

# Initial Ideas

## Madejski Complex

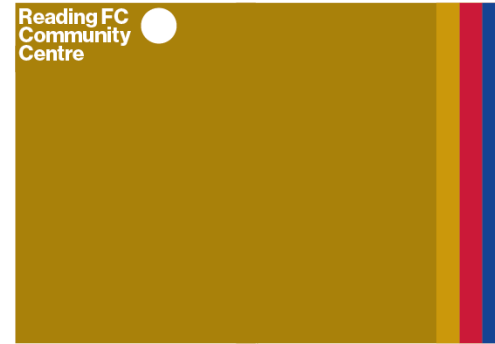
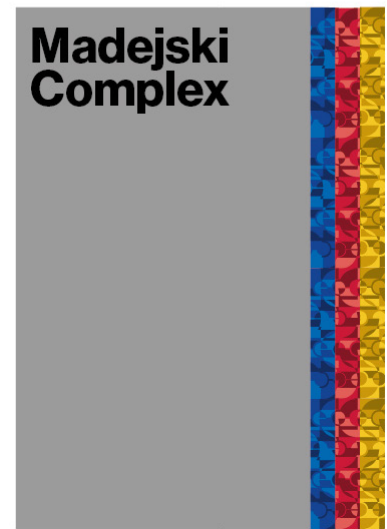


The reason for selecting to create a brochure/magazine style booklet was because it felt most appropriate in terms of both presenting my work effectively and also related to the type of architectural aspects I've been researching.

I also feel that I am stronger at editorial design work so this gives me the best opportunity to show of my work in the best light. It also gives me plenty of different room to experiment and find different inspirations from existing work.

The branding I have already created also ties into an editorial design booklet effectively and allows me to tie every aspect of my work together to create something unique and stands out on it's own and as my own.

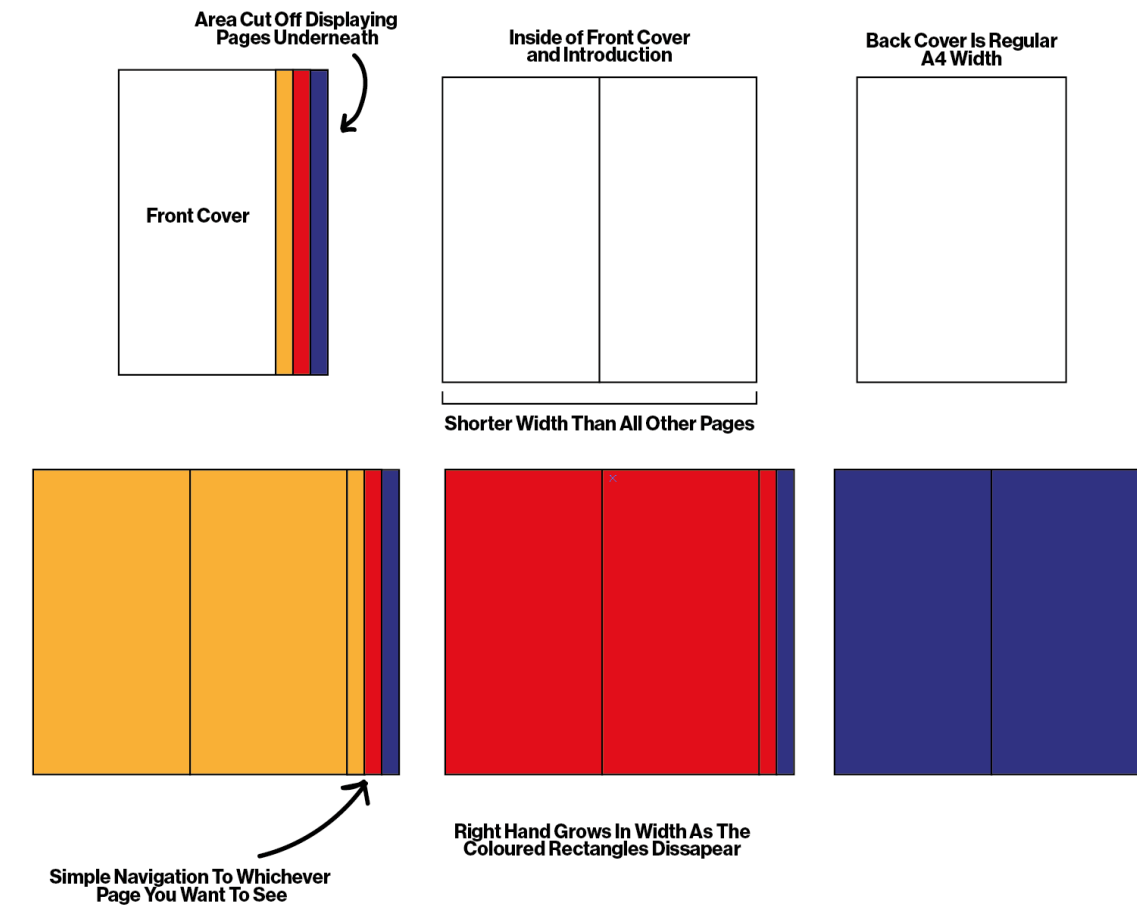
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# Typeface Selection

Throughout my project so far, I have been using the Neue Haas Grotesk Display font family for my design work. It is a pretty standard typeface that does its job but doesn't push the boundaries any further than that. So, for my booklet, I decided to look into finding a few more typefaces that I could possibly use that provide the same clear

readability but also feel more playful and unique. I also wanted the typeface to feel professional, have a good contrast with my brand colours and to be legible both digitally and physically and to have some dynamism to them that adds a little bit extra personality to an already bright brand design.

## Madejski Complex

- Simple but effective
- Lacks personality
- Good legibility

## Madejski Complex

- Similar to Neue Haas with a slight bit of experimentation
- Needs to be pushed further to have the extra personality I'd want

## Madejski Complex

- Very bold and unique
- Stands out on the page as a title
- Poor legibility and readability in body copy

## Madejski Complex

- Fun but professional
- Unique shaping for certain letters
- Good kerning and has a range of heavier and lighter variations

## Madejski Complex

- A simple typeface with some fun nuances
- Good legibility and kerning
- Not sure how I like the squared shapes of the 'a' and 'j'

## Madejski Complex

- Very bold and impactful
- Has a slightly older feel to it
- Doesn't match the vibe of my branding so far

# Noka Bold Noka Semibold Noka Semibold

After some exploration and experimentation, I decided that I want to use the Noka typeface family for my booklet design.

I really like how it has a professional and modern feel but also has a slight unique and nuanced feel to it with some unique shapes used on certain letters. It also provides a wide range of different variations, unlike some others, which is vital when creating an effective hierarchy and that is something that is extremely important on these concise brochures. The readability of the lighter variations is great for use in body copy, whilst the heavier variations have the punch required for the bold headers and sub headers.

I also feel like the typeface slots in effectively with the look and feel of my branding and brand identity which was a key thought throughout this selection process.

# Layout Development



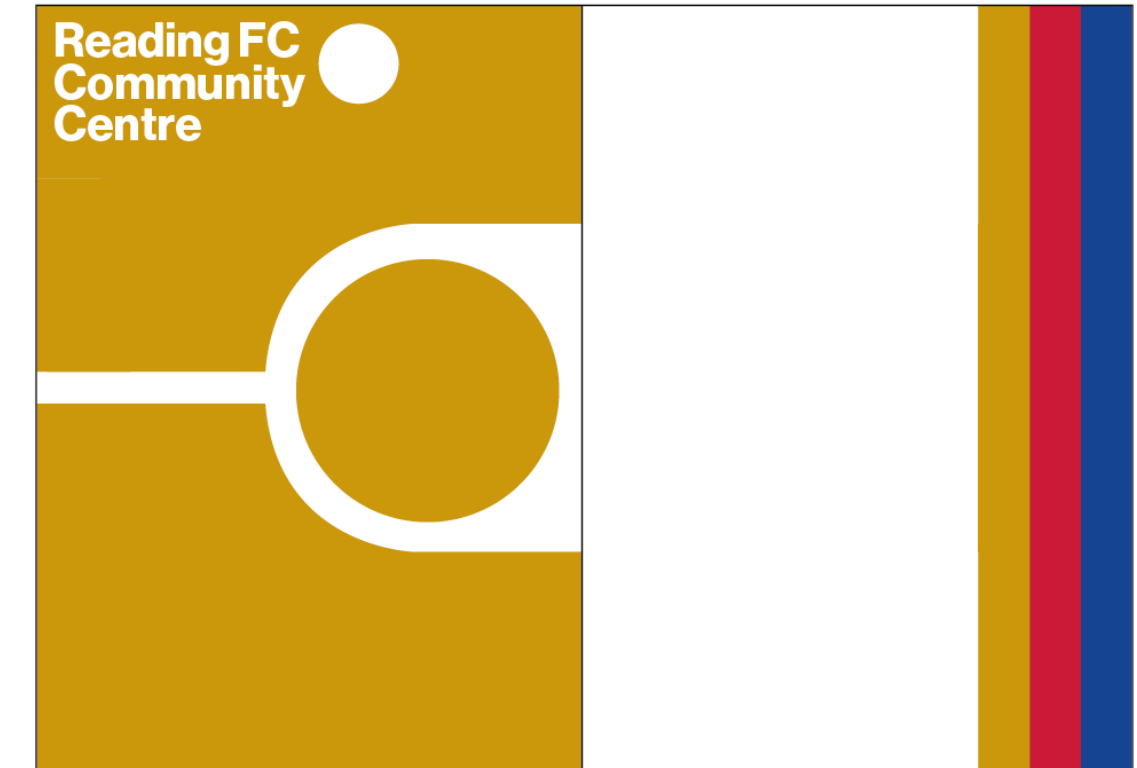
After coming my initial idea and thoughts of where I wanted to my booklet to go design-wise, I needed to create a clear editorial layout for each of my pages to use as a basis. This helps create a much clearer message and makes the user experience much improved.

My key aims were to create a unique layout that took inspiration from my brand and it's logos. After some brainstorming and playing around, I came to this range of ideas that are all based on the initial shapes used all the way back at my pattern creation. They all split the page up into different sections in different way and helped to form a vibrant and unique look, but some were less effective in an editorial sense. I needed to find the right balance between fun, professional and editorially sensible.

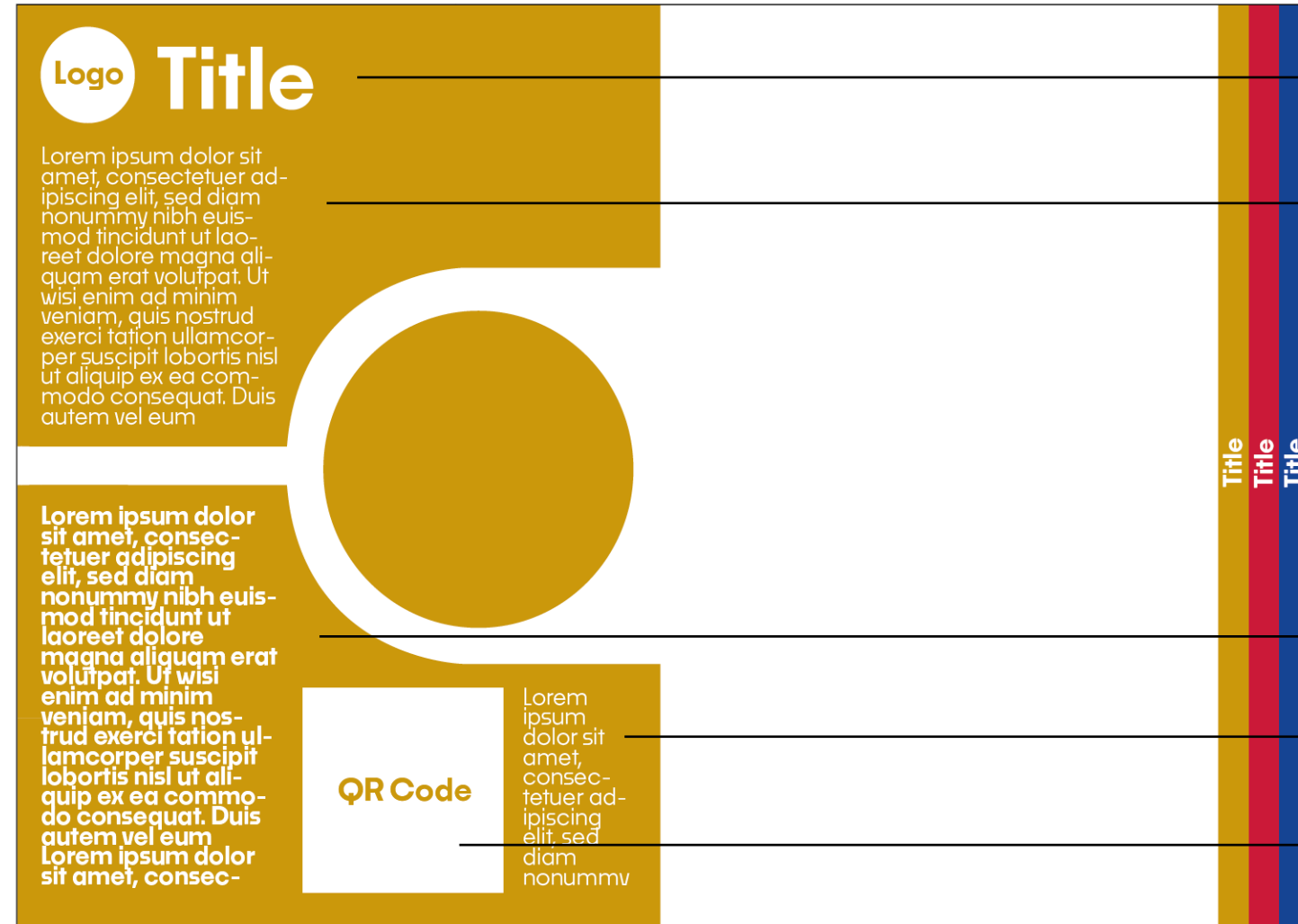


After some thinking and experimenting, this is the base layout I want to go forward with in my booklet. This layout allows there to be the right amount of space for all the different components that make up each page. It gives plenty of space for the imagery to be clear and eye catching, the title and logos are easily implemented and there is plenty of space for smaller details and information to be put in without making it too boring or static.

It also has a clear link to my branding and you can clearly see the shapes used, helping to strengthen that link of all the branding together.



# Implementing Text and Logo



**Clear and bold title and logo that is clearly at the top of the hierarchy and is the first thing seen on the page by the reader**

**A more detailed overview outlining a quick summary of what the area contains, aim is to gain the interest of the reader with a short paragraph**

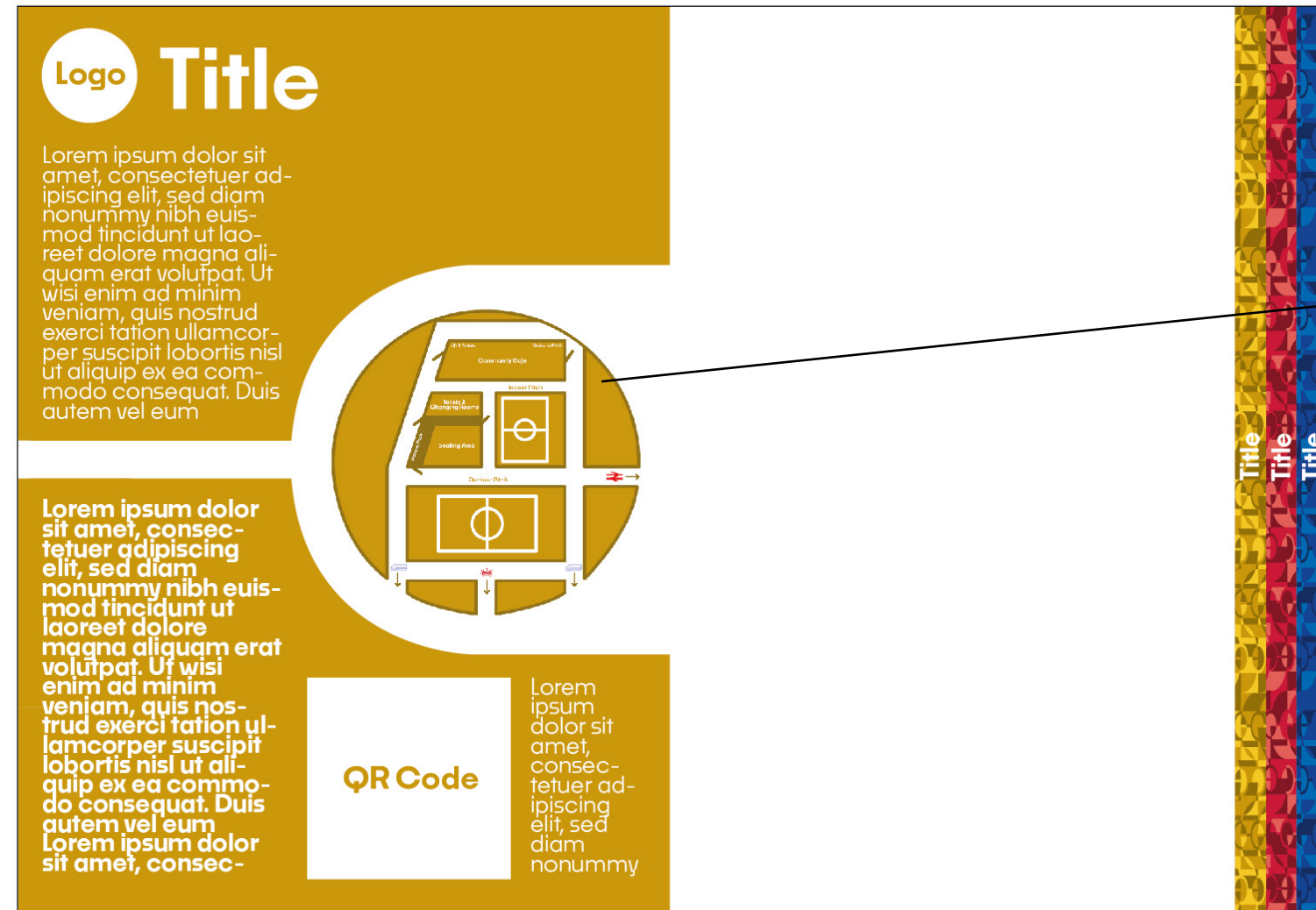
**Bolder, short points showing off all the main aspects and benefits of the area, used to advertise and show off the area**

**Short detail describing what is in each image on the right hand page, helping to make sure every image clearly gets the right message across**

**The QR code linking to the Augmented Reality model, clear, prominent and easy to use for the reader**



# Implementing Map and Pattern



*Using the circle shape, I decided to place the map into this space as my previous wayfinding used this same idea. This meant I could easily implement my existing map into this design which worked effectively. Is also clear and prominent and separated away from the text.*

*Small title placed horizontally to help with the initial navigation of the booklet. I initially wanted to place the logo at the top of the page but it didn't work and made thing look messy and complicated as the legibility wasn't great.*

*Simple implementation of the coloured patterns*

# The Text & Information

The text and information displayed is extremely important as this is the only chance you get to send the messages across to the user. There needs to be the correct balance between detail but not being too much or too boring as well catering to different audiences.

## Detailed Paragraph Introduction

The aim for the initial paragraph is give a clear summary of what the key aspects of the particular area are. There isn't that much detail in terms of the certain perks and aspects of the area, but instead it gives an overview of what to expect and to entice the user to take an interest.

This is a more professional body of text that is more likely to be read by an older user or professional so it needs to have thought and meaning behind whilst also sounding crystal clear.

It covers the more emotional side of the design work and how it has the desired effect on people and how it can affect the club and the surrounding area. It also needs to mention the key target demographics.

Because of this, I decided I was going to break down the page, using the design I had already made, into two sections with one part being a detailed paragraph and the other being bolder, concise bullet points.

## Bullet Points of the Area's Selling Points

The aim for the bullet points is to give a quick overview of the main selling points that each area provides. These help to engage the reader quickly and means they don't have to scan through lots of text to find the key points of the page.

It also helps me to show off all the different design aspects I have tried to implement in a way that stands out and truly sends the message across that it is a well thought out and meaningful design.

It's important to make sure the younger generation are catered for, with many not wanting to read detailed bodies of text and instead get the information simply and quickly.

The Community Centre is the hub for the local area, providing social, physical and morale boosting opportunities for all ages. The Cafe gives you a safe space to spend time with those close to you or to meet new people whilst the three pitches gives the chance to express yourself with physical activity in a judgement and danger free zone.

**Community Cafe**

**3 Football Pitches**

**All Weather Facilities**

**Relaxed Seating Areas**

**Accessibility For All**

**Inclusive Activities**

**Health & Wellbeing**

**Innovative Design**

**Easy To Navigate**

For the community centre, I wanted to make sure that key message of togetherness and inclusivity was sent across. That sense of being free of any judgement from others is something that can really bring people together and makes sport something anyone can enjoy.

# The Text & Information

The Royals Plaza is the place to be if you're wanting a food & drink, shopping and entertainment filled experience. Your needs are covered with a range of restaurants and local street food vendors as well as the huge Reading FC megastore. Need a sit down? Well, there's a range of innovative seating and relaxation areas with entertainment provided through two screens and front and centre stage.

**Local Street Food**

**Hub of Entertainment**

**All Weather Facilities**

**Accessible From Train**

**Socialable Seating**

**Places To Relax**

**Reading FC At Heart**

**Accessible To All**

**Easy To Navigate**

I wanted to sell the key aspect of the Plaza being that it is all about entertainment, leisure and ultimately enjoyment. I wanted to make sure it was a place that fans and the local community feel is there to be used all day, every week and not just on matchdays.

Designed for the fans with the aim of maximising every matchday experience, the Madejski Stadium is a place for Reading FC fans to be proud of. Providing them with the best views, atmosphere, safety, inclusivity and facilities. A stress free home to come back to every other Saturday that brings everyone together as one. The state of the art Fan Zone means your experience goes much further beyond the 90 minutes and instead becomes the place to be for every Reading FC fan, young, old and everything in between.

**Innovative Design**

**Puts All Fans First**

**Inclusivity Promoted**

**Easy To Use Bus & Train Route**

**Safe & A Car Free Zone**

**Natural Feel To The Area**

**All Fans Catered For**

**Improved Atmosphere**

**Unique To Reading FC**

I wanted to drive through the message that this design is made solely for the supporters and that every aspect is created for the benefit of them. I also wanted to make it crystal clear that this design was targeting a big range of different fans and that that inclusivity is a key part of the community created inside the stadium.

# Creating Informative Icons

On top of the bodies of text displaying the information and sending the key messages across, I wanted to implement a few simple symbols that represent the key values and aspects of each area.

These quick visual signs can help to send that message in 5 seconds whilst you're quickly scanning the page and then can entice further reading after acknowledging them. It helps to add further personality across and show that each place has a meaning and thinking behind it.

When creating the icons, I initially noted down some of the key aspects that each area possessed and then started to narrow them down into 4 key, concise points that represent the design best.

Each set of 4 icons will be placed just under the name of each area meaning it is direct and the next thing the reader acknowledges after the name.

## Community Centre Icons



*The Cafe*



*Sport For Everyone*



*Low Cost*



*All Weather*

For the Community Centre, the key is to be able to display that the area is a place that can be used whenever and by anyone. I wanted to make sure the cafe was represented, targeting older people, and that the activities were for anyone. Money is a more relevant issue than ever before, so I wanted to make sure people knew that they didn't have to worry about spending to visit here. The all weather part is just a helpful reminder, especially with how bad the weather can be at times.

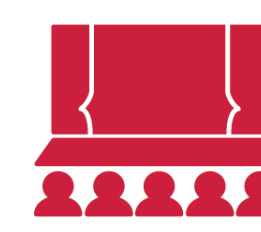
## Plaza Icons



*Shopping*



*Food & Drink*



*Entertainment*



*Social Activity*

The key aim for these 4 icons was to represent leisure and social activity. Sending the message to the user that this is place to go for entertainment and fun in a concise way. I wanted to make sure people were represented in some icons to show that this a hub of socialisation and spending time with friends and family.

## Stadium Icons



*For Everyone*



*Natural Surroundings*



*Accessibility*



*Being Together*

The stadium is all about togetherness and being for everyone. So, I made sure that my icons displayed that this is a place for the people very clearly. I also wanted to show how the stadium is a natural place that feels good to be in and around, with the green space and water helping to boost positivity and general feelings.



# Selecting & Creating Imagery

After creating the layout and implementing the informational side of each page, I now needed to focus on creating the right imagery to display my model in the best possible light. I needed to show all angles and viewpoints whilst not making the page look too busy or too simple, overall being engaging but not overpowering.

As well as this, I needed to add a more realistic and eye catching background to these images, as in the model the grey background was very bland and made each image hard to differentiate from each other. To summarise, my key aims are:

- **Engaging imagery**
- **Communicates the key design aspects**
- **Clearly shows the colour palette and branding work**
- **Shows all angles and relevant view points**
- **Doesn't overpower the key information on the pages**
- **Doesn't feel too much for the reader to take have to take in quickly**

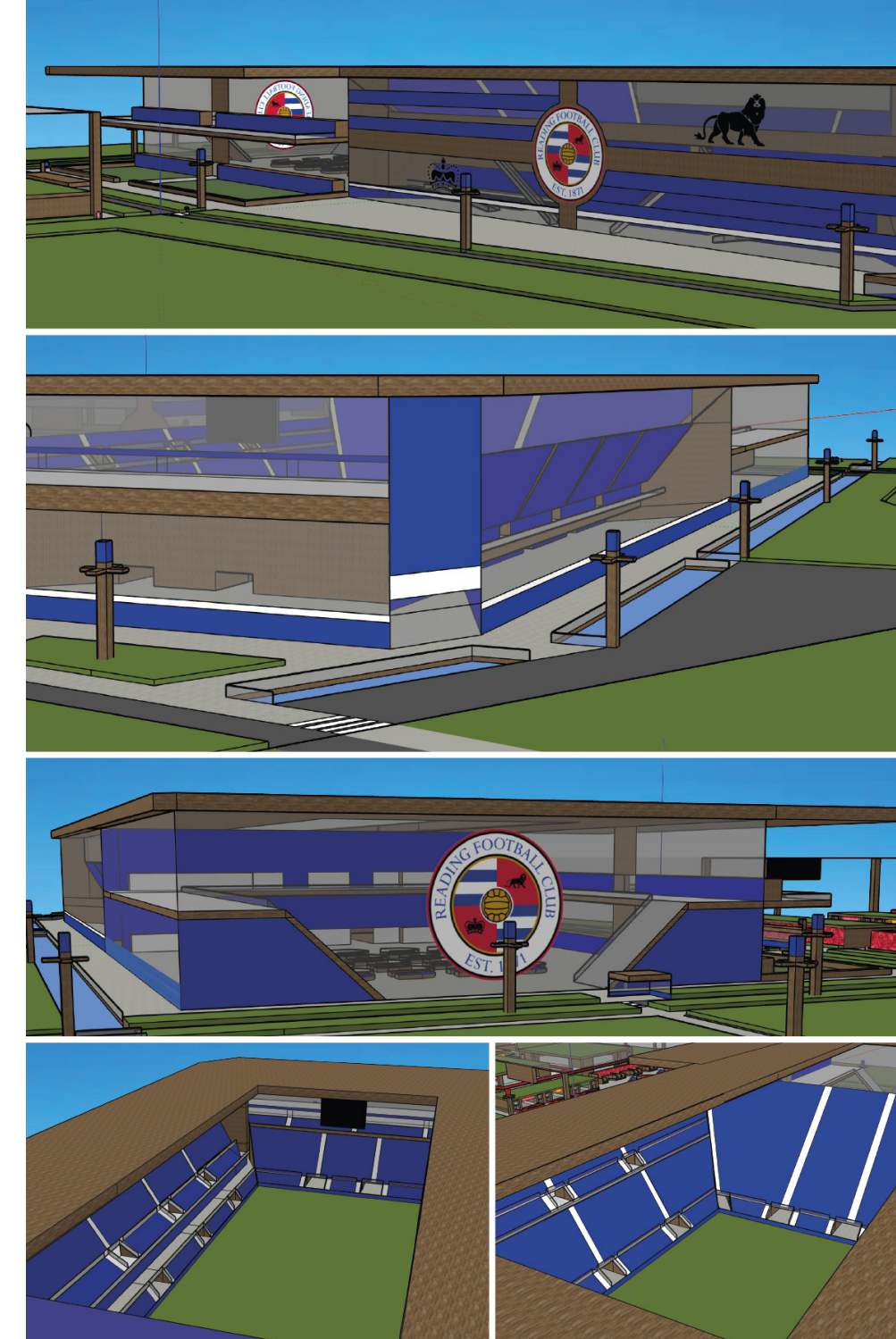
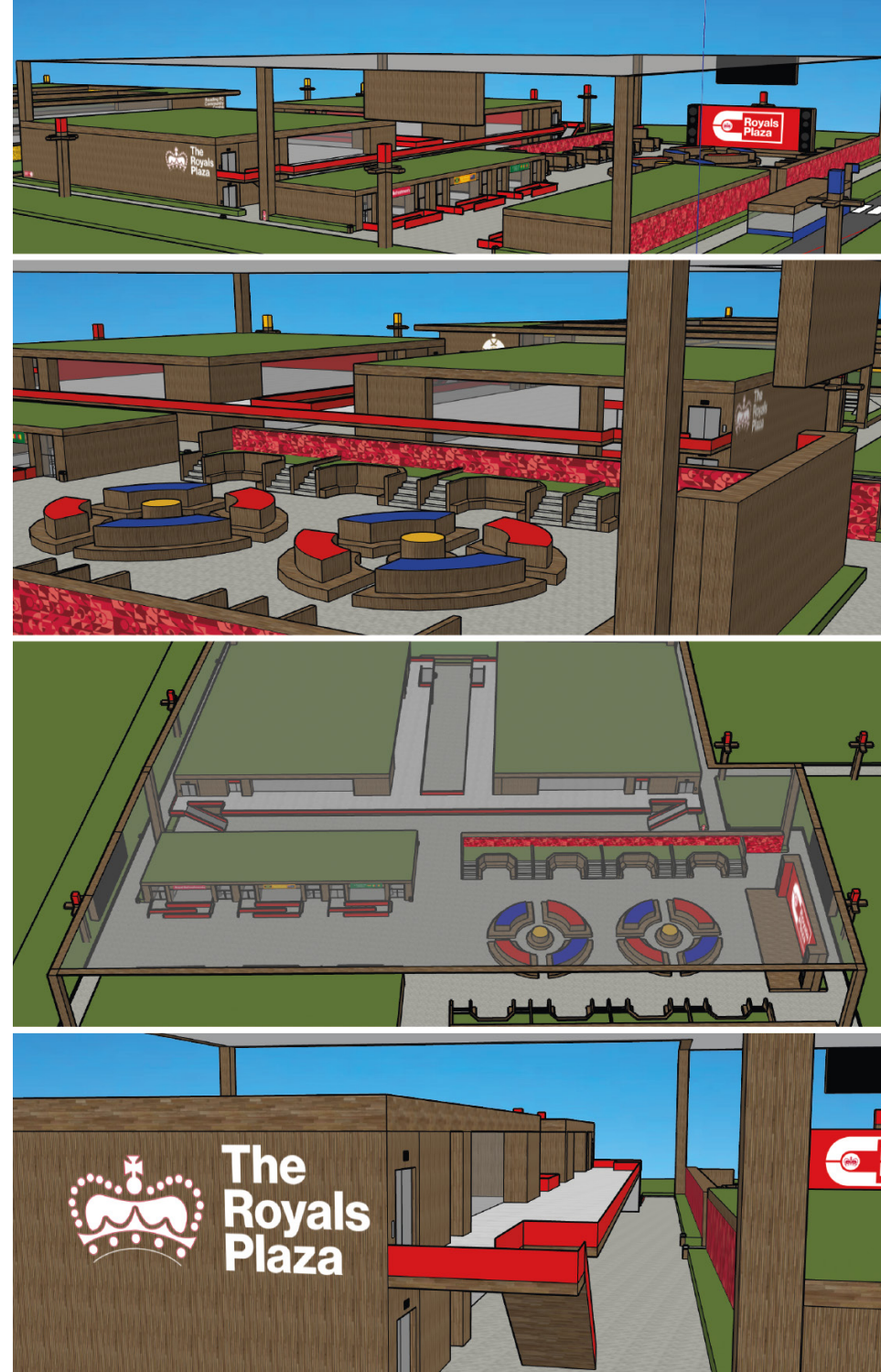
In the background of each image, I implemented this blue sky background to help create an overall more engaging looking image. The blue sky adds an extra bit of personality and engagement to the image whilst helping to differentiate the images from each other when they are so close together. A blue sky also feels more positive and evokes more positive emotions when seeing it, helping to amplify the positive design aspects and bold colours across the page.



With the Community Centre imagery, I made sure to include all different sides and views of the buildings, helping to show all aspects and the different parts that make up the design. I wanted to make sure all three pitches were clear in the photos, as this is a key part of the centre and how the community feel is created. I also wanted to show off the Cafe and seating areas to make sure there is a sense that anyone can visit and that the reader understands that this is for the whole community.



For the Royals Plaza, it was harder to show all the intricate details meaning I needed to use wider shots from above and at a wide angle to make sure the size and scale was clear. I wanted the seating and entertainment area to be prominent in the imagery as well as the bright colours and logos. It was hard to show the detail of the restaurants and shops, so I focused on showing the balcony and open plan feel to the place.



Unlike the other two areas, I needed to show both the interior and exterior of the stadium. This meant that I decided to show wide shots of the stadium, with two smaller shots that display all four of the stands.

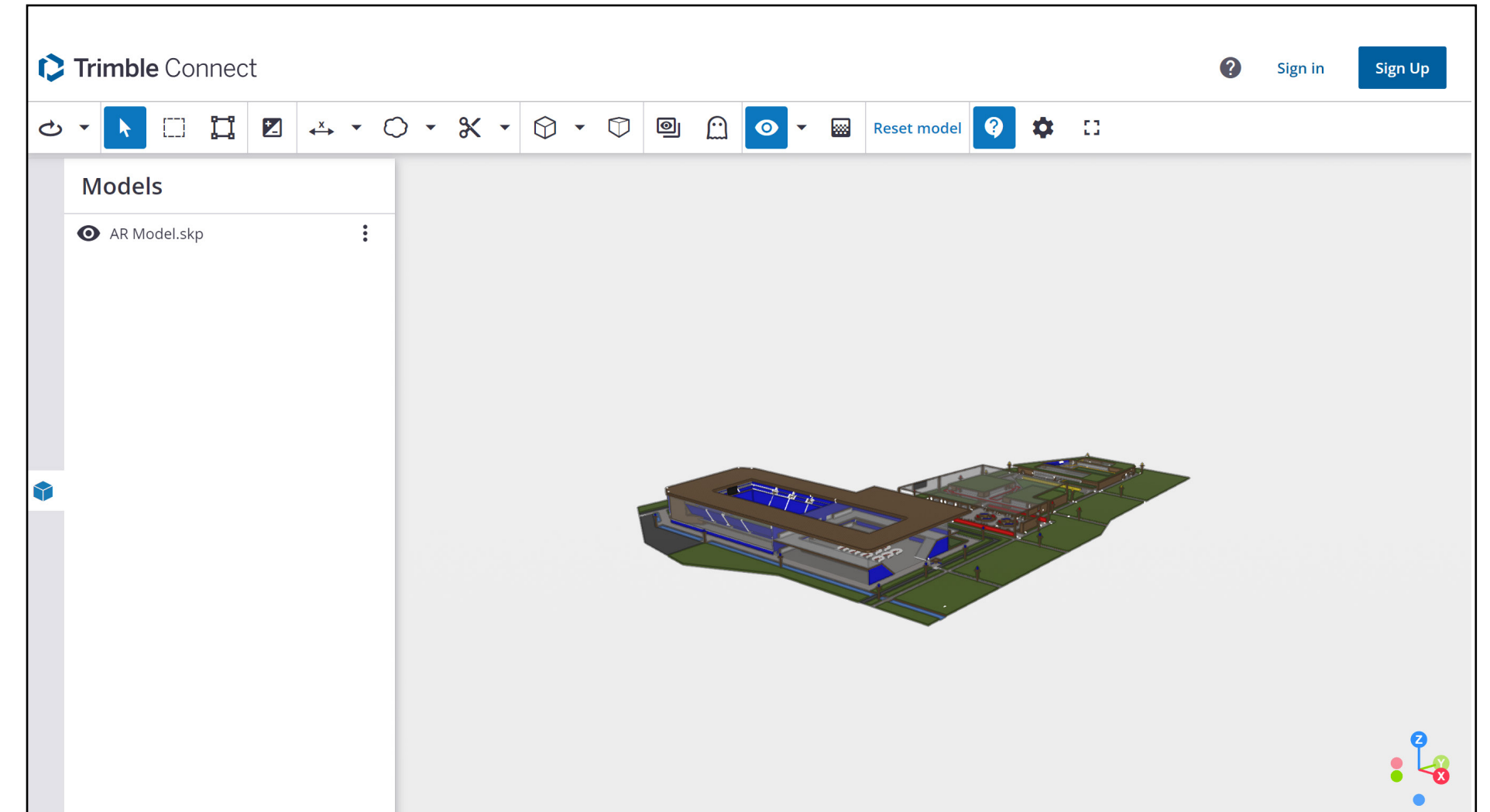


# QR Code to Model

For the final aspect of the informational page, I decided to implement a virtual aspect to the page to help add another layer of detail and understanding for the reader. The use of a QR code is common across lots of informative pieces and helps to give the user control to view the subject however they would like. For me, it will allow the reader to look at the model

into further detail and help to understand each aspect better, rather than when just looking at static imagery.

When you scan the code, it takes you to a SketchUp viewer which displays a mini version of my whole model. The user then has the full 360 degree freedom to look at the model and zoom in closer for more detail.



# Front & Back Covers

For my front and back covers, I needed to take similar principles from my previous imagery and design but implement it in a way that is more suitable for a front and back cover. This meant I

needed to focus on a clear title, concise information but also a fun design with an engaging image that helps to summarise the project and draw the reader in to open the booklet. My key aims were:

- **Engaging imagery**
- **Clear title and information**
- **Concise bites of info that draw the reader in**
- **No overcomplication**
- **Same design language as used inside booklet**

# Front Cover Inspiration

Fig. 80 - Let's Travel Magazine (2022)



I really like the composition of this front cover, with the engaging imagery towards the footer of the page, allowing space at the top for title to be clear with the sky acting as an effective contrast. The small bites of information are also placed in an effective way.

Fig. 81 - Bau Meister Magazine (2019)



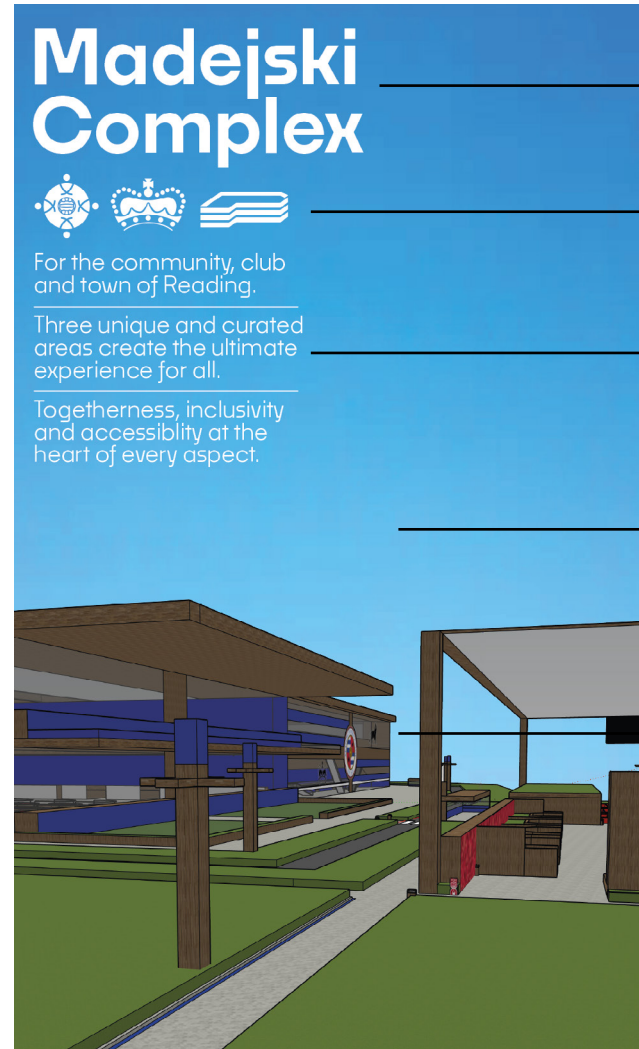
A really fun way of placing all the different parts of text in an engaging way, whilst also letting the imagery be prominent and engaging. The hierarchy is effective and means that the reader takes in all aspects of the page in the right way.

Fig. 82 - Journey Magazine (2023)



The aspect I liked most about this front cover was how they displayed the information in a smart and concise manner, with it being clear what each section is for and how it draws you in to read about it.

# Front & Back Covers



*Clear title at the heading of the page with a good contrast to background.*

*Three logos displayed, but whited out for clarity. Adds a fun design element that breaks up the text.*

*Concise bites of information outlining the key messages. Information is laid out in the same way as the inside of the book.*

*The same blue sky background used.*

*The imagery is used to display the Stadium and Plaza with a small taste of the design aspects and green space.*

*Same blue sky is used from the front cover to keep the consistency and contigency of the covers.*

*Information displaying the social media handle, website, email contact and phone number for each area.*

*Use of the branding and logos to make sure everything is clear and to add that extra pop of colour.*

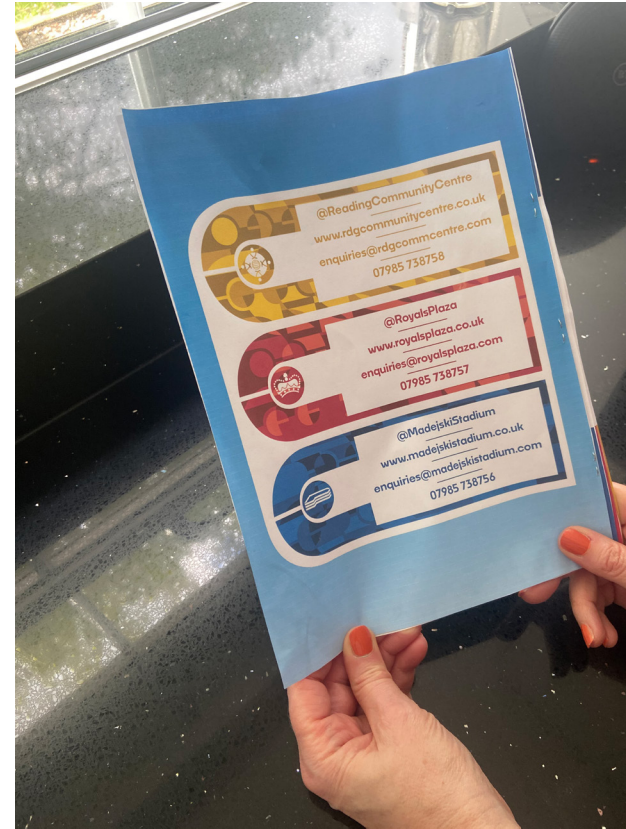
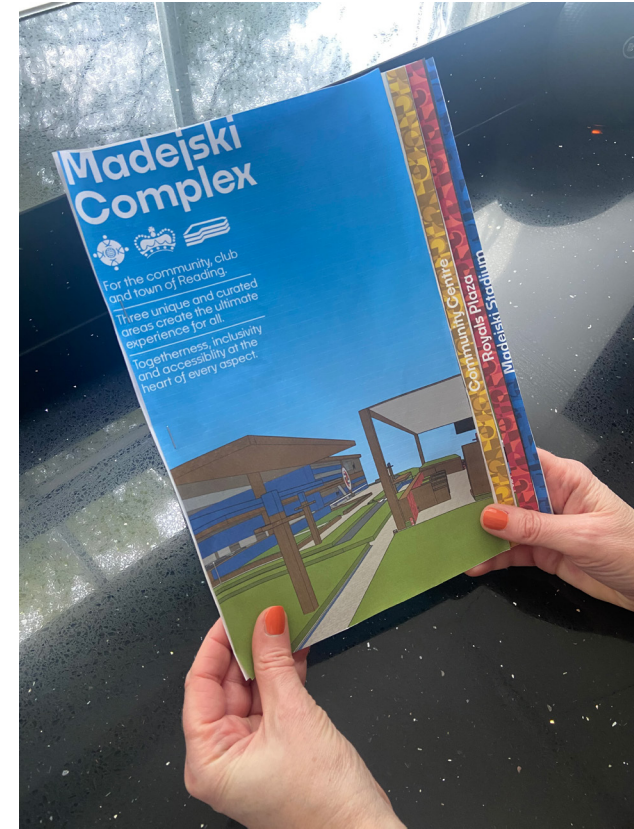




# Test Print

Before I finalised my booklet design, I wanted to create a mock up booklet at home, just to make sure everything was correct with the colour, layout and imagery.

I also needed to make sure my different size pages created the desired effect and that the user experience was how I wanted it to be.



For the front and back covers, the imagery was really effective and the colours worked as desired on print. The front cover's text layout also seemed to work effectively and the readability was great. The three patterns on the right hand side worked well and added that little unique touch that I wanted.



When looking at the inside of the booklet, I was happy with how the colour palette and patterns had come out, with the imagery working well alongside it. The only tweaks I had to make were to the actual readability of the paragraphs and a few bits of grammar.



# Final Outcome

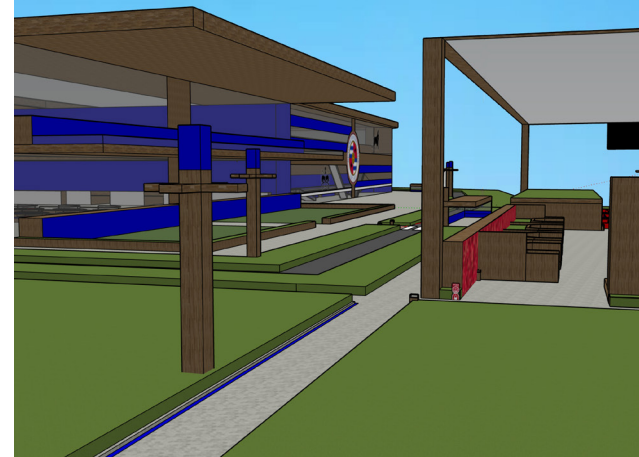
## Madejski Complex



For the community, club and town of Reading

Three unique and curated areas create the ultimate experience for all

Together, inclusivity and accessibility at the heart of every aspect



**@ReadingCommunityCentre**  
[www.rdgcommunitycentre.co.uk](http://www.rdgcommunitycentre.co.uk)  
[enquiries@rdgcommcentre.com](mailto:enquiries@rdgcommcentre.com)  
**07985 738758**

**@RoyalsPlaza**  
[www.royalsplaza.co.uk](http://www.royalsplaza.co.uk)  
[enquiries@royalsplaza.com](mailto:enquiries@royalsplaza.com)  
**07985 738757**

**@MadejskiStadium**  
[www.madejskistadium.co.uk](http://www.madejskistadium.co.uk)  
[enquiries@madejskistadium.com](mailto:enquiries@madejskistadium.com)  
**07985 738756**

## Community Centre

The Community Centre is the hub for the local area, providing social, physical and morale boosting opportunities for all ages. The Cafe gives you a safe space to spend time with those close to you, or to meet new people. The three pitches give the chance to express yourself with physical activity in a judgement and danger free zone.

**Community Cafe**  
**3 Football Pitches**  
**All Weather Facilities**  
**Relaxed Seating Areas**  
**Accessibility For All**  
**Inclusive Activities**  
**Health & Wellbeing**  
**Innovative Design**  
**Easy To Navigate**

View of the centre, outdoor pitch & covered pitch  
 View of covered pitch  
 Entrance to centre & seating areas  
 The cafe & second tier containing smaller outdoor pitch





# Final Outcome



## Royals Plaza

The Royals Plaza is the place to be if you're wanting a food & drink, shopping and entertainment filled experience. Your needs are covered with a range of restaurants and local street food vendors, as well as the huge Reading FC megastore. Need a sit down? Well, there's a range of innovative seating and relaxation areas, with entertainment provided through two screens and a front and centre stage.





**Hub Of Entertainment**

**Accessible From Train**

**All Weather Facilities**

**Club Inspired Street Food**

**Sociable Seating**

**Places To Relax**

**Reading FC At Heart**

**Accessible To All**

**Easy To Navigate**

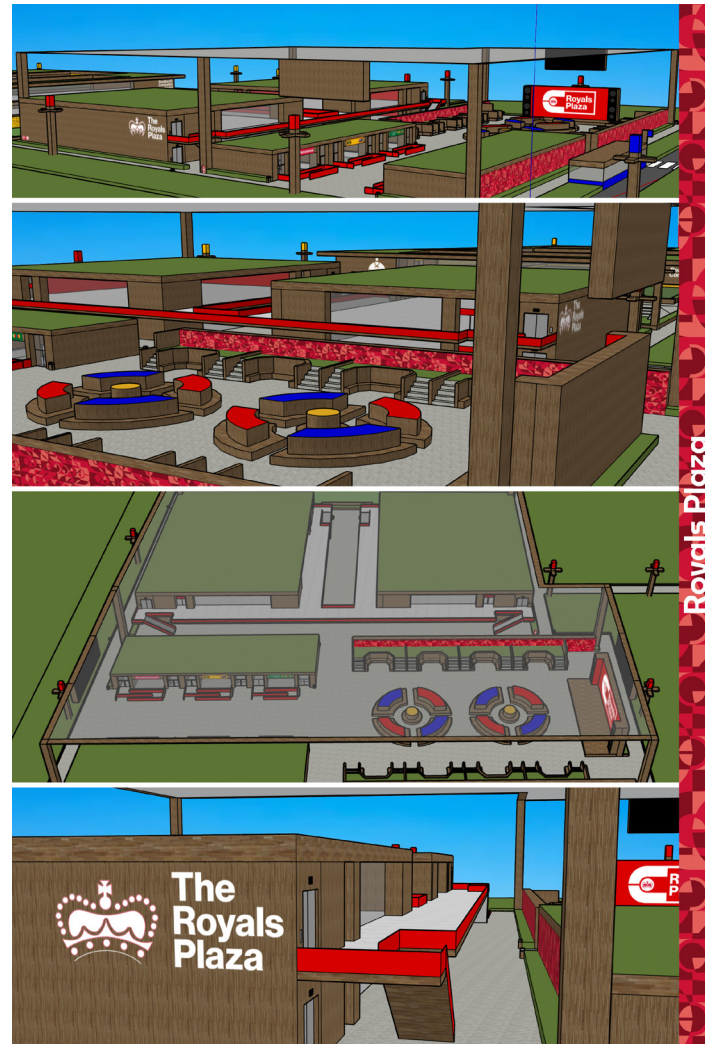


View of the whole Plaza from the stadium

The seating & entertainment Area

A view of the Plaza from above

The shopping & restaurant building with balcony and easy access



Royals Plaza



## Madejski Stadium

Designed for the fans with the aim of maximising every matchday experience, the Madejski Stadium is a place for Reading FC fans to be proud of. Providing them with the best views, atmosphere, safety, inclusivity and facilities. A stress free home to come back to every other Saturday that brings everyone together as one. The state of the art Fan Zone means your experience goes much further beyond the 90 minutes and instead becomes the place to be for every Reading FC fan, young, old and everything in between.





**Innovative Design**

**Puts All Fans First**

**Inclusivity Promoted**

**Easy To Use Bus & Train Route**

**Safe & Car Free Zone**

**Fan Personalisation**

**All Fans Catered For**

**Improved Atmosphere**

**Unique To Reading FC**



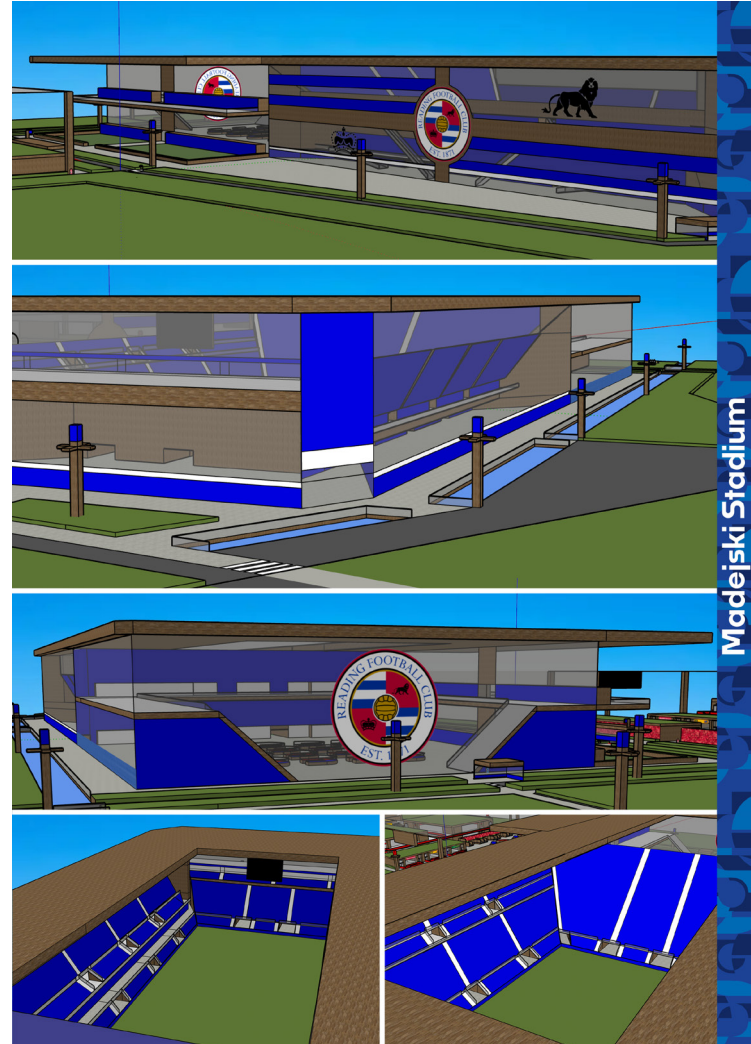
Main Stand & Fan Zone entrance

Visiting Fan, Family & Inclusivity Stand

Side view of the Fan Zone

Visiting Fan, Family & Inclusivity Stand seats

Main Stand seats and "The Wall"

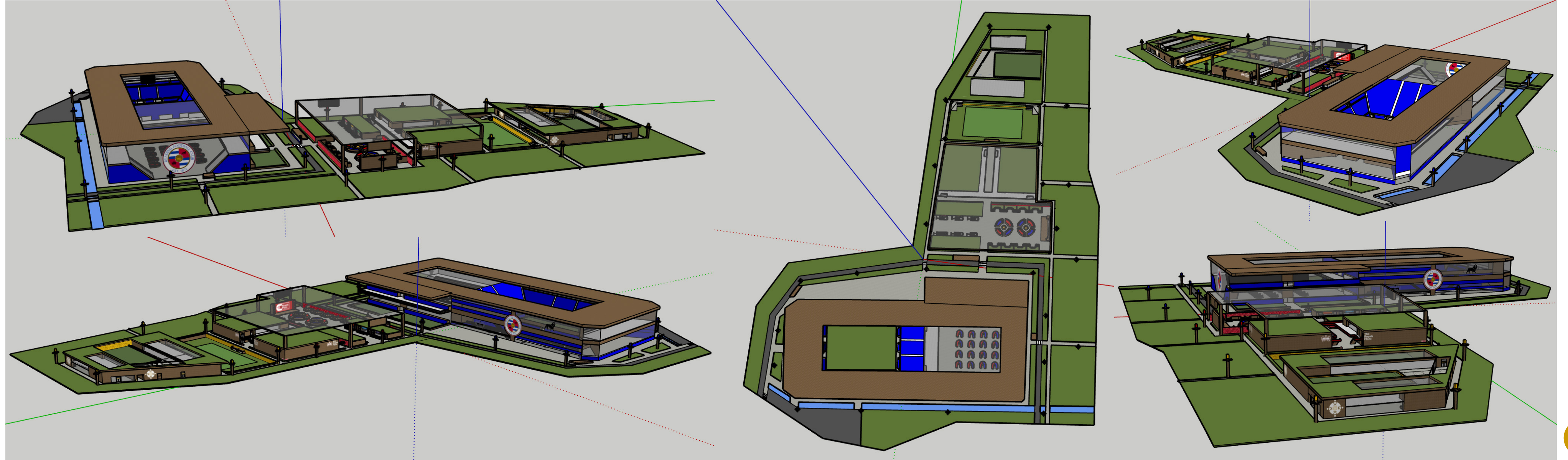


Madejski Stadium



# Final Outcome

[https://app.connect.trimble.com/tc/api/2.0/s/jp8bNB9yf3Azo0oCADpIKUQ4FC-V\\_jU2ACseRmg0g1v0IVbihXFW4YQ3oqPsg-v](https://app.connect.trimble.com/tc/api/2.0/s/jp8bNB9yf3Azo0oCADpIKUQ4FC-V_jU2ACseRmg0g1v0IVbihXFW4YQ3oqPsg-v)



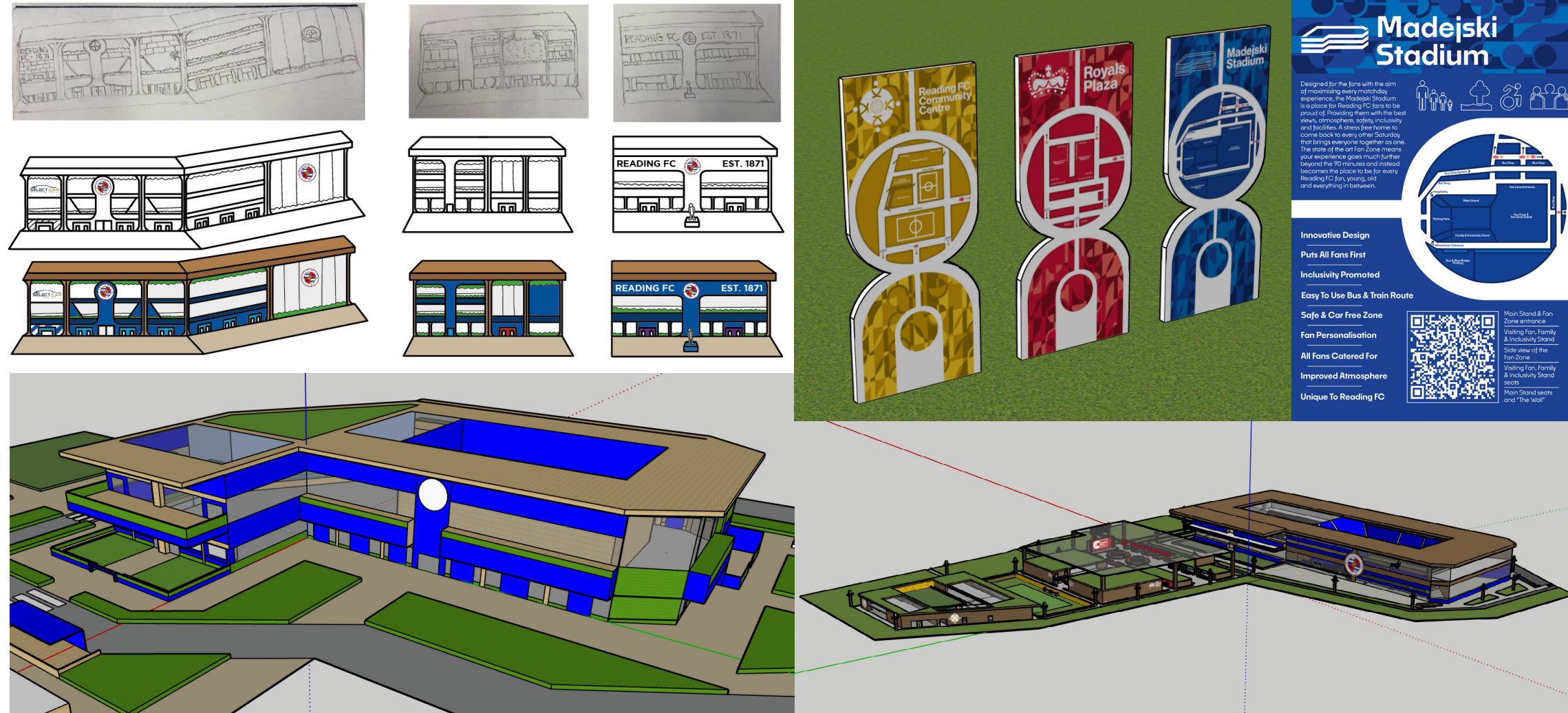


# Final Reflection

When looking back at this project as a whole, I find it interesting to compare how I designed and what I thought I could design at the start of the project compared to how I feel now. When I was first developing my ideas for this project, I was limiting myself to what I knew, and I wasn't pushing myself into any form of the unknown. I thought it was best to play it safe and do what I do best and have done previously. Instead, with the help of my peers and lecturers, I have managed to push myself so much so that I have created a range of outcomes that I would never even have imagined a couple of years ago when I started university. I would hope that this development and process is evident throughout these pages and that my enjoyment and passion has also come through.

When looking at the work itself, I am proud of how I have taught myself a new software application and managed to create a model with so many intricate details to it. The model is the aspect I am most proud of, as I feel it encapsulates the whole learning journey I have gone through and conveys it in design form. I find it so interesting how there are still aspects you can see from my first sketches on pieces of paper in the final model and how the surrounding design has developed and changed.

Onto the branding, I am so happy with how it has come out. When first making my model, I wasn't actually considering doing any branding for my work, but I am very glad that I



decided to. I feel that it has really pushed my work on and given it another layer of detail and personality. I've never really done or enjoyed pattern work previously but the patterns I created are probably my favorite part of my branding which really shows how much my design brain has changed across the project.

Then, being able to implement both my branding and my model into one concise piece of work was so fun and I'm really pleased with what I managed to do with it. I managed to create something very unique for my project that hopefully stands out as well as all the little components, creating an interesting experience for the reader. I hope that the reader will enjoy reading through it as much as I enjoyed creating it.

Overall, I look back on this final project with some pride and definitely enjoyment. Of course, there are probably different ways I could've done things and small mistakes here and there, but I certainly do feel happy with what I have produced and how much of a process it has been. Something which perhaps I have struggled with both doing and conveying has been development and process so hopefully in this project I have managed to improve on that. Thank you for reading and I hope you enjoyed it.