

Frances Beckwith

PROCESS PRESENTATION

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01. **ABSORPTION**
Content Analysis, Brief, Site/Website Analysis, Guest Personas

02. **IDEATION**
Concept Sketches

03. **DEVELOPMENT**
Rendered Sketches, Graphics, Color, Typography

04. **PRESENTATION**
QR Code, Figma Mid Fidelity Prototype

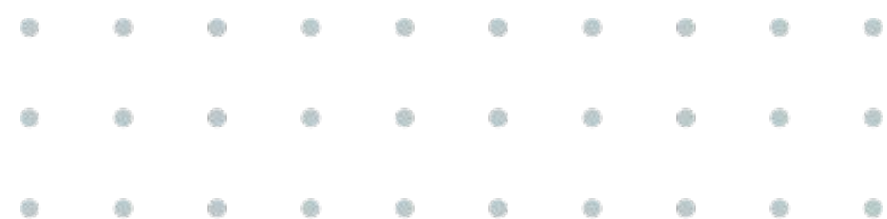
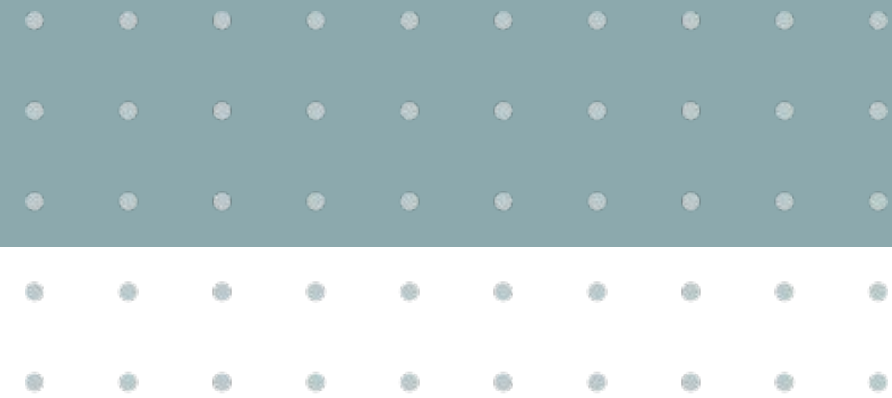


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01. ABSORPTION



PROJECT BRIEF

Use the historical research provided by the Merchant Tailors' Hall for the life stories of Frances Beckwith.

- Create a QR code that is displayed on interpretive signs in the Merchant Taylor's Hall that links to a digital platform with more in-depth information.
- Work in teams to develop the content, design, and digital prototype.
- Summarize the working process and research, study the feasibility (budget), and produce a working mock-up/prototype to demonstrate proof of concept hosted on a free platform (like Google slides).

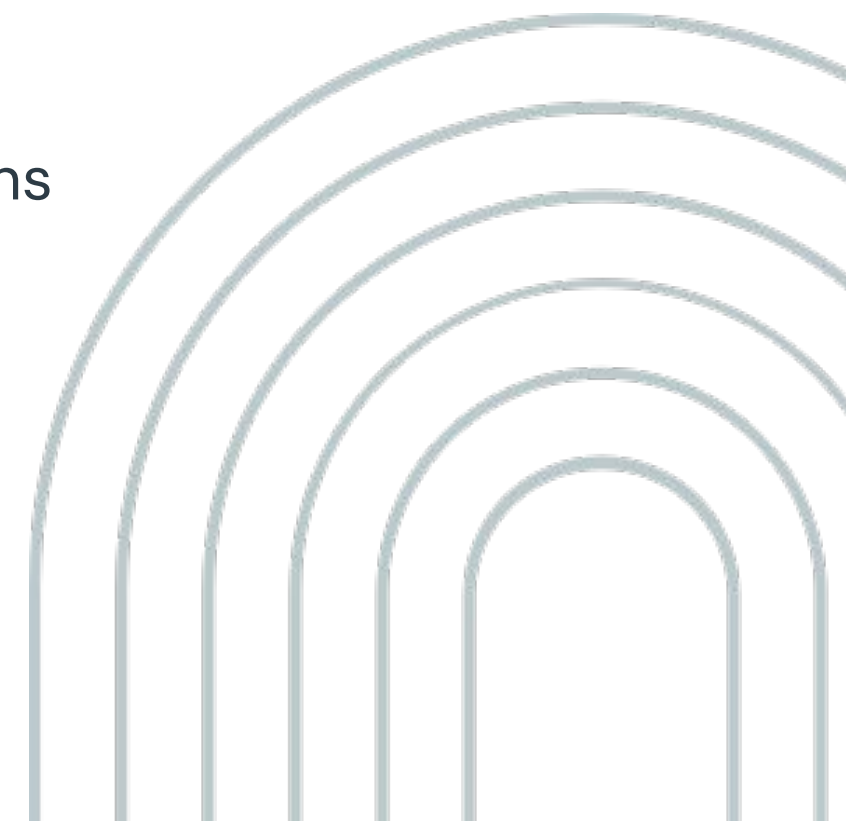
The digital platform will consist of an introductory screen about the Merchant Tailors' Hall with links to sections about each of the three tailors allowing for more names to be added at a later date.

The three interactive sections should contain:

1. Image of the tailor
2. Map of where they worked in York
3. Brief overview of their life posed in an accessible way – perhaps as a series of facts or questions
4. One key message that engages children

The interpretive signs in the building should contain:

1. Title/name
2. QR code link
3. Image of the tailor
4. Text that prompts people to scan the QR code



WHO IS FRANCES BECKWITH?

One of the mantua makers
(a tailor that makes
extravagant ladies dresses)
of the Merchant Taylors in
York.

She was a member of the
Merchant Taylors Guild and
took on 3 known
apprentices

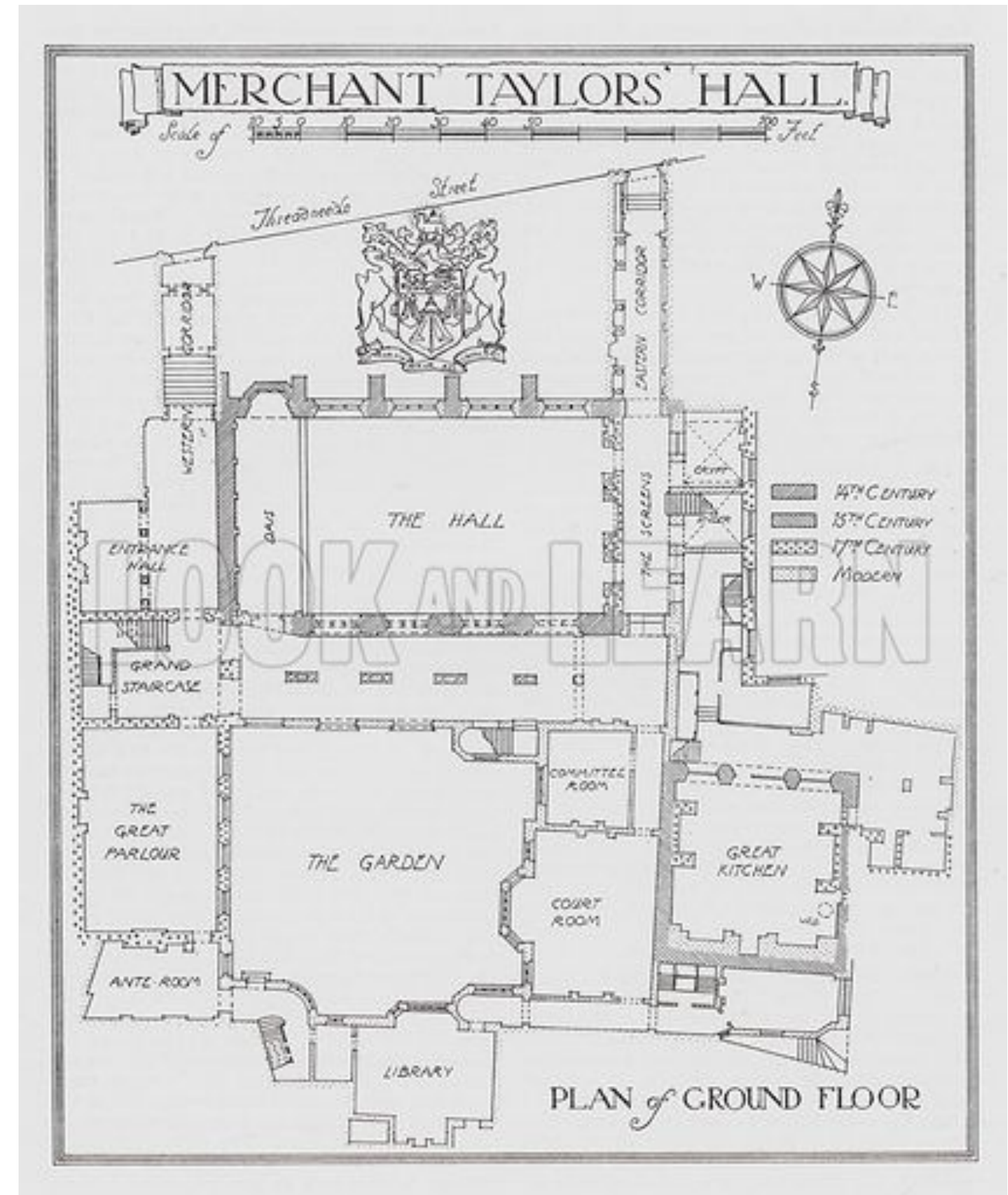
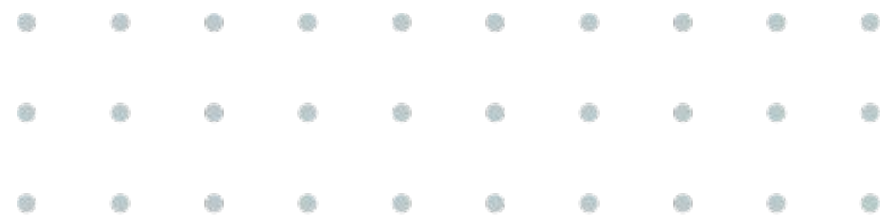
1737-1773

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SITE & CLIENT ANALYSIS

“a 600 year old building, comprised of the magnificent Great Hall, Almshouse, gardens, and grounds. The Company of Merchant Taylors is one of seven guilds in York whose origin dates to the 13th Century, and one of only three that have existed without a break since medieval times. a working body of master tailors, drapers, hosiers, and York freemen. The Merchant Taylors operate today as a charity organization and the Hall still serves as public meeting place, historical site, education, and event venue.”



WEBSITE ANALYSIS



Events (weddings, private events, and corporate events) are an integral part of the Guild's modern business practices

WEDDINGS



Steeped in history, with medieval beams, a roaring fire in cooler months, and a magical atmosphere year-round, our 15th century Hall offers a romantic and unforgettable venue for your wedding celebrations.

[READ MORE](#)

PRIVATE EVENTS



If you're looking for a private hire venue in York city centre, our beautiful Hall offers an unforgettable location for anniversary and birthday parties, private dinners, christening celebrations, funeral teas and society, club and regimental functions.

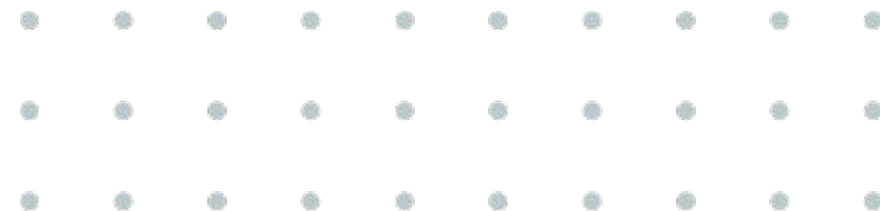
[READ MORE](#)

CORPORATE EVENTS



Steeped in tradition, but with all the 21st century facilities you need to get business done, this prestigious 15th century building offers a unique and memorable venue for meetings, dinners, incentives, conferences, interviews and seminars.

[READ MORE](#)



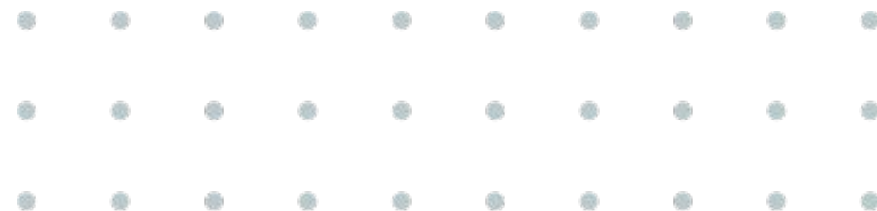
WEBSITE ANALYSIS

Brief Chronology

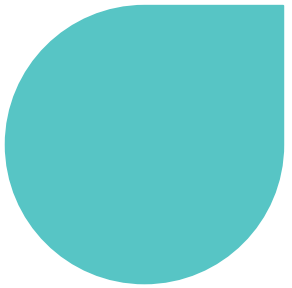
- 1273 Taylors are first mentioned in the Freeman's rolls when they are described as Taylours and licensed to export wool
- 1370 The Guild controlled its own admission and was administered rigorously by a Master and four Searchers
- 1380 Tailors used Petre Hall (Pear Tree Hall/Peter Hall) for their communal business activities
- 1415 First specific reference to the "the land and hall of the fraternity of St John the Baptist" (the earliest fabric of the present Great Hall dates from about this period)
- 1446 First mention of an adjoining York Taylor's maisonndieu or almshouse
- 1453 Henry VI's charter incorporates a perpetual fraternity or guild of the Nativity of St John the Baptist, with a Master and four Wardens
- 1446-1503 The Small Hall first built in timber framing
- 1539 Last record of the Guilds of St John the Baptist, dissolved at the Reformation
- 1551 Merged with Drapers and Hosiers
- 1575 Great Hall fireplace constructed
- By 1589 Tenements existed adjoining a Gatehouse on Aldwark
- 1662 Royal Charter of Charles II
- 1694 Waits' (Musicians) Gallery added to Great Hall
- 1702 Henry Gyles paints Queen Anne Window in the Small Hall
- 1703 Medieval maisonndieu demolished

The guild has a rich history which it aims to convey to its visitors

OUR HALL AND ITS HISTORY

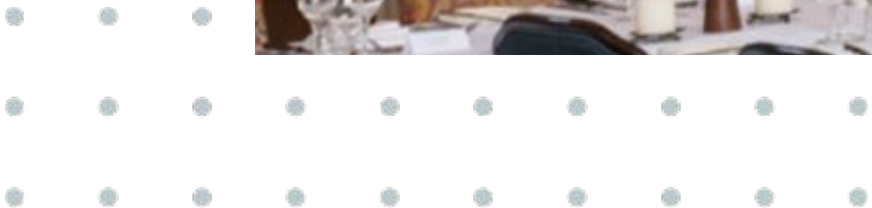


WEBSITE ANALYSIS



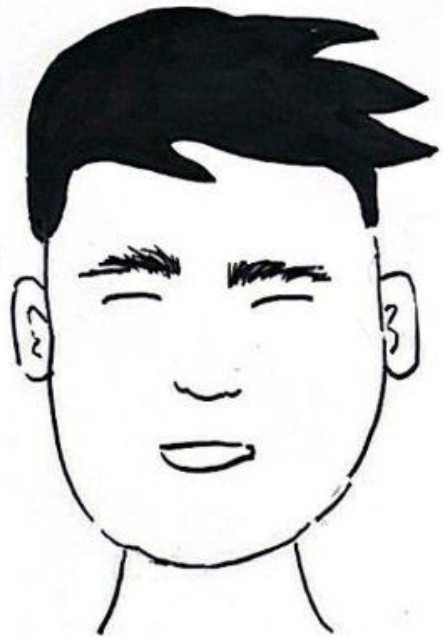
#57c5c5

Some legibility issues with high saturation on light graphics



GUEST PERSONAS

I'm going to visit the Merchant Taylors Hall on a school field trip. I want to find fun and engaging activities to interact with.



Henry
Age 12

We are a young couple looking for a wedding venue. We're interested in scouting out the Hall for our wedding venue and want to learn about the history of the Taylors.



Oliver & Amelia
Age 27

I am a historian interested in British heritage and institutions and am researching the history of the Merchant Taylors Guild.

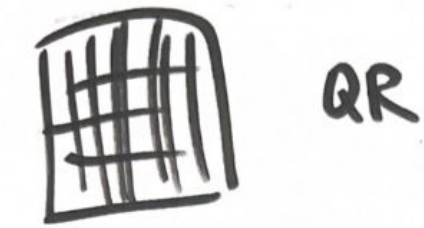
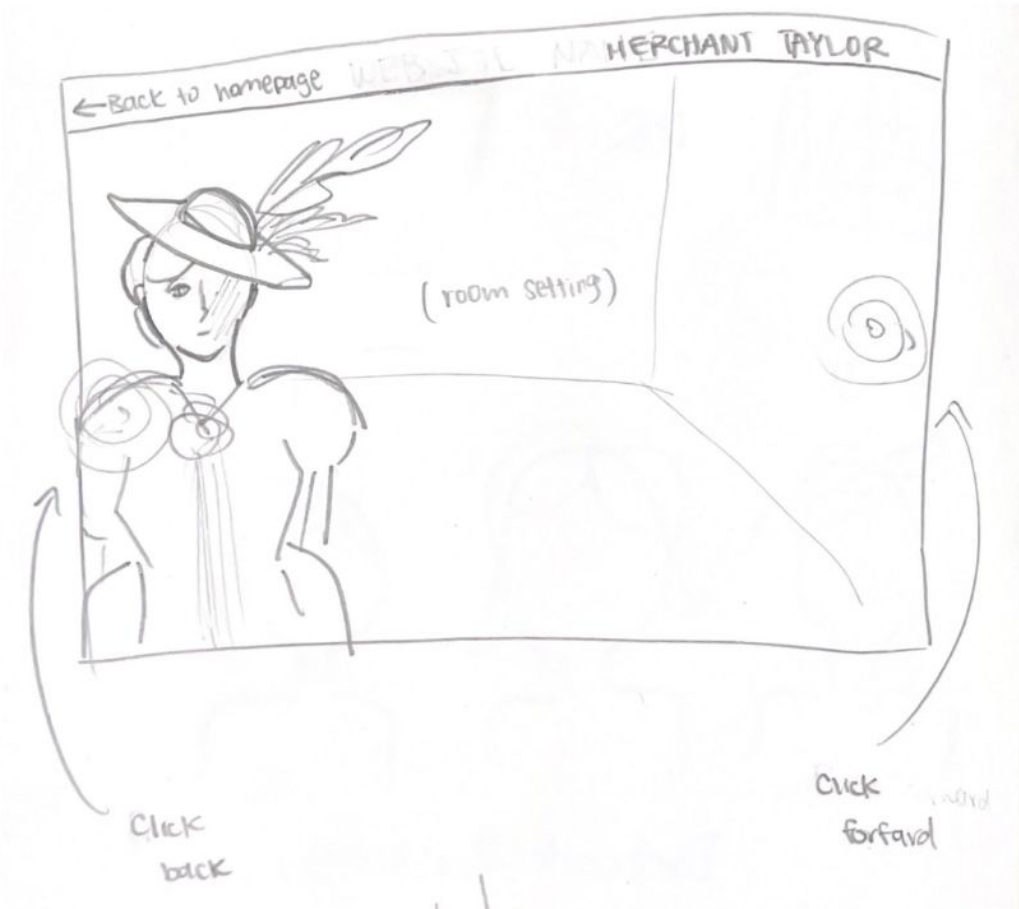
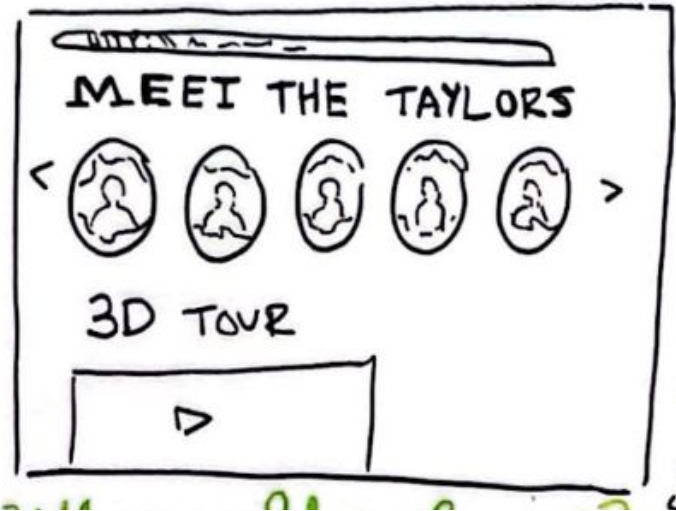


Lily
Age 39

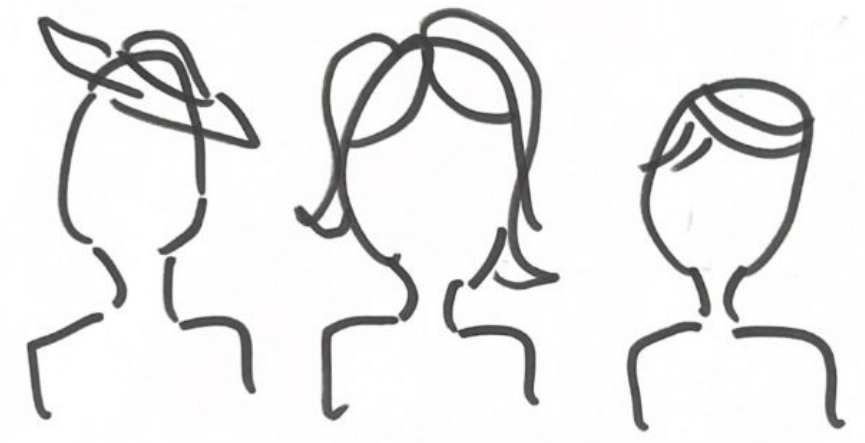
02. IDEATION



SKETCHES: INITIAL



QR



Portrait Buttons

- choose your tour guide
- OR
- learn more



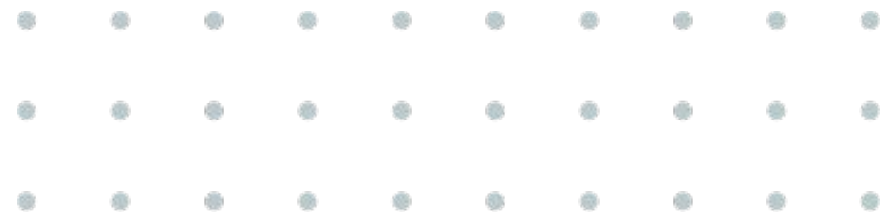
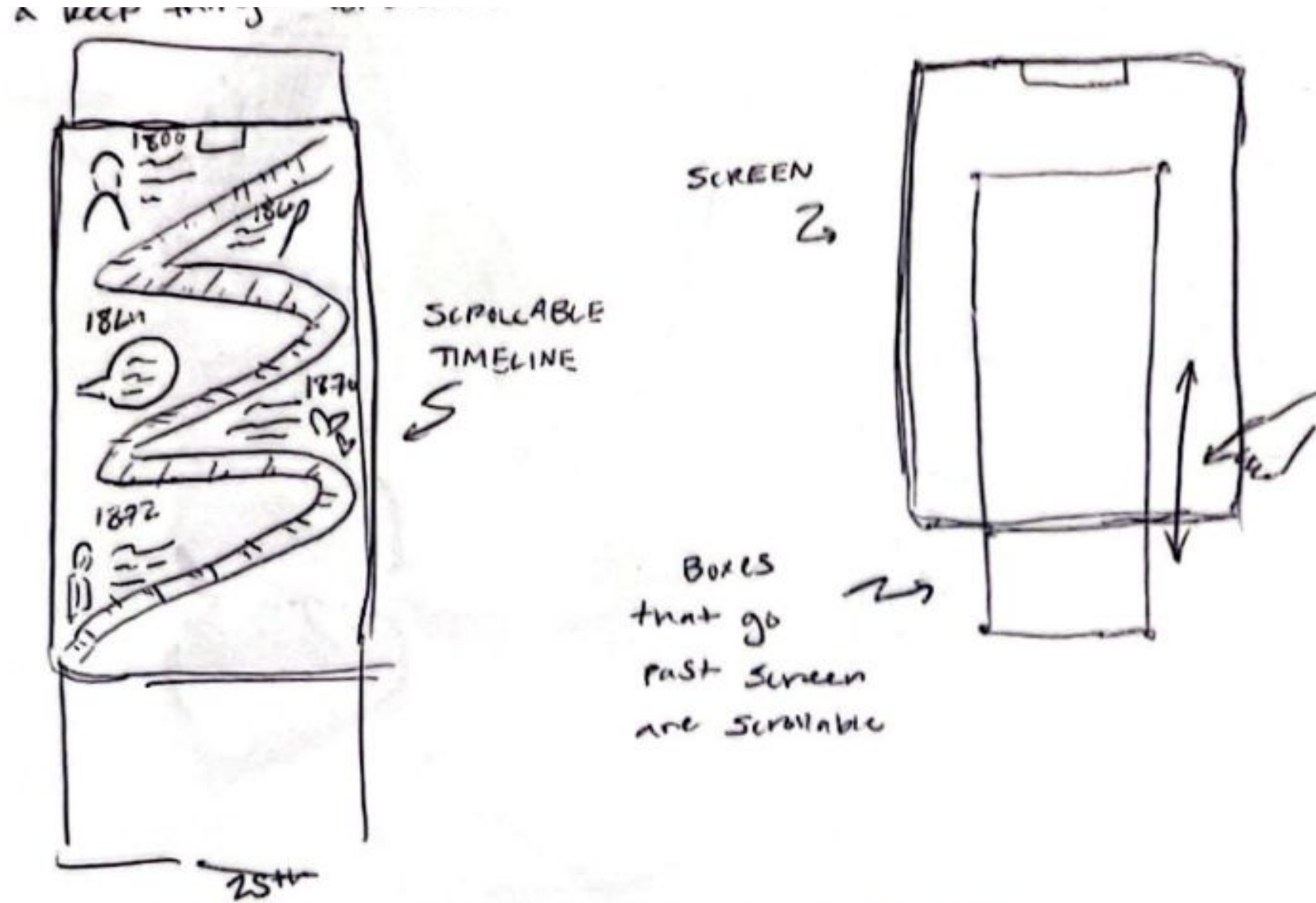
- BACKGROUND:
 - = walls & roof
 - = chair
 - = table
 - = dress form
- FRANCES
- MAP
- GUILD CREST
 - leads to mephome



SKETCHES: MEET FRANCES



SKETCHES: TIMELINE



CLICKABLES

BIOGRAPHY

+ Timeline → personify her with audio

MAP

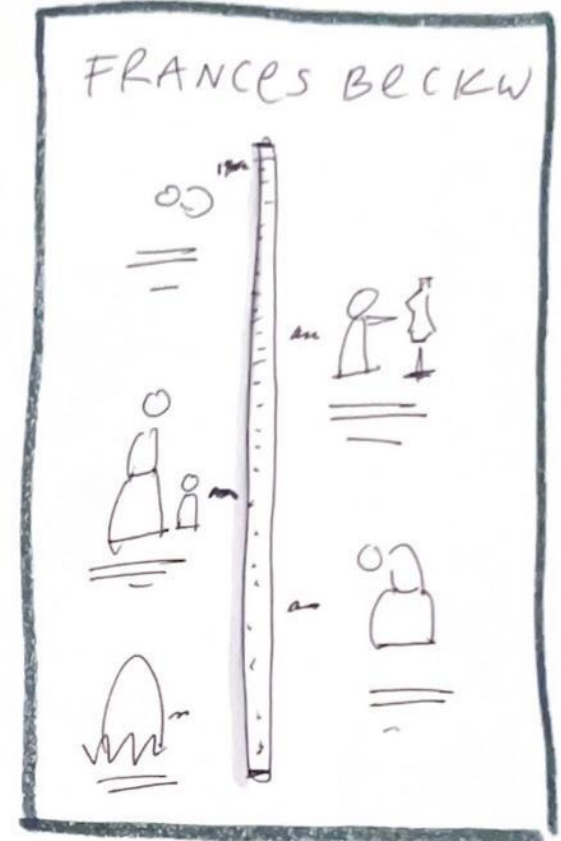
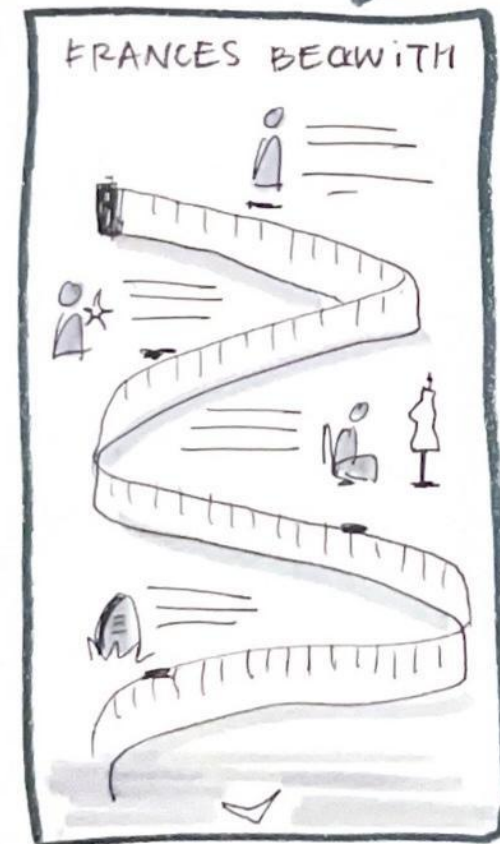
+ COMICSTRIP

QUESTIONS

HOW IT'S MADE

VIDEO

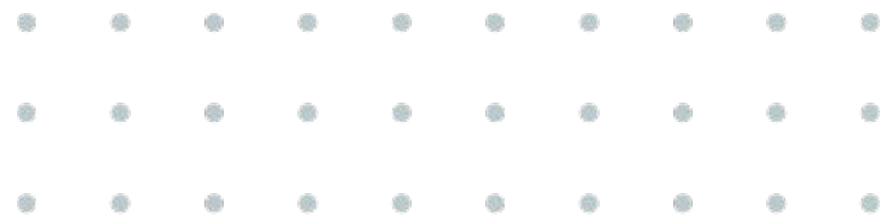
~~TIMELINE~~



Timeline -
· add key dates of the guild, too.

MEASURING TAPE

SKETCHES: INTERACTIVE MAP & BIOGRAPHY



HOW TO INDICATE CLICKABLES

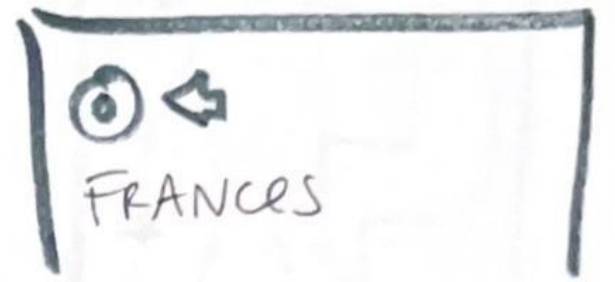
↳ BACKLIT

↳ ~~X~~ GREY EVERYTHING OUT



BIOGRAPHY

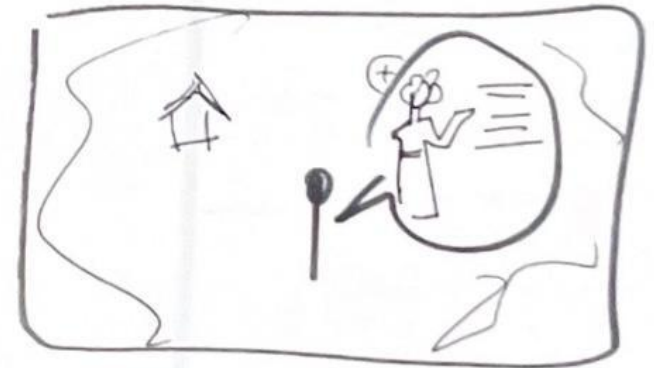
FRANCES.



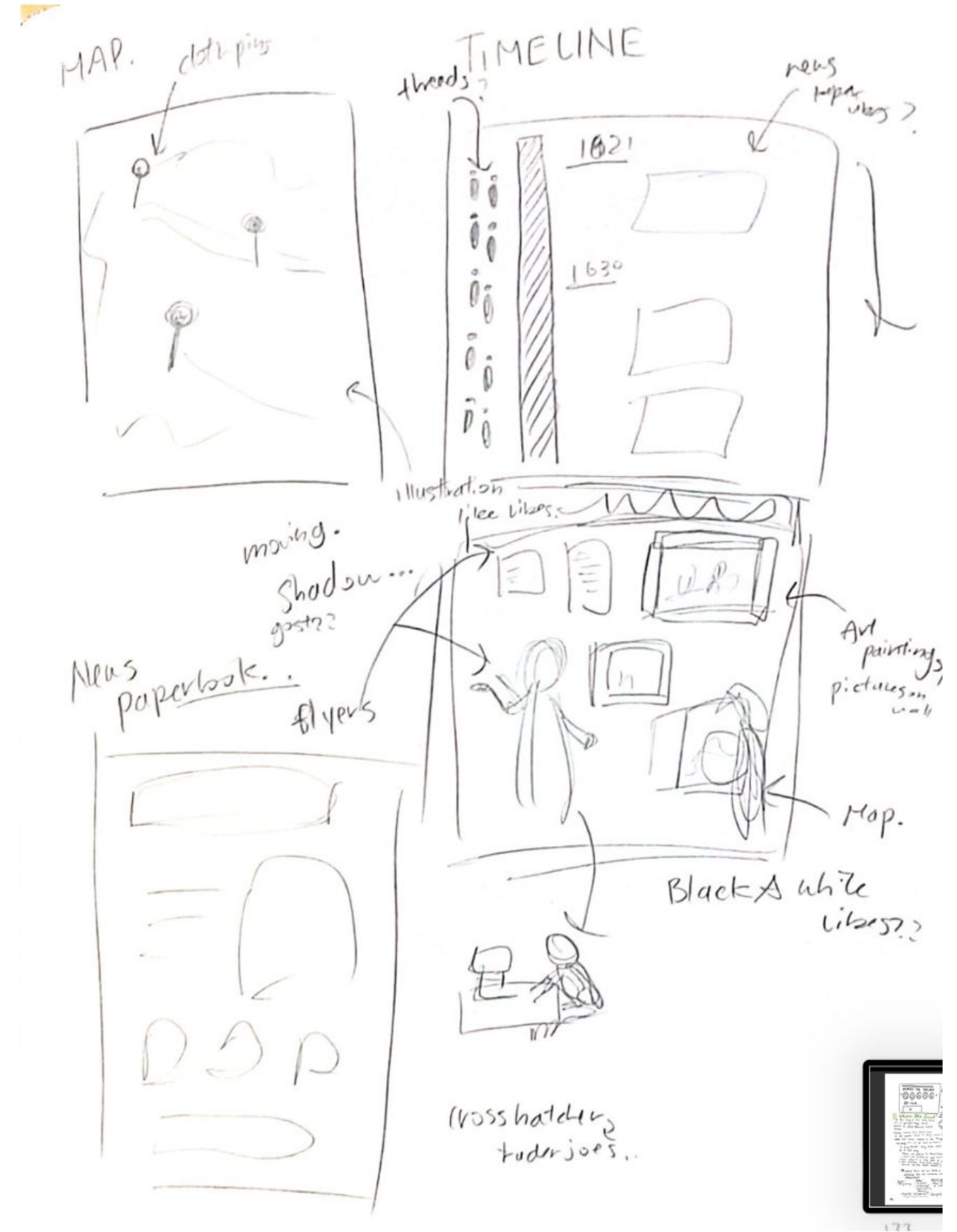
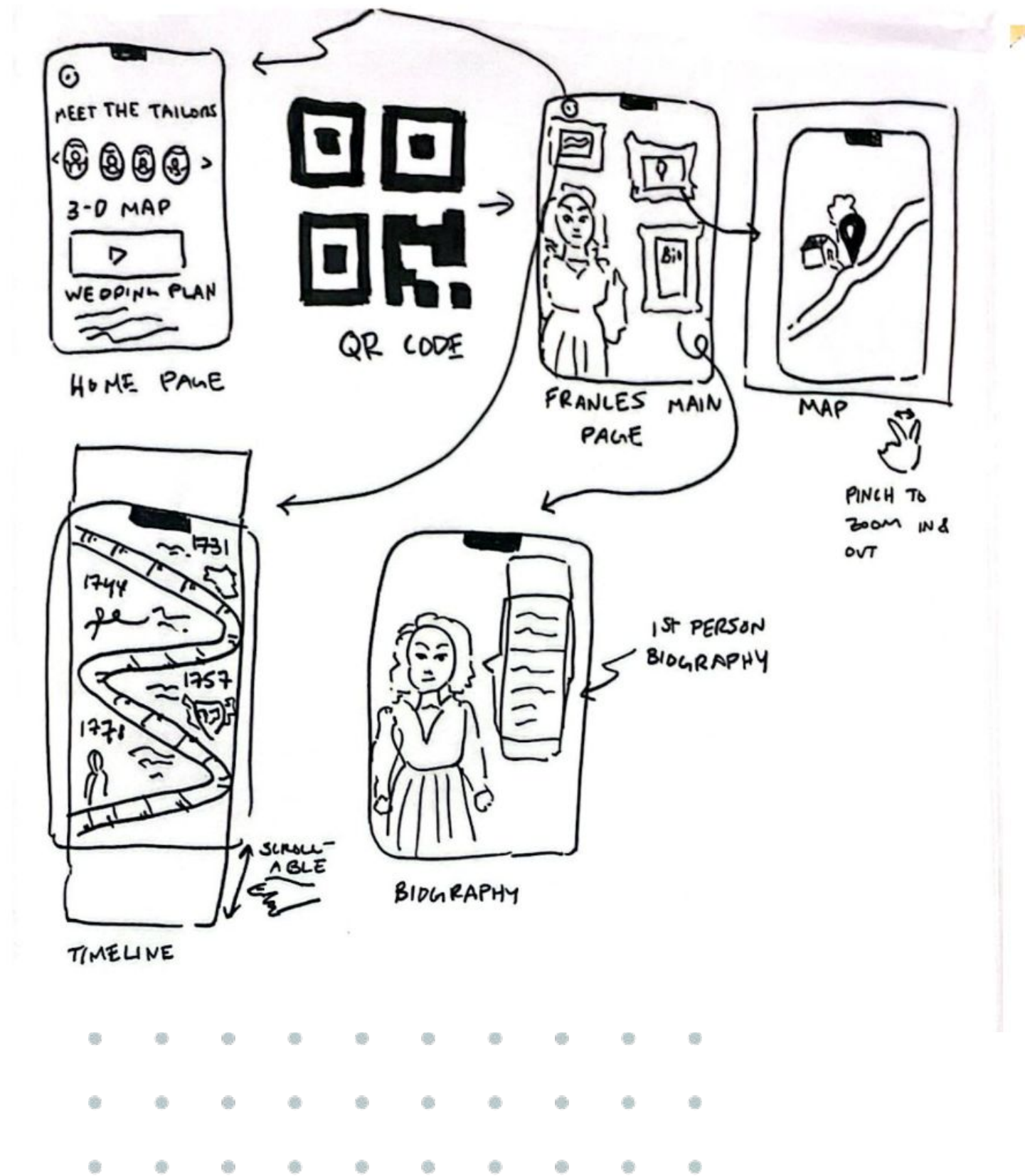
MAP

include info about that they worked at home or visited the client

MAP ON THE WALL



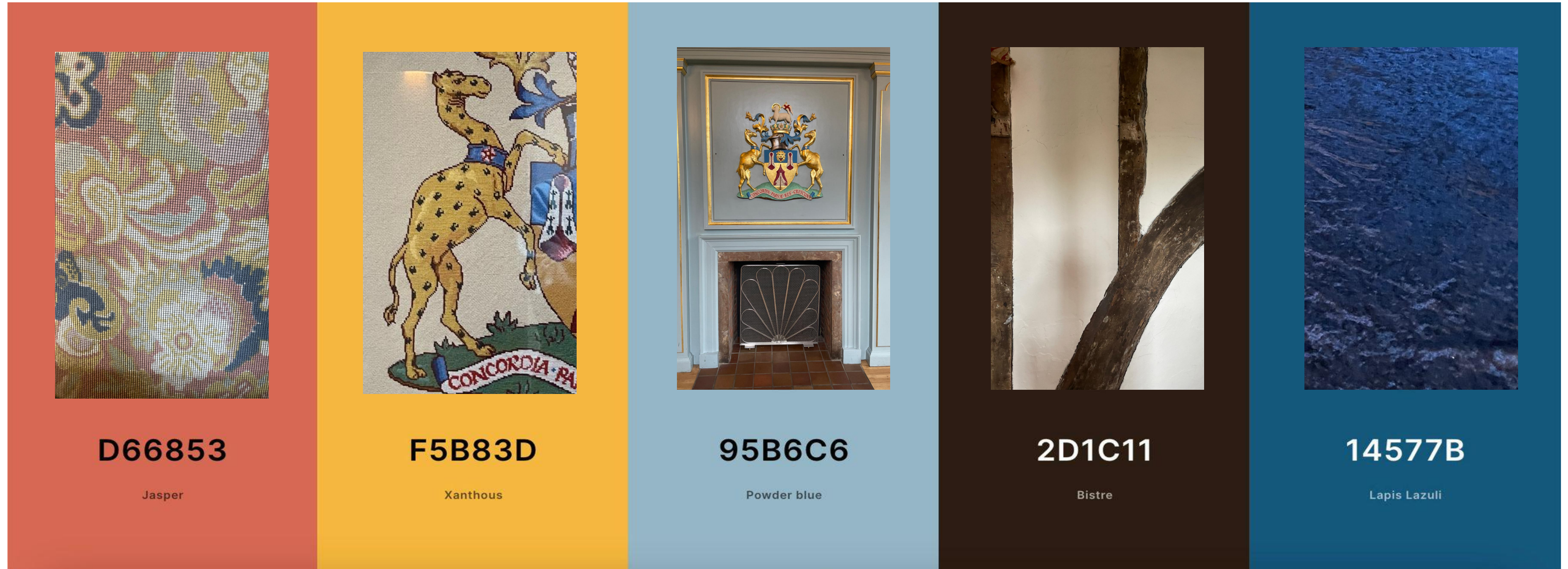
SKETCHES: INTERACTIONS



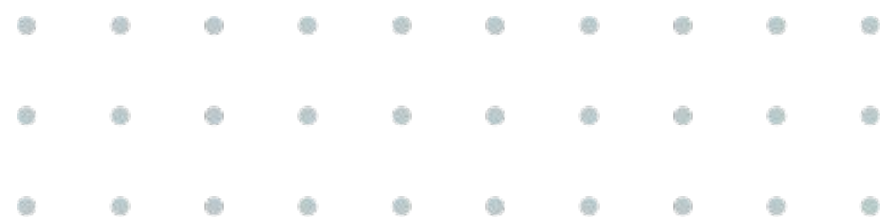
03. DEVELOPMENT



BRAND IDENTITY: COLORS



We took inspiration from colors within the hall to build a brand identity



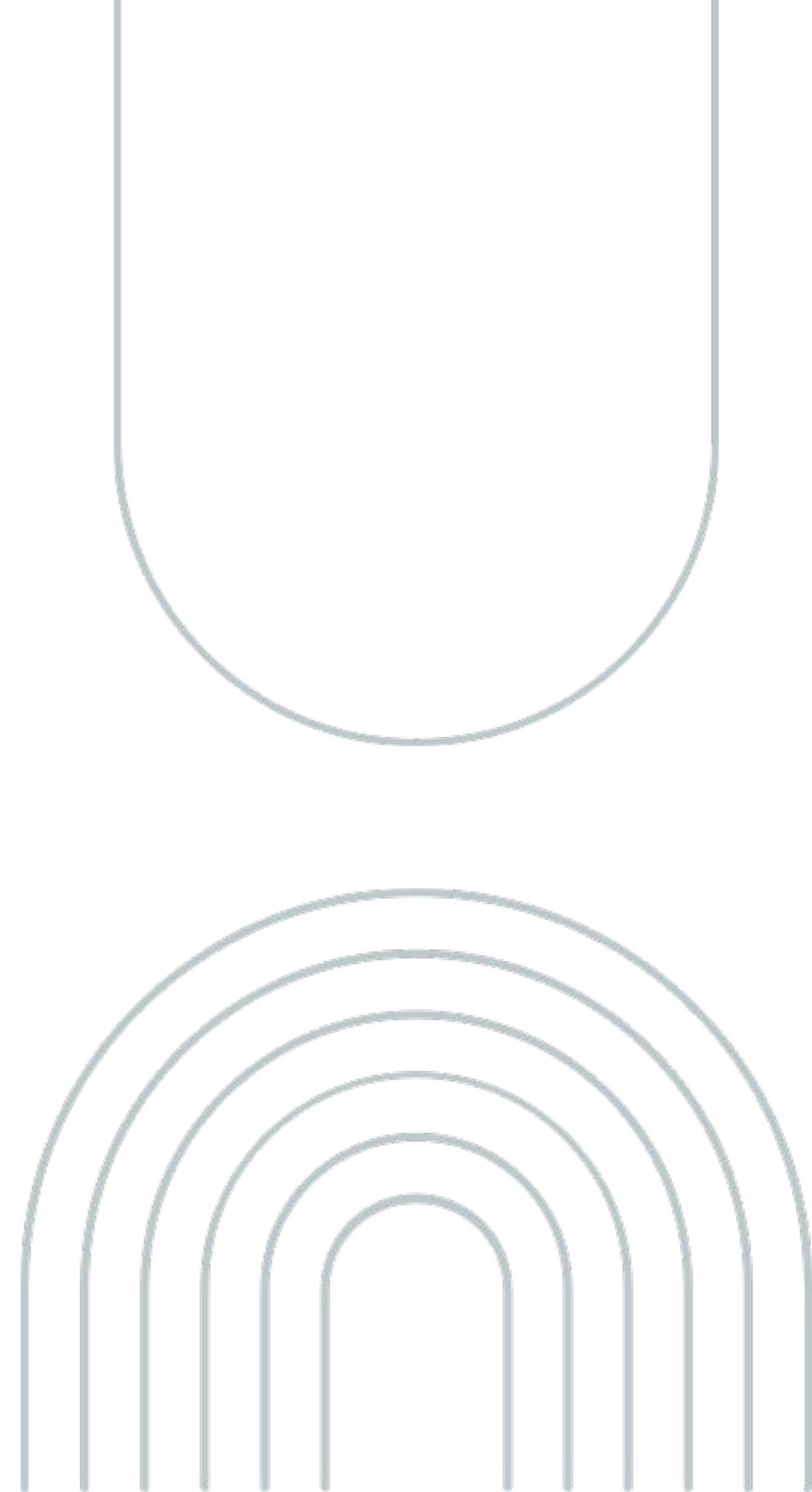
BRAND IDENTITY: TYPOGRAPHY

AaBbCc

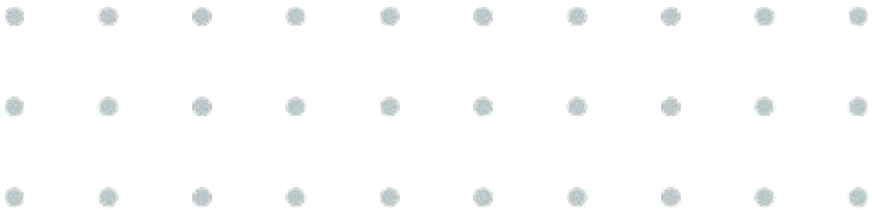
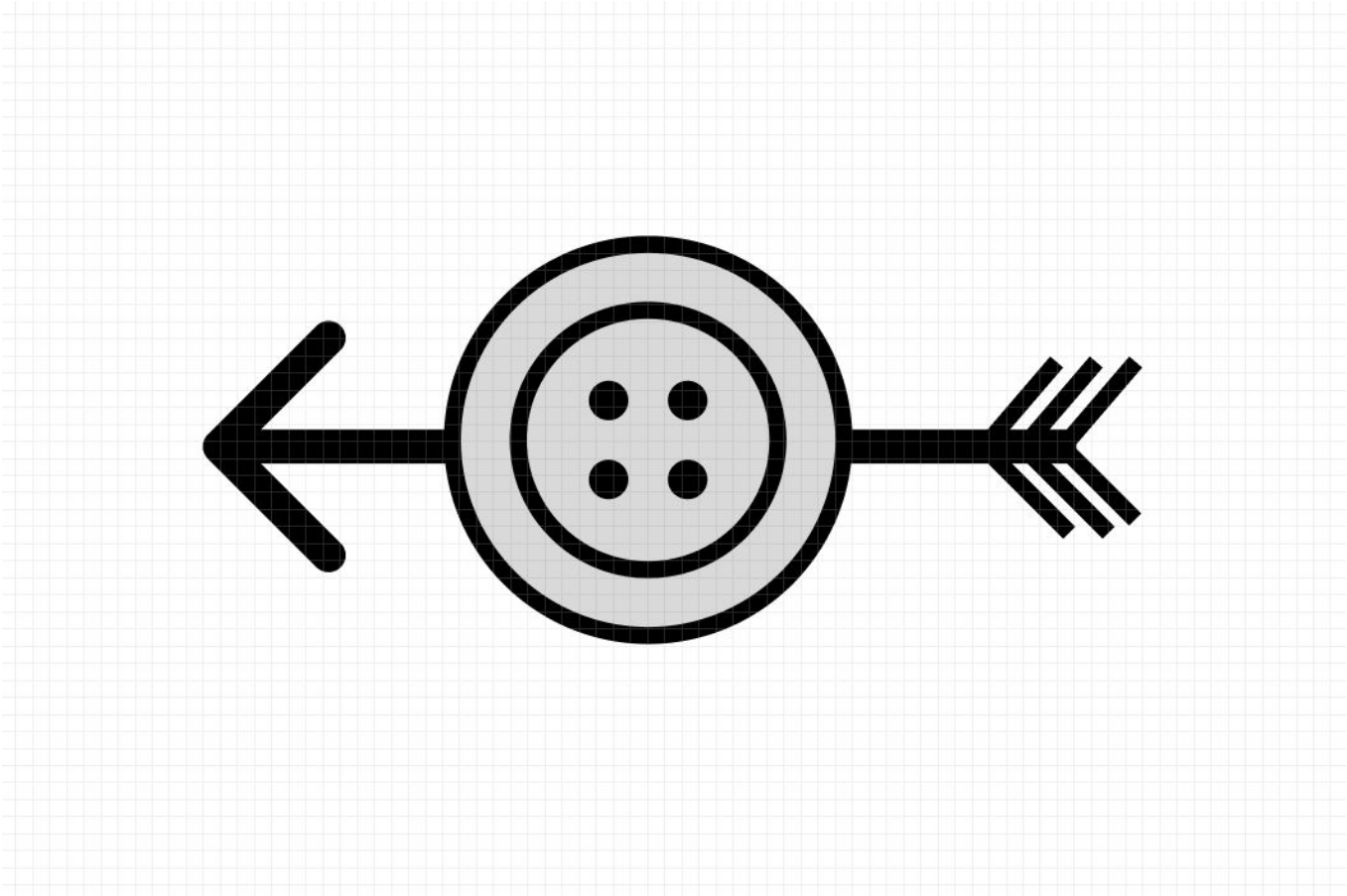
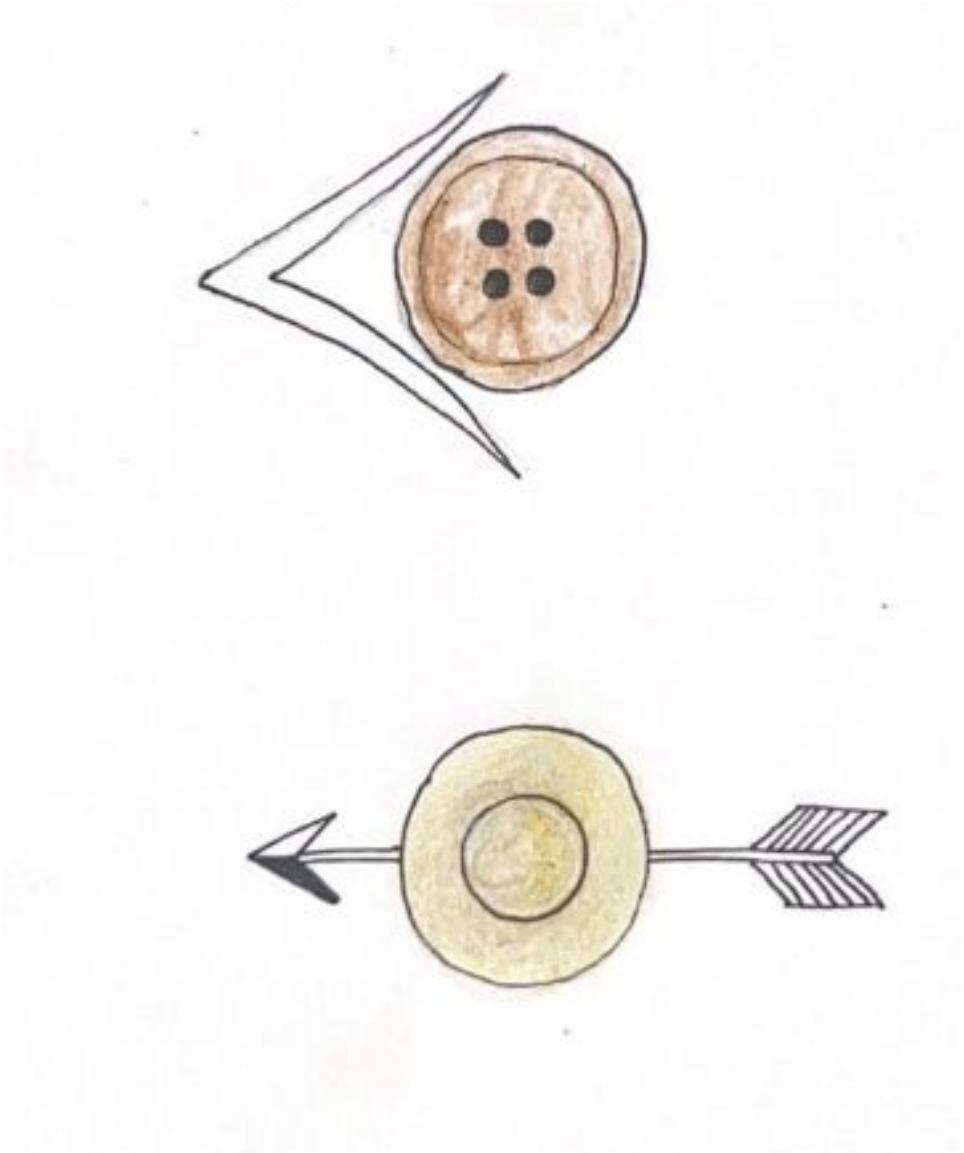
Libre Baskerville
headings & subheadings

AaBbCc

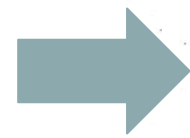
Ubuntu
body



DEVELOPMENT OF: ICONS

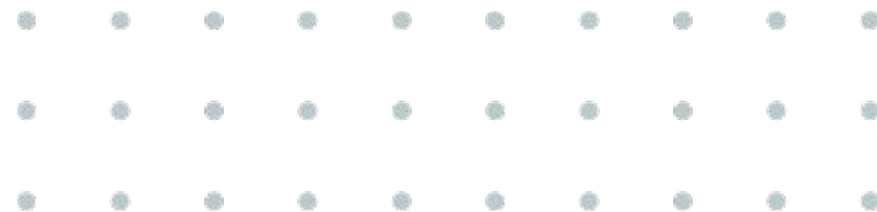
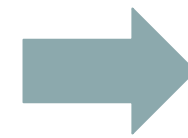


DEVELOPMENT OF: CHARACTER DESIGN

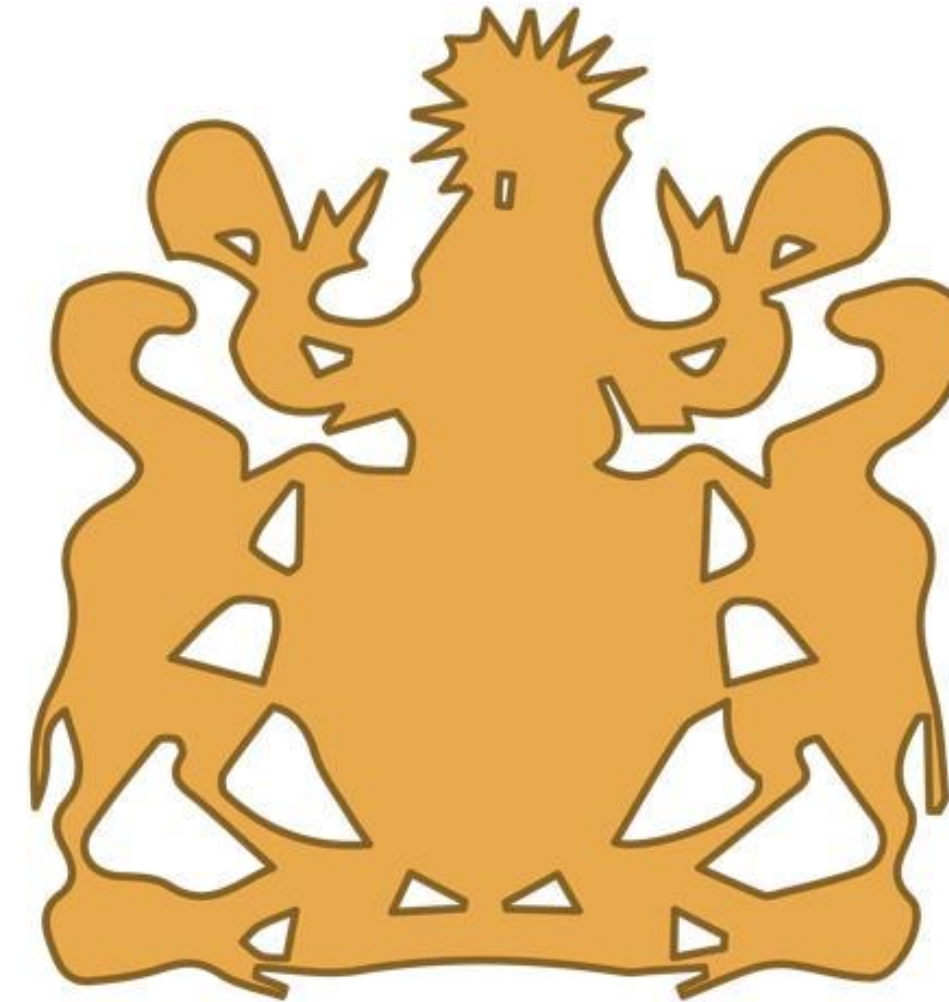
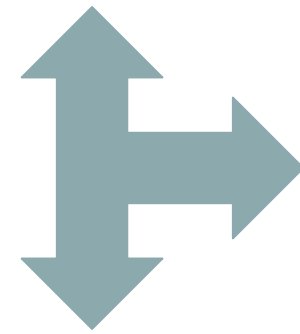
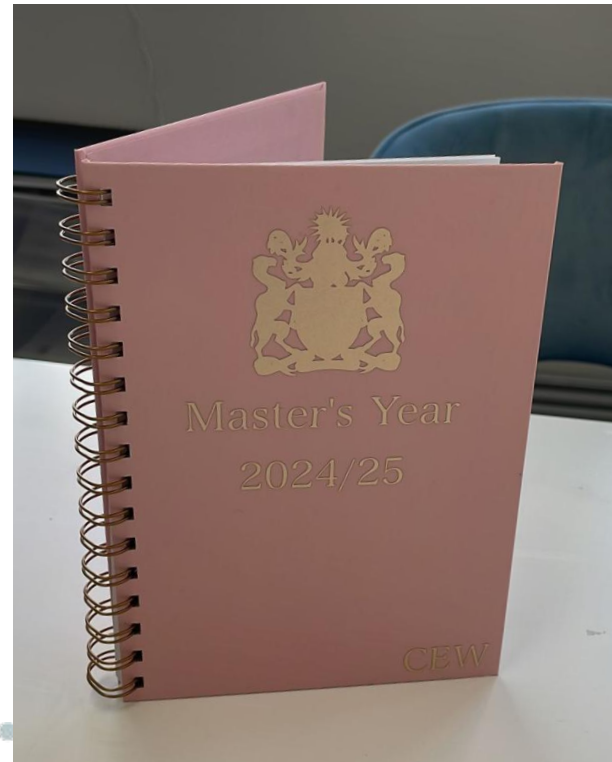


GRAPHICS

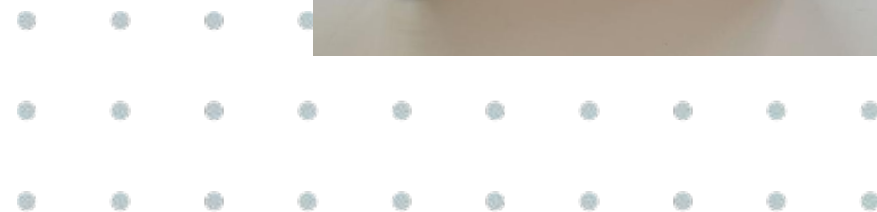
- MAP
- ✖ MEASURING TAPE TIMELINE
- LITTLE ICONS (TOOTH PEOPLE?)
- FRANCES (MAIN PAGE)
- FRANCES TALKING IT + SPEECH BUBBLES.
- LOGO OF CREST
- DRESS FORM
- MEASURING TAPE
- ✖ ○ BACKLIGHTING



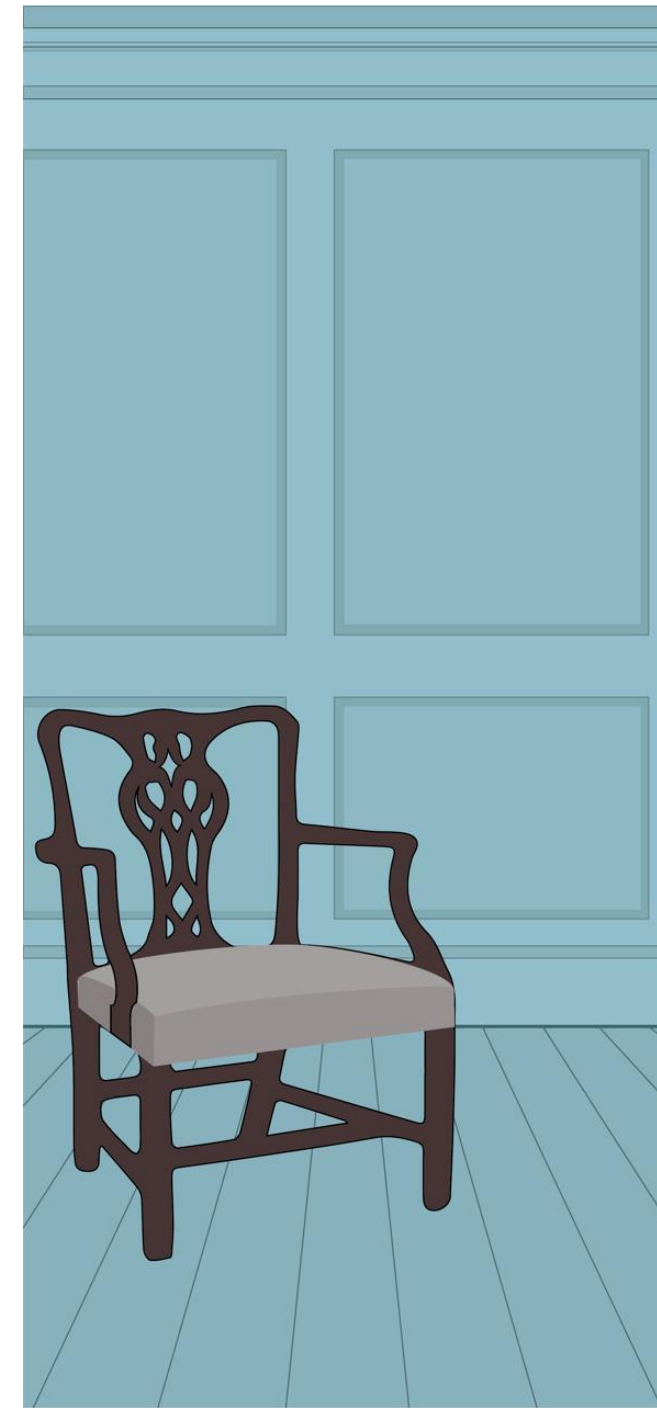
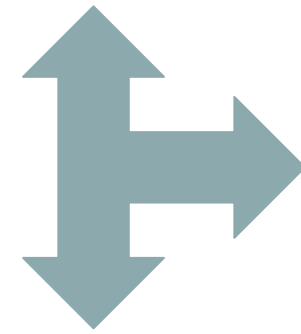
DEVELOPMENT OF: LOGO



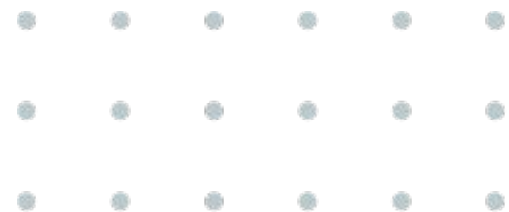
This simplified logo has good potential for small and large scaling



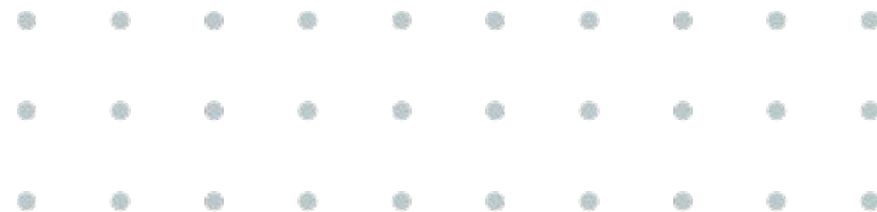
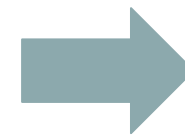
GRAPHICS



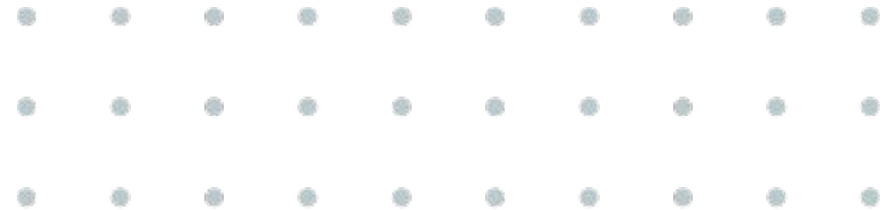
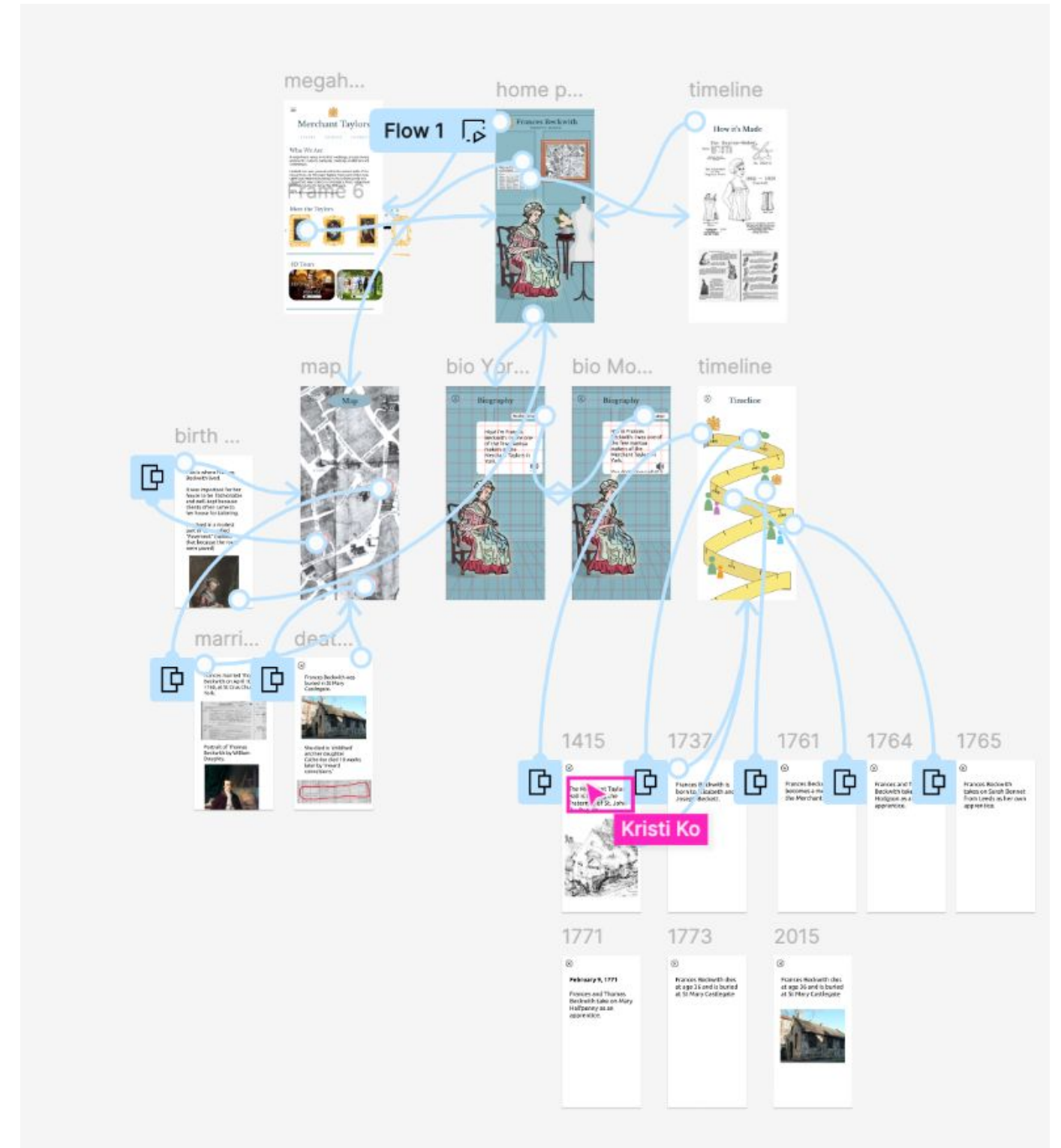
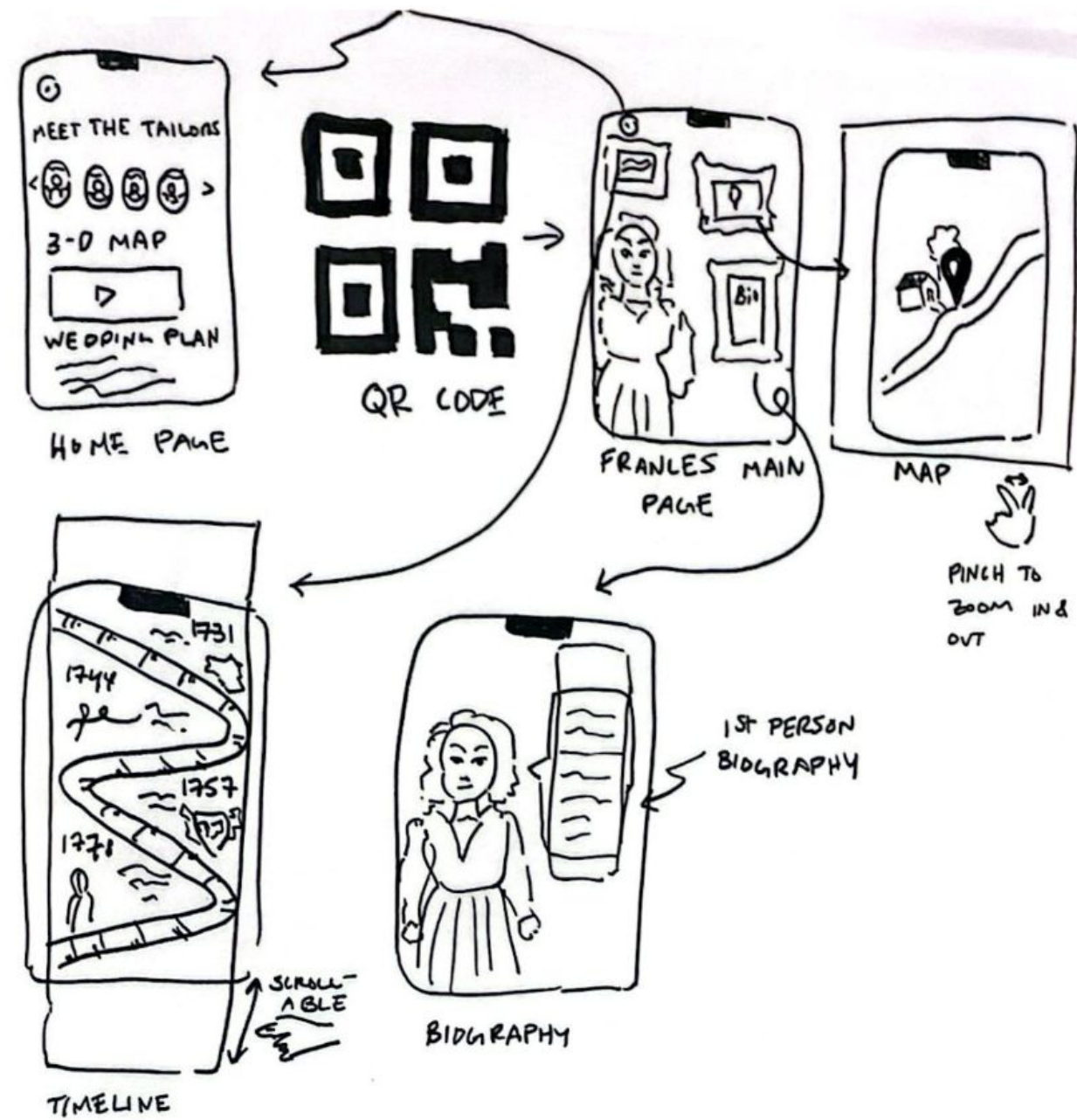
The background of our character page is based on the walls of the Guild



QR CODE



LO-FI TO HI-FI



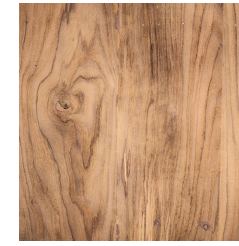
04. PRESENTATION



SCANNABLE QR CODE → FIGMA PROTOTYPE



Materials:



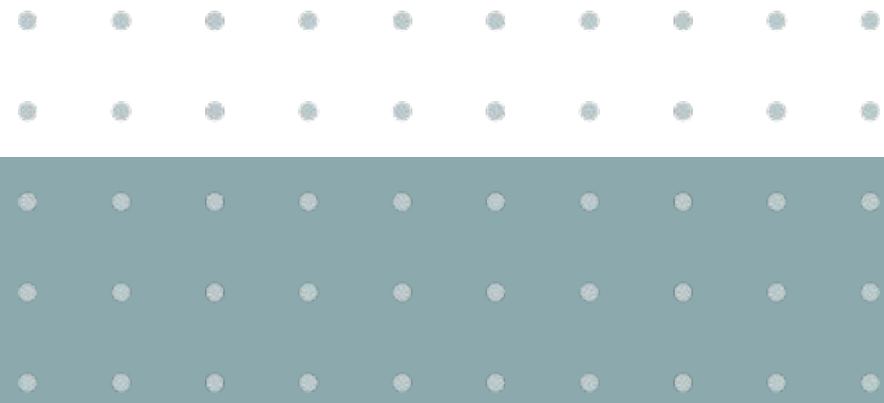
Wood

Dimensions:

Letter Size (8.5 x 11 or 22 x 28 cm)

Benefits:

- Affordable
- Precise
- Customizable
- Matches natural wood in the hall



THANK YOU

Have any questions?

