



PROCESS BOOK

# 02 Concept Development

## Concept: Building Cocktails

Use the bird's eye view of cocktails to show what users would see when they're making the cocktails. Use stop motion to break down the cocktail-making process into simple steps. This makes the service seem both simple and engaging to its viewers.

cocktails

speakeasy, alcohol, stemware, happy hour, date night

speakeasy: roaring 20's, shadow, fadora hat, jazz, flappers

alcohol: drunk, wine pairing, cheers, clink, cooking, laughter, giddy

stemware: wedding registry, cabinets, west elm, christmas party, dinner

happy hour: city, stress, 5pm, it's 5pm somewhere, cocktail napkins, discount, 5-7pm

date night: babysitter, uber, sex, restaurant, holding hands, heels, cologne, perfume

Roaring 20's: fitzgeralds, poets, Paris, cigarettes, antique cars

Shadow: eclipse, shadow puppets, shadow self, flashlights

fadora: film noir, mob, singing in the rain, Broadway

jazz: New Orleans trumpet, murals, piano, smoke

flappers: dresses, heels, sexism

alcohol:

drunk: overserved, drunk-driving, 21, brown bag

wine pairing: rich, midwestern star, bill, tip, waitress, sommelier

cheers: salut! (look up history) celebration, toast, wedding, selfie

clink: noise, knife on glass (toast)

cooking: ingredients, martha Stewart, cooking show, apron, recipe, family

laughter: giddy, joke, word bubble, sarcasm, comedy

wedding registry: accept, gift, money, west elm, adult

cabinets: library, lock+key, liquor cabinet, pantry

west elm: rugs, beds, family, couple, organized, envy

Keywords: cheers, drink, somelier, celebration, roaring 20's, antique cars, wine opener, cocktail napkins, hors d'oeuvres, specials party, liquor cabinet

The box = bartender

coaster rim

cherry in amperand



christmas party: mistletoe, christmas, baubles, cools, food, red velvet

dinner: 7pm, dinner bell, on the table, table cloth, candles, wine glass

city: taxis, business, metro, subway, trains, skyscraper, apartment, crowds

stress: stock market, errands, mindfulness, gray hair, nerves

5pm: emails, time stamp, out of office

it's 5pm: clocks of countries, alcoholism, sake

cocktail napkins: write # Hors d'oeuvres

babysitter: per hour, games, bliss, tip

uber: cellphone, gps, taxi, 21st century, stranger, sharing

restaurant: host, server, chef, reviews, candles, specials

heels: boots, outfit

cologne: fresh

perfume: flowers

Cocktail Terms

dirty, dry, muddle, shaken, twist, "up" on the rocks

→ add tips to the box (terminology)

asking for a fizz, you'll get a drink made w/ raw egg + soda water ice

twist on the amperand bartender's guide what about the prngs?

Cheltenham STO

I'll have what she's having

emboss the rim?

do photoshoot w/ cut out of drink?

stop motion of drink pouring  
↳ three ac step

Show stop motion of make?

may I take your order what if you have?

NO questions

menu as background  
↳ but menu is animated

Horndon AT Chevalier

20

# 02 Design Moodboard



<b>The Godfather</b> blended scotch, amaretto, orange bitters	13		
<b>Bobby Burns</b> blended scotch, benedictine, rosso vermouth, angostura bitters	14		
<b>Penicillin</b> single malt scotch, blended scotch, ginger, honey, lemon	15		
<b>Maple Leaf</b> bourbon, maple, lemon	12		
<b>Brown Derby</b> bourbon, grapefruit, honey, lemon	13		
<b>Seofflaw</b> rye, dry vermouth, grenadine, lemon	13		
<b>New York Sour</b> bourbon, sugar in raw, tempranillo, lemon	14		
<b>Manhattan</b> rye, rosso vermouth, angostura bitters	13		
<b>Remember the Maine</b> rye, cherry herring, rosso vermouth, absinthe	11		

OCTAGON BAR • 13 •



I pulled inspiration from high-end bar scenes. These images capture the balance of “edginess and sleekness” that the Shaker and Spoon brand identity needed.



# 02 Typography Moodboard

I took inspiration from old bourbon labels and "hipster" culture.



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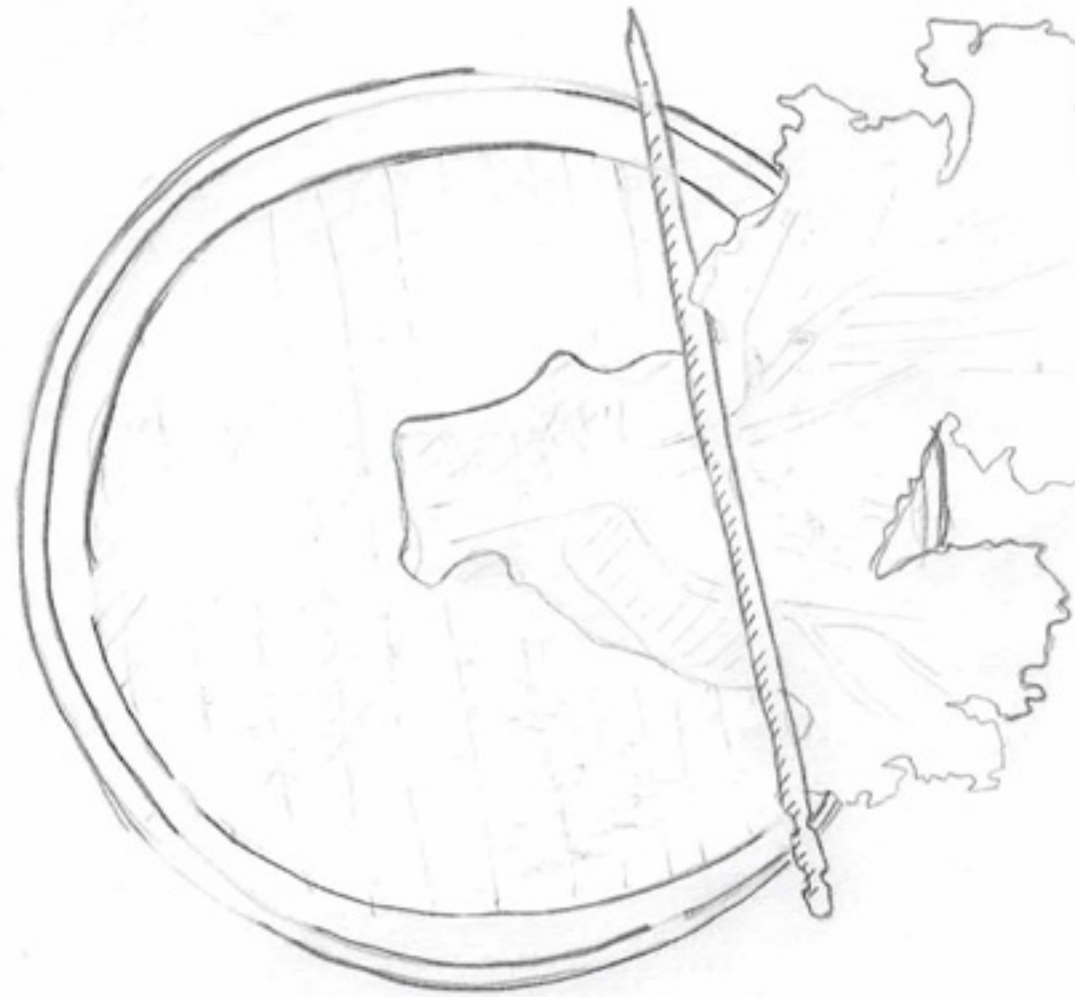
# 02 Logo Development



Final Logo:



# 02 Sketches



# 02 Icon Set

I used the same “cross-hatched” look from the logo as a texture element in the icons for a cohesive design.

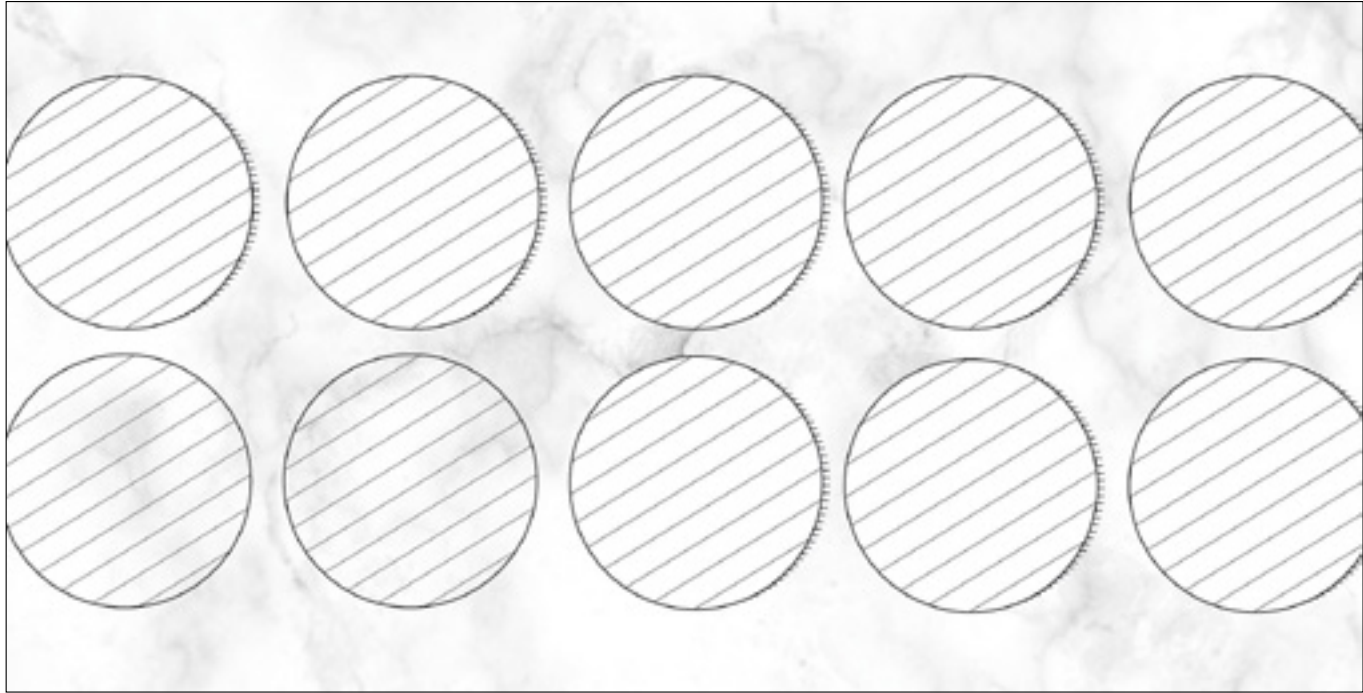


# 02 Photography





# 02 Storyboard



# 02 Storyboard (continue)

