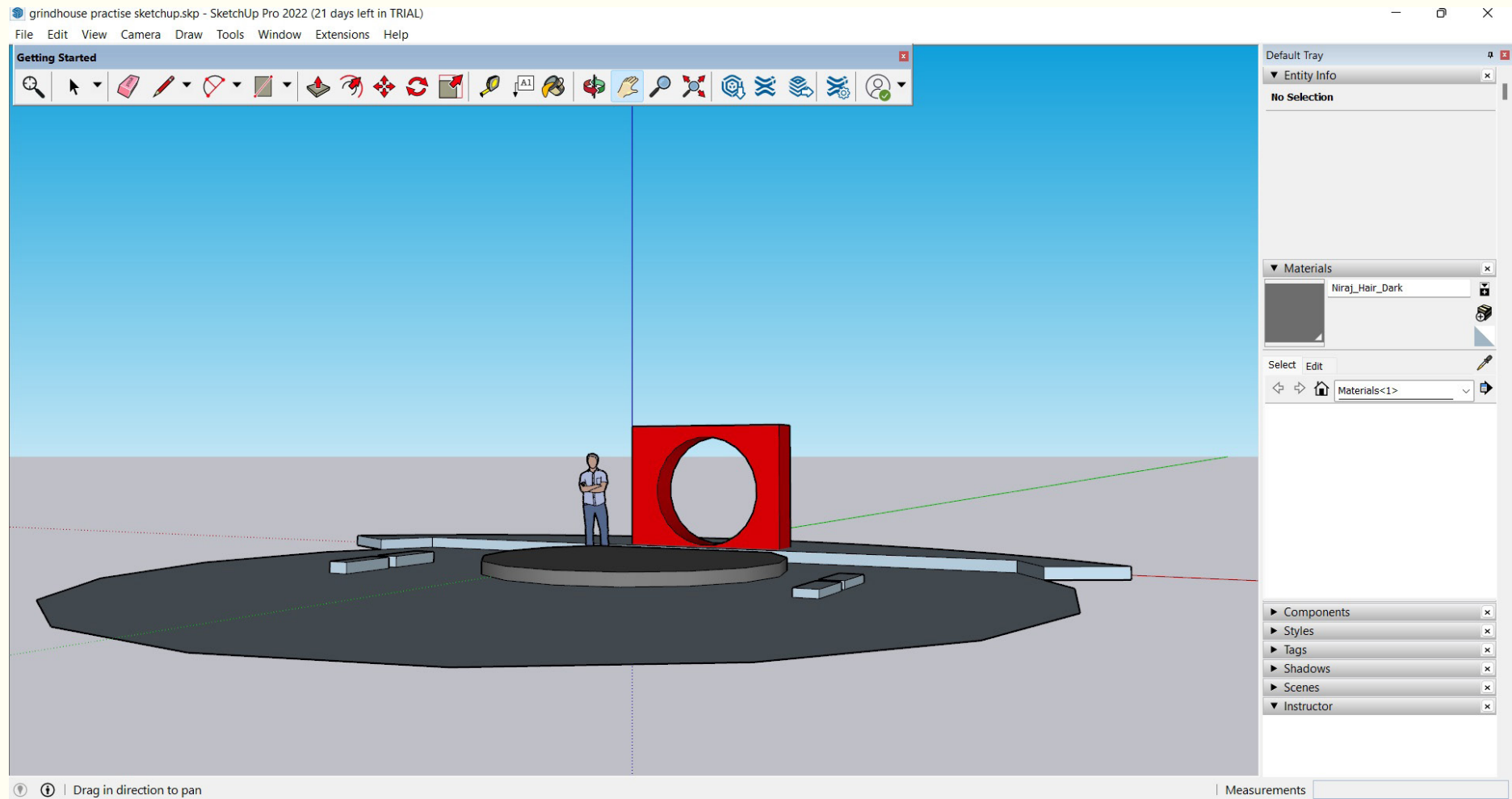
perspective illustrations
from floorplan



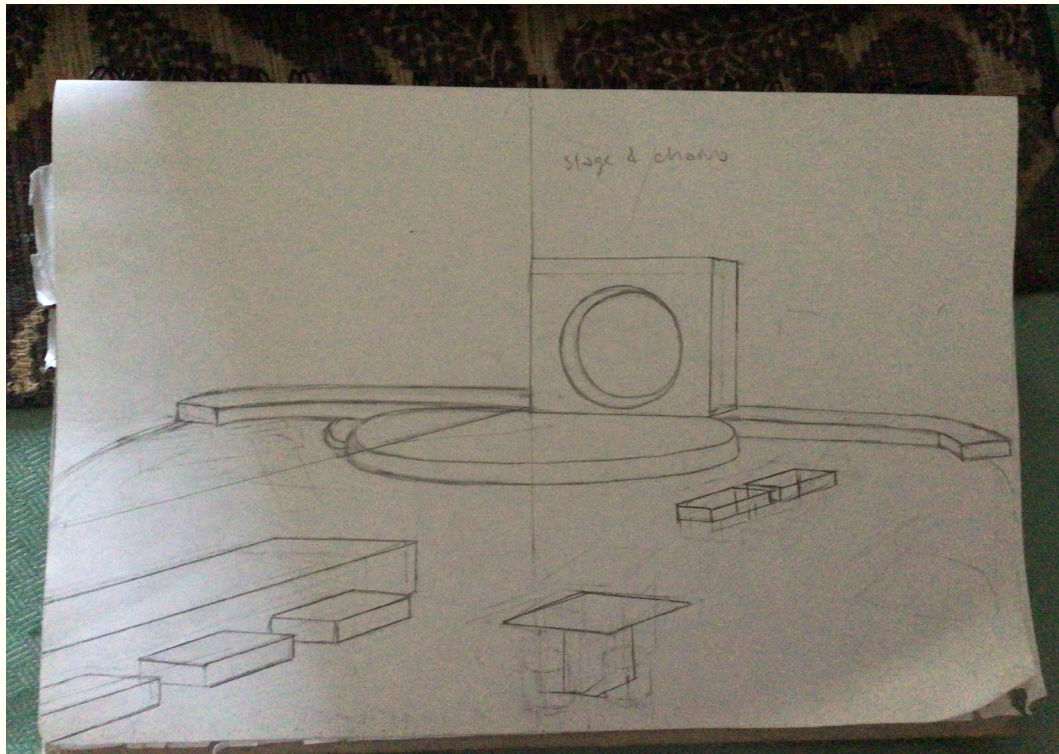
attempts

done both
digitally (pro-
create) and
physically
(pencil)



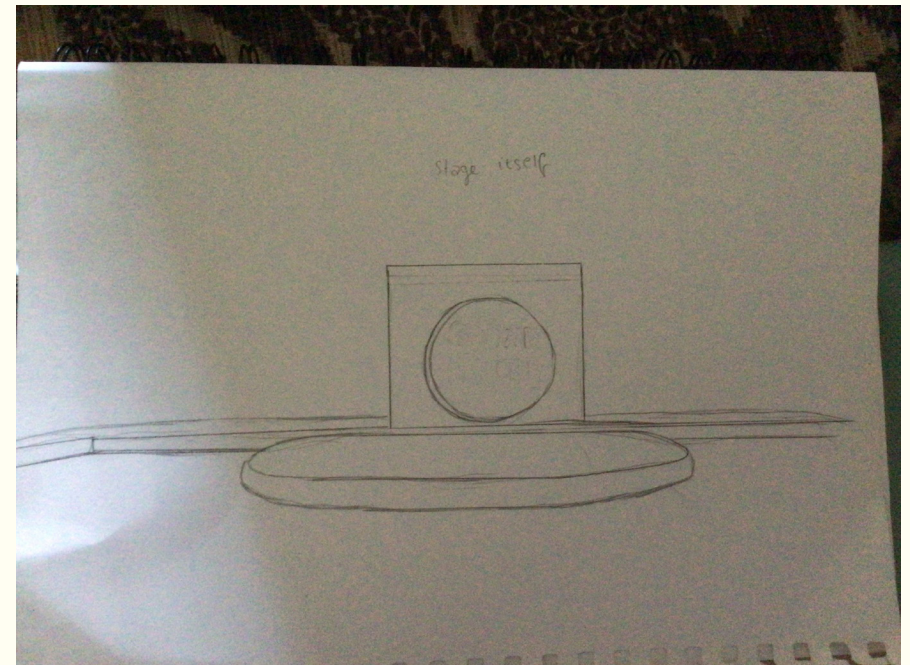


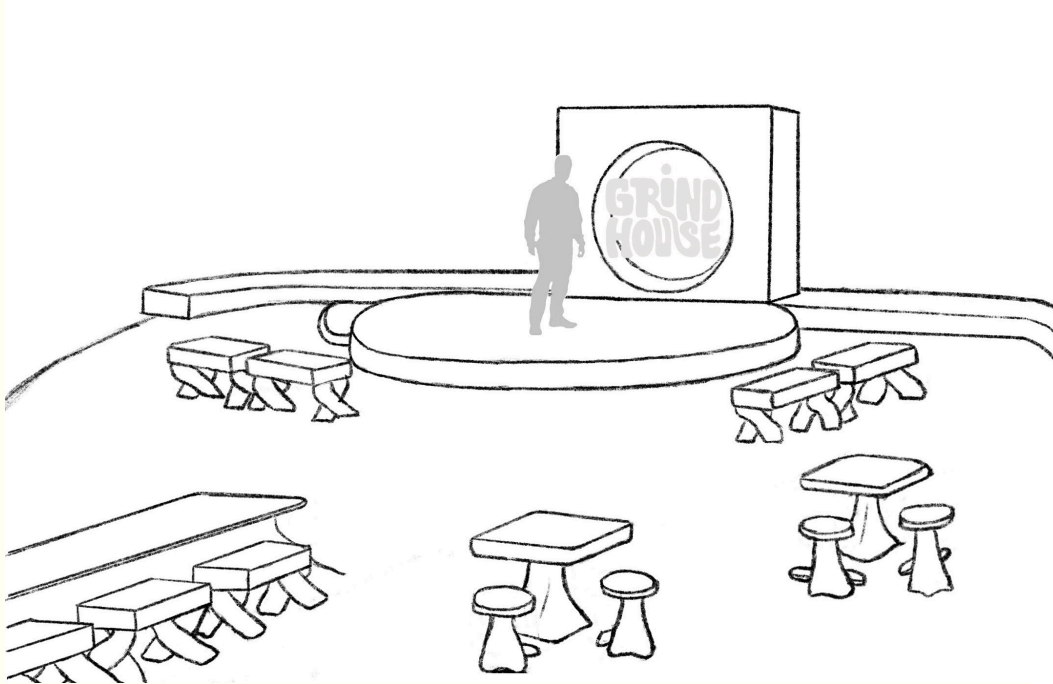
basic idea on sketchup



sketches of final idea

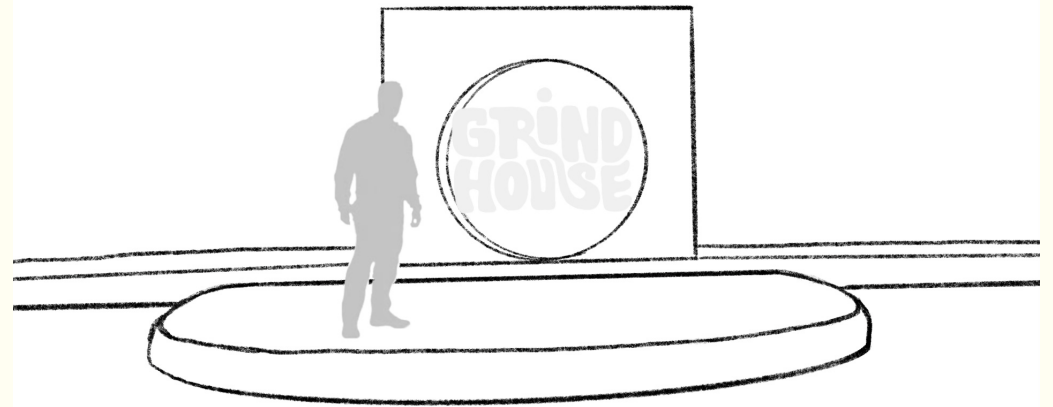
pencil sketch

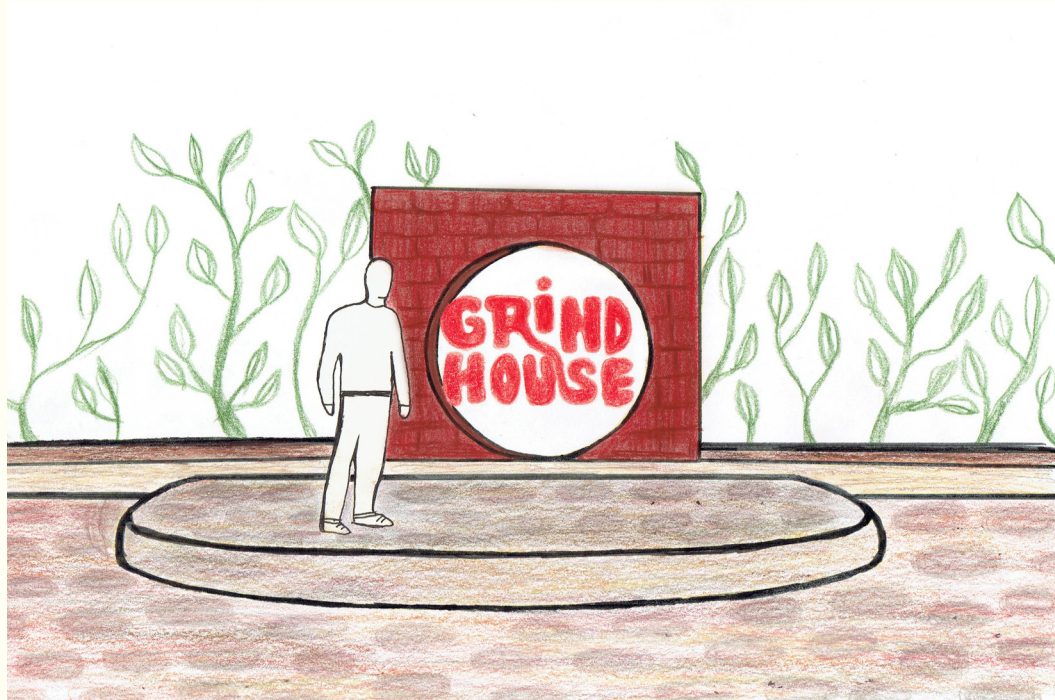




final drawings to
colour in scale

done on procreate



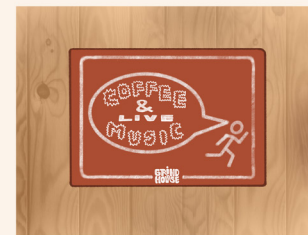


final perspective
illustrations





Advert Posters



Wayfinding Poster

drafts of boards



Advert Posters



Promoting Grindhouse as a brand

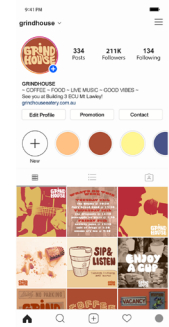
Promoting live music & directing individuals to location



Wayfinding Poster

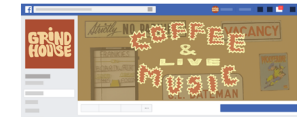
Instagram Profile

Variety of adverts for coffee and live music



Instagram Feed
Advert promoting live music

Logos & Colour Palette



Facebook Profile Picture
& Header

GRIND
HOUSE

Blanche Deards
May 2022

2D
Touchpoints
Inside



Advert Poster Mockup by The Rose Project https://stock.adobe.com/autotemplates/3d-street-poster-mockup/475617576?asset_id=475617576

GRIND
HOUSE

Blanche Deards
May 2022

2D
Touchpoints
Outside



Instagram Mockup: <https://anagramdesign.graphics/product/instagram-template/>

Facebook Mockup: <https://unblast.com/free-facebook-page-mockup-psd/>

Front of Grindhouse stage



Audience perspective of live music
Facing east

Perspective from outside Grindhouse building
Facing north-east



Outside seating area

GRIND
HOUSE

Blanche Deards
May 2022

Illustrations



final

the end