



# Interdisciplinary Collaboration

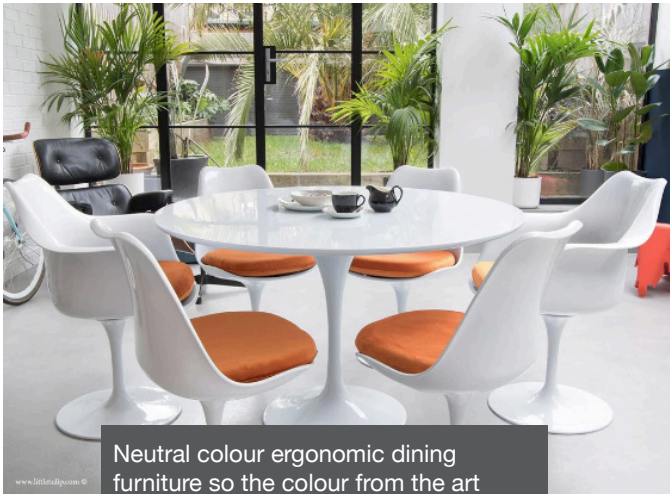
**(Master of Arts) Creative Innovation and Entrepreneurship**

**Christine Gale** Graphic Designer

# Notes - Week 2

Start thinking of aesthetics for the bar along the line of ergonomics/combining with the body

Collect a few images of artwork/ideas to get together a mood board

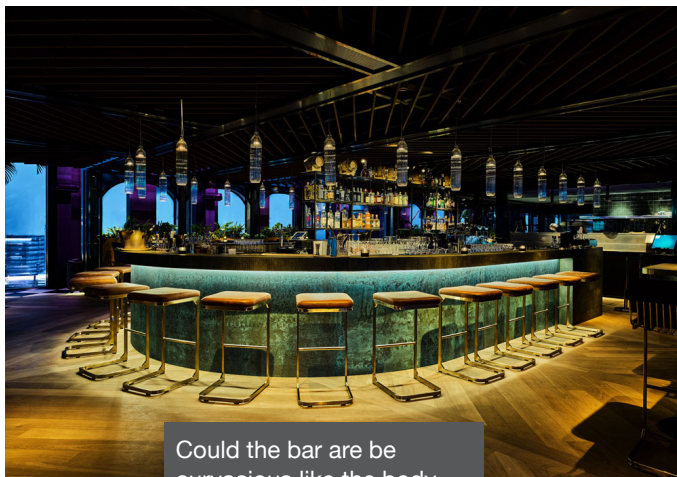


Neutral colour ergonomic dining furniture so the colour from the art piece installations are more prominent

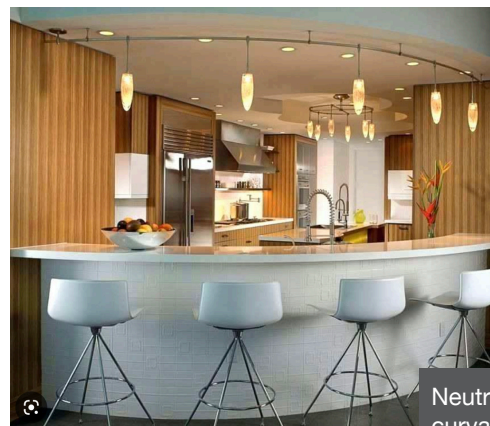


Could the logo be in a frame like a piece of art???

Could the bar be in a frame like a piece of art???



Could the bar be curvacious like the body



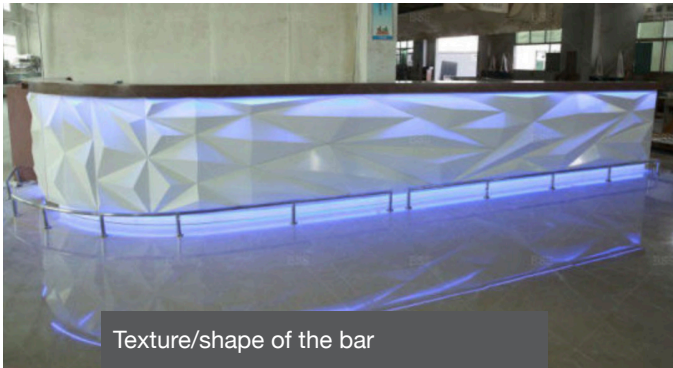
Neutral colour and curvacious



# Notes - Week 2

Start thinking of aesthetics for the bar along the line of ergonomics/combining with the body

Collect a few images of artwork/ideas to get together a mood board

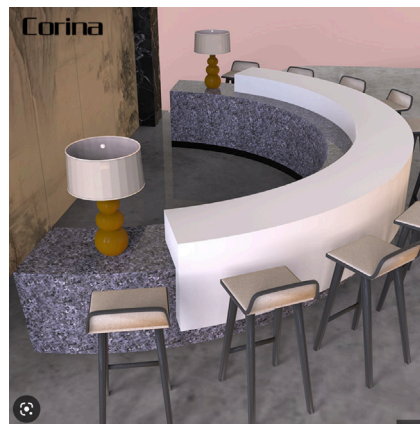


Texture/shape of the bar



Mirrored curve finish, reflection of your body and or the art installations

The top area have art work /pieces on it?



Neutral colour and curvacious

# Notes

For Monday/This Week

## Name

Dine to a fine art

The Atelier Hub

Nourish Basement

Compendium - compendia - CompendiArt

Research other artists/designers/spaces/platforms with a similar theme or concept

## Decide which platform to use for working together Asana or Mural?

I've just been looking at Asana and Mural they offer different things Asana is more project management driven and Mural is more team brainstorming driven. Mural only offers 3 white boards on the free version for brainstorming ideas. What do you think?

Maybe Mural as we have a short lead time, and its a collab?

The screenshot shows the Asana pricing page. It compares two plans: Basic and Premium. The Basic plan is free forever and includes features like unlimited tasks, projects, messages, activity log, file storage, collaboration with 15 teammates, view permissions, board view, calendar view, assignees, project overview, project brief, mobile apps, time tracking, and 100+ integrations. The Premium plan costs £9.49 per user per month (billed annually at £1,079) and includes all Basic plan features plus advanced search, custom fields, unlimited free guests, forms, rules, start dates and times, task templates, milestones, admin console, and private teams & projects.

Feature	Basic	Premium
Whiteboards	3	Unlimited
Rooms	Open Only	Open & Private
Workspaces	1	1
Visitors	Unlimited visitors (free only)	Unlimited visitors (free & self)
Guests	—	Unlimited guests
Personal templates & custom templates creation	✓	✓
Core integrations	✓	✓
Customer Support	Email & Self Serve	Chat, Email & Self Serve
Transformation Services	—	—
Flexible membership model	—	Optional
Advanced security features	—	—

The screenshot shows the Mural pricing page. It compares four plans: Free, Teams, Business, and Enterprise. The Free plan includes 3 whiteboards, open-only rooms, 1 workspace, unlimited visitors (free only), and unlimited guests. The Teams plan costs \$10 per user per month (billed annually at \$1,200) and includes unlimited whiteboards, open & private rooms, 1 workspace, unlimited visitors (free & self), and unlimited guests. The Business plan costs \$20 per user per month (billed annually at \$2,400) and includes unlimited whiteboards, open & private rooms, 1 workspace, unlimited visitors (free & self), and unlimited guests. The Enterprise plan costs \$40 per user per month (billed annually at \$4,800) and includes unlimited whiteboards, open & private rooms, multiple workspaces, unlimited visitors (free & self), and unlimited guests.

Feature	Free	Teams	Business	Enterprise
Whiteboards	3	Unlimited	Unlimited	Unlimited
Rooms	Open Only	Open & Private	Open & Private	Open, Private, & Confidential
Workspaces	1	1	1	Multiple
Visitors	Unlimited visitors (free only)	Unlimited visitors (free & self)	Unlimited visitors (free & self)	Unlimited visitors (free & self)
Guests	—	—	Unlimited guests	Unlimited guests
Personal templates & custom templates creation	✓	✓	✓	✓
Core integrations	✓	✓	✓	✓
Customer Support	Email & Self Serve	Chat, Email & Self Serve	Chat, Email & Self Serve + Priority SLA	Chat, Email & Self Serve + Priority SLA
Transformation Services	—	—	—	Assigned Success Architect for transformation assistance
Flexible membership model	—	—	Optional	Optional
Advanced security features	—	—	\$500 only	All features

Cathies note:

Also liked the interactive art wall idea and we thought about this could be a wall here you could only use your body to make marks on the wall.

Discussed having a virtual gallery/simulation for the presentation.

He also liked the idea of users being able to select the artworks to go in their own personal exhibition lookbook, - perhaps this could link in to a zine/social media campaign?

My note:

Could the be a zoned area for customers use VR glasses and see art?

What about digital billboard idea where the space could be sold or used to advertise upcoming events within the Art-Bar-Kitchen maybe visual based on my 'Beauty and the Media' FMP

Think about your role in the group and sub-groups/collaborations

Graphic Design for Marketing/Communications

To advertise the establishment, I can do digital marketing i.e. press release and social media

Note: I would need the logo design / colourway / style from Damian as he is keen to do the branding. Damian also mentioned a menu design

I'm seeing lots of reds and pinks in Caitlyn presentation which links to the body perhaps the branding could be based on this year Pantone colour of the year Viva Magenta

## **Types of business models**

### **1. Business -To- Business Models (B2B):**

It has good market predictability and more market stability. Since under B2B sale is made in bulk amount this model leads to lower cost for the businesses.

### **2. Business -To-Consumer Models (B2C):**

Business-2-consumer business model is a model that refers to businesses that sell their services or the products directly to the consumer who are the end users of the products or services.

Customers are given products at a low price compared to its competitors for the business to run smoothly.

### **3. Subscription Based Models:**

Any application based businesses or software companies have subscription based business models. They offer their product as a onetime purchase, in return company earns monthly or annual revenues.

This type of business model allows the company to earn regular income by giving the client the opportunity to pay for the cost of the purchase in 12 equal payments rather asking them to pay the wholesome amount at one go.

### **4. On-DEMAND BUSINESS MODEL**

It is the most recent form of model which is made out on the need by answering immediately. Under this type of business model is prepared in such a way where all the questions will be answered by just a click of a button in seconds.

One of the example is make my trip which allows the customers to plan the holidays and make the bookings in advance.