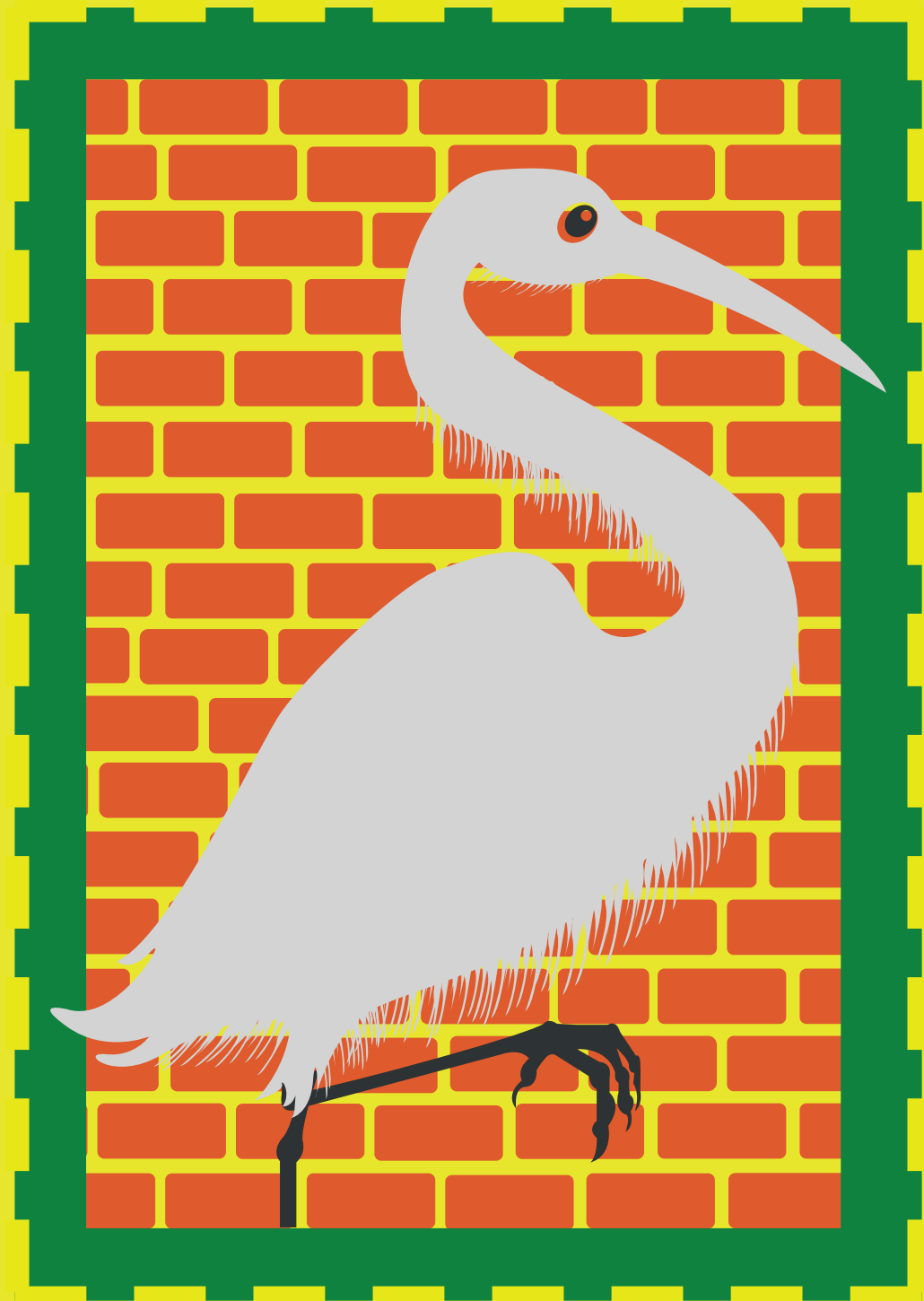


CRANE'S EYE

PORTFOLIO OF EVIDENCES



Amil Carsandas



BRICK LANE E.1.

INSIDE

research

ideas

moodboards

mindmaps

sketches

variations

typographies

colours

references

evaluation

RESEARCH

HISTORY

Brick Lane runs from Bethnal Green and through Spitalfields down towards Whitechapel. This street was originally called Whitechapel Lane. People say that it had been renamed due to the local earth which was used by brick and tile manufacturers who set up shop in the streets here in the 15th century. By the 17th century, Brick Lane had also become famous for breweries. There was a famous brewing family which went by the name of the 'Trumans', they had started their business in this street and to this day you can go and visit the Black Eagle Brewery on the street. Around the same time, the famous 'Brick Lane Market' was first opened.

That area around Spitalfields saw an increase of French Protestants, who were also known as the 'Huguenots' move in when they had been driven out of France. When the French Protestants moved into the area, it became well known for tailoring and weaving. Like much of East London, Brick Lane had become a haven for immigrants moving into this part of town to escape ill-treatment and to see themselves have a better life here in London. During the 19th and 20th centuries, the area had been known for its Irish as well as Jewish population living in this area.

Nowadays, Brick Lane is often called 'Banglatown' by most Londoners. This is due to the huge population of Bangladeshi nationals, this is where the nickname comes from. This area of East London has been the area to go for the Bangladeshi immigrants who enter the country because of its predominantly large Bengali community.

RESEARCH

MARKETS

This famous market has moved on from selling just bric-a-brac and fruits and vegetables, Brick Lane Market, which is now in the heart of Shoreditch, has developed over the years to incorporate five different markets known as the 'Truman Markets'. Sundays are when the markets are in full swing as they are all open and when the streets are full of people from all around London.

Where there are bagel bars, curryhouses and other vintage shops that have been around since the opening days of the markets, there has also been more and more stalls opening every year which sell toys, old electrical equipment, broken musical instruments, traditional clothing and much more. There is another market on the other side of the street called the 'Backyard Market'. This market is inside a warehouse and covered with rows of stalls focused on selling arts and crafts. Inside this market you can find clothing, unique jewellery and hobby related equipment, and it all comes from up and coming designers across London looking to make some extra money selling their crafts.

The 'Sunday Upmarket' is a food hall covered with street food vendors selling food from all around the world. On a good day, there can also be around 200 more stalls here selling vintage clothing, jewellery and homeware. 'The Vintage Market' is exactly what you think it is, it is a market selling vintage goods. Here you can find vintage clothing, accessories and old memorabilia from the 1920's down to the 1990's. 'The Tea Rooms' host charming stalls selling things like typewriters, taxidermy and vintage maps.

RESEARCH

CUISINE

It is hard to believe that in the 16th century, Brick Lane was filled by brick-firing workshops. It has really developed over the years.

This area has become a cultural hub of London's Bangladeshi community. The history of this place gives it its vibrant atmosphere that it has today. The place is stacked with curryhouses, Jewish beigel shops, street food vendors, vintage stores as well as cafes.

Here are some of the most popular eateries in and around Brick Lane that you can visit;

1. BEIGEL BAKE

2. BENGAL VILLAGE

3. ALADIN

I was able to get some information on these three popular shops around Brick Lane and it seems that they are really a must-visit if you are in Brick Lane. Option 1 is a legendary Jewish Beigel shop which has been open since 1976, and its most iconic dish is the 'salt beef beigel'. The second and third are curryhouses which are really a hit with the locals as well as the visitors to the area. You can typically find Indian food as well as some Bangladeshi dishes due to the growing community of Bengali people living in the area.

RESEARCH

CULTURE

The fantastic cultural vibrancy and diversity of Brick Lane seen today is the result of centuries of change, as wave after wave of immigrants have settled in the area and each added their unique ingredients to the strong cultural mix of the East End. Irish, Huguenot, Jewish and Bangladeshi communities have each settled in turn in the area and given rise to a rich tapestry of street names, buildings and culinary specialities. Hence, elegant rows of Georgian town houses, textile industries, bagel shops and Bengali restaurants all sit alongside each other and now play part in a cultural strategy for the area that builds on and celebrates this legacy.

Brick Lane receives strong support from Tower Hamlets Local Authority and funding bodies such as the Cultural Industries Development Agency as part of a development strategy to grow the cultural industries locally. The commercial success and viability of the street is good and in recent years the area has seen increasing inward investment with the resultant expansion of fashion and music business and associated bars and nightlife in addition to existing Bengali restaurants, clothing and leather shops. The local authority has also managed the emerging Banglatown identity promoted by some members of the Bangladeshi community with other, sometime differing, local community needs and priorities. The successful outcome of this work is visible in many ways and the strong local character and distinctiveness of the area is visible, for example, in the annual Brick Lane Festival, which celebrates, local music, fashion and food, the Brick Lane Baishaki Mela, which celebrates Bengali arts, music and culture every May and the Banglatown International Curry Festival, which celebrates, well, curry..... each of these events attract upwards of 60,000 visitors over a couple of days.

RESEARCH

FASHION

Fashion in Brick Lane is so unique compared to some of the other areas in London. Here in Brick Lane, almost every clothing shop is creating their own label and they are also thinking of upcycling clothing, it doesn't matter what type of fabric is used or what type of dress it is, they want to sell it by making it more trendy and this is their own way of making a statement for their own label.

Here are some of the apparel shop where you can find upcycled clothing;

1. THE LAZY ONES

2. BEYOND RETRO

3. BLITZ

The first clothing shop on the list is run by a Spanish couple looking to grow their own label by selling old clothing and making it more modern or trendy. This is a London based process as they have a factory in Bethnal Green. The second was opened in 2002 by two Canadians who are selling vintage clothing from all types of categories; sports, dresses, denim, workwear and more! They are mixing modern by incorporating fabrics from yesterday with the trendy styles of today. And finally, the third shop on the list is a department store which has three floors set in an old Victorian warehouse, here you can find all sorts of clothing and accessories mostly from the 80's.

RESEARCH

STREET ART

WHERE TO SEE STREET ART AROUND SHOREDITCH

Banksy was one of the first artists who emerged with some of his early works in the streets of Shoreditch. Eventually, artists took inspiration from his works and started creating pieces of their own murals on the walls around Shoreditch. Because Brick Lane is at the heart of Shoreditch, the area has been transformed with vibrant colours from the historical, cultural and even political murals all created by various street artists from around East London. The local authorities have started creating legal spaces where the art can be created and this drives the artists to come and make the walls their canvas encouraging them to create some more art.

Below are some of the places around Brick Lane where you can find some of the murals;

1. SEVEN STARS YARD - SEVERAL PAINTINGS by DREPH

2. HANBURY STREET - GIANT CRANE by ROA

3. EL's YARD - BANKSY's PINK CAR

4. COMMERCIAL STREET - PORTRAIT OF A LADY by DREPH

5. FASHION STREET - JOE's KID by JIMMY C.

6. PEDLEY STREET - CHIMPANZEE by TRAKIF

RESEARCH

SPORTS

SPORTS SHOPS IN BRICK LANE

There seems to be a lot of bike shops in Brick Lane, which goes to show how the whole area is keeping up with the changing times. They are encouraging people to not create pollution but to pedal instead, this is a really great way to get some exercise in and is a cleaner way to go on a short trip instead of taking the car or a bus ride. Luckily, for the people living in Brick Lane, there are a few bike shops around if they ever need to purchase a factory made bicycle, or they can also create their very own custom bike in the store's workshop area where they have the parts and paints so that you can create it from scratch, this might however hurt your wallet. OUCH!

BELOW ARE SOME BIKE SHOPS THAT YOU CAN FIND:

1. BRICK LANE BIKES
2. TEMPLE CYCLES

HERE ARE SOME OTHER SPORTS RELATED THINGS:

1. FC BRICK LANE
2. ALL STAR LANES - BRICK LANE

IDEAS

BELOW ARE SOME IDEAS I WANTED TO INCORPORATE INTO THE MAGAZINE;

BRICK LANE STREET SIGN

A WORD OF THE BANGLADESHI LANGUAGE

VISUAL LOGO REPRESENTING THE STREET

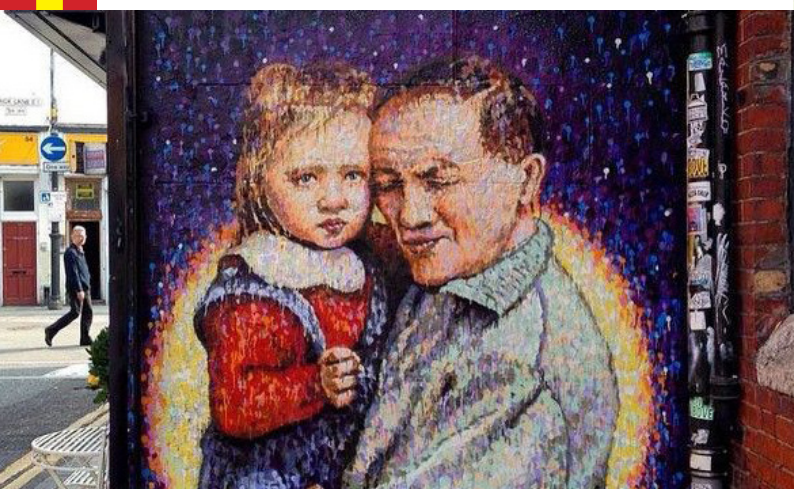
JUST A TITLE WITHOUT A LOGO

TITLE INSPIRED BY STREET ART IN BRICK LANE



TITLE

MOODBOARD



MIND MAP

TITLE FOR MAGAZINE

crane's eye the black crane brick heart



LOGO FOR MAGAZINE

brick lane street crane graffiti of
sign illustration illustration chosen title



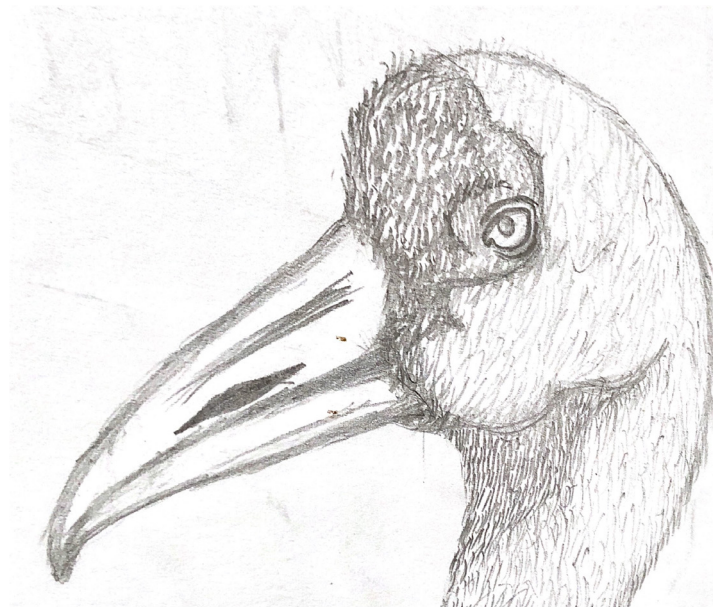
The colour scheme for the layout of my magazine were green and red, these colours represent the Bengali national flag and it reflects the large community of Bengali people living there.

SKETCHES

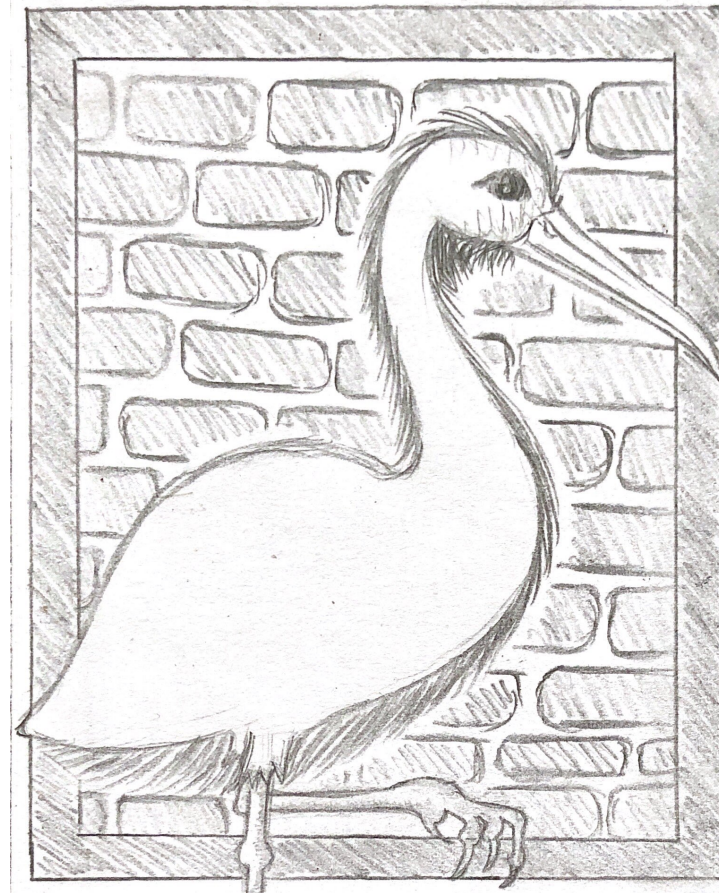
SKETCH OF BRICK LANE SIGN



SKETCH OF A CRANE MID-FLIGHT

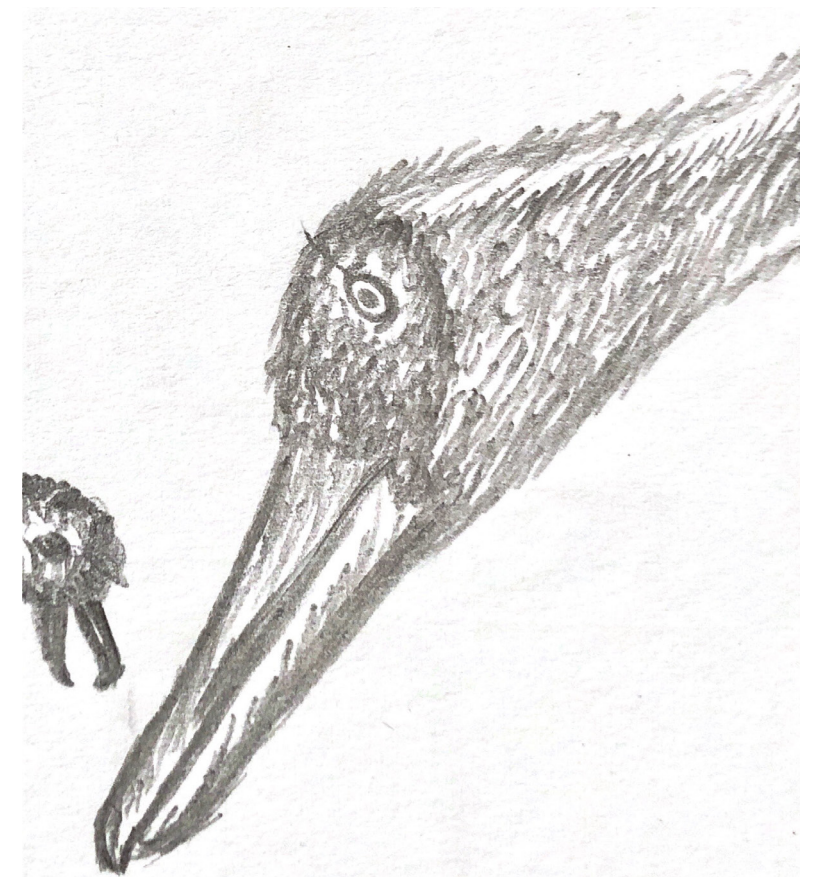


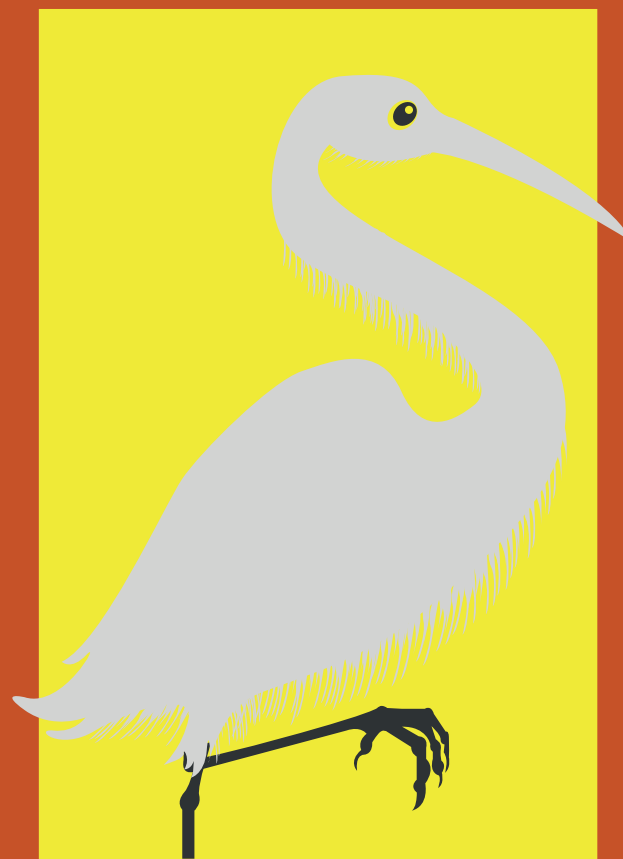
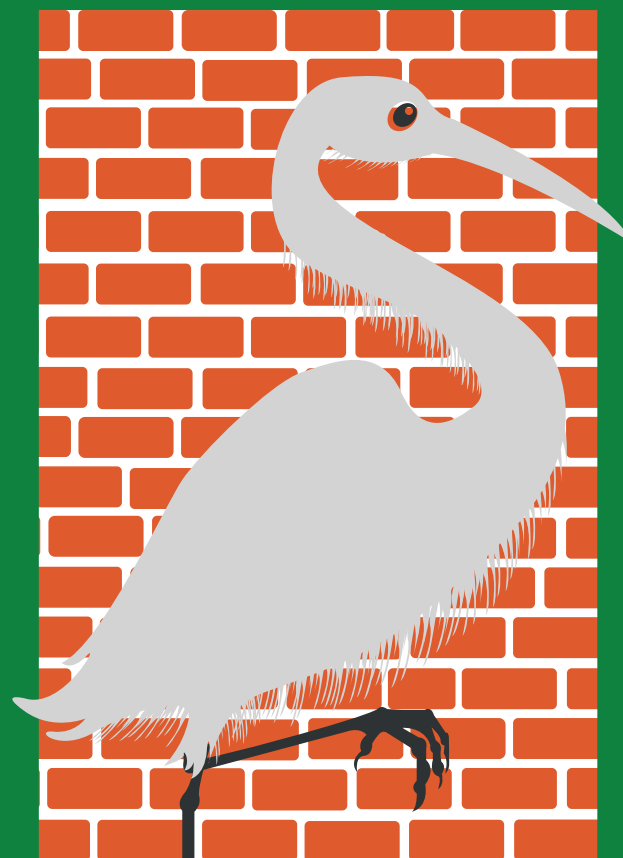
SKETCH OF A CRANE'S HEAD



SKETCH OF THE BLACK AND WHITE CRANE IN BRICK LANE

SKETCH OF A CRANE FEEDING A CHICK





VARIATIONS



1. OFF WHITE GIANT CRANE WITH BRICK BACKDROP
2. DARK GREY GIANT CRANE - NO BRICK BACKDROP - MUSTARD
3. OFF WHITE GIANT CRANE - NO BRICK BACKDROP - BANANA
4. DARK GREY GIANT CRANE - NO BRICK BACKDROP - CREAM
5. DARK GREY GIANT CRANE - NO BRICK BACKDROP - GREEN APPLE
6. DARK GREY GIANT CRANE - NO BRICK BACKDROP - LIME GREEN

TYPOGRAPHY

SKETCHES

1. sans serif - modern typ.

CRANE

2. serif - curved typ.

Crane

10. Vintage script. (voluntary - regular)

Crane

These are just some of the fonts that I sketched using the fonts I found on the internet, I made these to see which font will match the magazine's style and tone of voice. On the right you can see the font I actually used was a more modern font and the reason I used uppercase letters was because I felt that it matched the theme really well rather than the lowercase version. I also made the second word 'eye' in bold as it looked better and it made it so much more interesting rather than the regular version. Below this you can see all the other fonts used for the rest of the magazine.

TYPOGRAPHY

DIGITAL

CRANE'S EYE

This is the 'Century Gothic' typeface that I used for the dummy text for the magazine, titles as well as this magazine logo. I felt like this was the most suitable for my magazine as it looks modern and simple.

A. Cargandas.

This typeface is called 'Allison Script', I was able to download this from the internet from a site called '1001 fonts'. I have used this typeface in the past and it is really useful for adding a signature effect on any document.

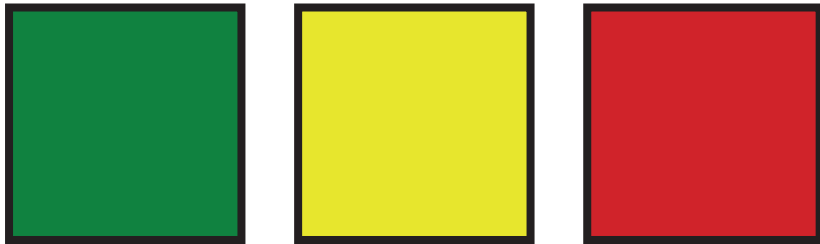
STAY HOME.

SAVE LIVES.

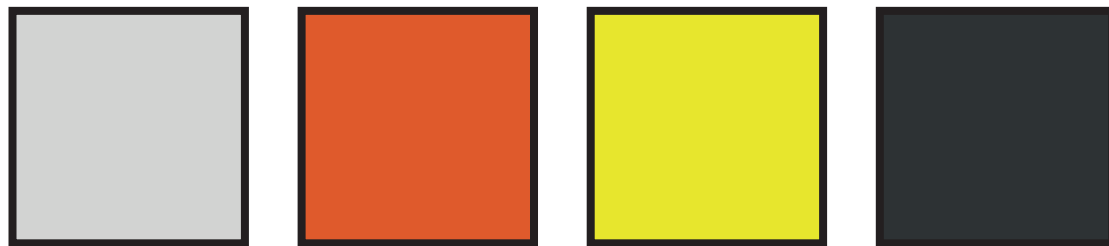
This typeface is called 'Courier New' and it mimics the typeface of a typewriter. It is a vintage typeface which is great for using in adverts because of its look. I used this font on the NHS advert for the London Coffee Festival.

COLOURS

MAGAZINE DESIGN



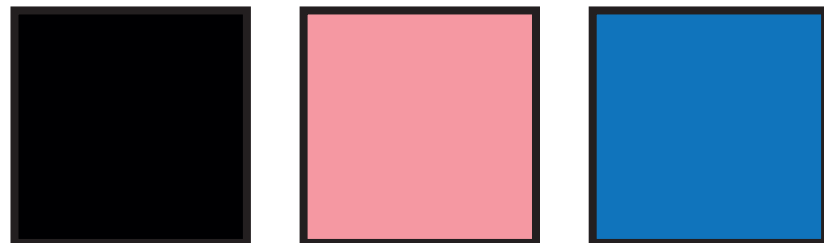
LOGOS



TEXT



ADVERTISEMENTS



PORFOLIO DESIGN



REFERENCES

HISTORY PAGES 4 - 5

AURTHOR: malcolm oakley / ARTICLE TITLE: brick lane history
WEBSITE TITLE: east london history / DATE: 30th september 2013
URL: www.eastlondonhistory.co.uk/brick-lane-east-london/

MARKETS PAGES 7 - 11

AURTHOR: alim kheraj / ARTICLE TITLE: brick lane market
WEBSITE TITLE: timeout london / DATE: 11th may 2018
URL: www.timeout.com/london/shopping/brick-lane-market

CUISINE PAGES 12 - 15

AURTHOR: unknown / ARTICLE TITLE: your ultimate brick lane guide
WEBSITE TITLE: the nudge london / DATE: unknown
URL: www.thenudge.com/features/your-ultimate-brick-lane-guide/

CULTURE PAGES 16 - 17

AURTHOR: academy of urbanism / ARTICLE TITLE: brick lane
WEBSITE TITLE: academy of urbanism / DATE: unknown
URL: www.academyofurbanism.org.uk/brick-lane/

FASHION PAGES 18 - 19

AURTHOR: unknown / ARTICLE TITLE: best shops in brick lane
WEBSITE TITLE: shopikon / DATE: unknown
URL: www.shopikon.com/sl/best-shops-in-brick-lane-london/

STREETS PAGES 20 - 23

AURTHOR: kerri mcconnel / ARTICLE TITLE: brick lane street art
WEBSITE TITLE: beer and croissants / DATE: 13th december 2018
URL: www.beerandcroissants.com/brick-lane-street-art/

LIBRARY PAGES 24 - 25

video library has references below each video.

SPORTS PAGE 27

www.facebook.com/fc-brick-lane/
www.bricklanebikes.co.uk
www.templecycles.co.uk

SELF

I really had fun creating this digital magazine, it was of course my first time creating a digital/interactive magazine so I thought I would challenge myself. After the first lecture, I started to plan my magazine layout straight away as I knew that this was going to be difficult to make. I was stuck when it came to how I was going to layout the magazine, this was the first real challenge to this magazine and this is because it was a magazine. I had to make it look modern so I thought about researching magazines and looking at the layouts that different magazine have nowadays. I then looked at travel magazines and they were not that complex in terms of layout, therefore, I started to sketch up some layouts on a plain paper. I then started to think about the colours I wanted to use throughout the magazine so that the theme stays consistent. I started researching about the history of Brick Lane and found out that there is currently a large Bengali community residing in that area, so I thought about the Bangladeshi national flag which is a dark green and a flat red. So I went ahead and started creating master pages on InDesign and working with different shapes, strokes and lines, I then inserted the two colours on the layouts and it just didn't look nice, so I went back and had to search for a single colour throughout and found that a flat yellow would be a nice contrast to the red and green on the cover of the magazine.

Before I went on to do the research on the content for my magazine, I created sketches for my logos and eventually found that the street art in Brick Lane is booming and the tourists love it. So I decided to look on Google Images and search Brick Lane street art and saw that the Black Crane by an artist called ROA was a really good inspiration for me and so I went ahead with creating my own version of this. I was able to create a vector version of the Black Crane.

EVALUATION

I then created more vectors for things that were related to Brick Lane like the Brick Lane street sign and this was fun to do as I wanted to incorporate this sign into the back cover of my magazine. The logo for the crane came out really good so I decided to add a brick wall vector to the crane is the crane was originally created on the huge brick wall on the side of the building. And you can see that I have incorporated this into my magazine as it is on my front cover. I like the way that it look and therefore I went ahead and started adding content like titles and dummy text to my layout. Things like animation I was able to learn off the internet so I am grateful for Youtube tutorials! Then I was working on creating the subscription form for the last page of my magazine, this was also easy as it was taught by the tutor when we were in college. The last thing was publishing the work, I found this really challenging but we got taught how to save the files properly by the tutor.

After I published the magazine online, I had a chance to look at the magazine, and I must say that I was really impressed with the way it was looking. When I went to the second page which was the contents page, I was really happy that the animation was playing and the contents were sliding down one by one. After that I was able to click on a topic from the contents page and the link actually worked. The transitions when going through each page were really smooth and finally when I went to the video library, the video were playing smoothly and thankfully they didn't play all at once. The bad things were that, unfortunately, the submission form wasn't working when due to the fact that I think that the published magazine online was not interactive and I think it would only work as an interactive PDF, and I also noticed that on some of the background images, the opacity did not work as it should resulting in the images and text not showing properly.