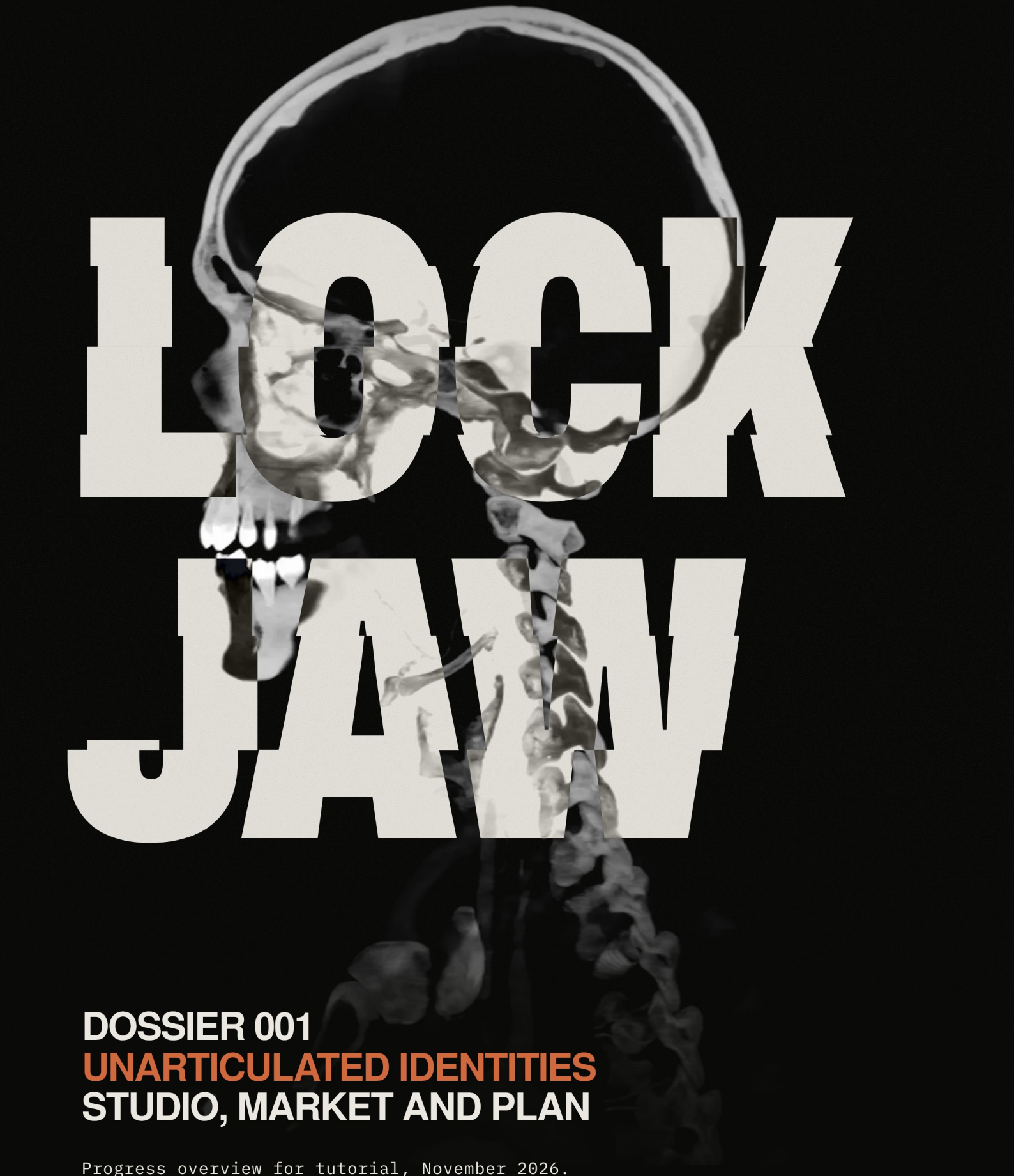

LOCK JAW

DOSSIER 001
UNARTICULATED IDENTITIES
STUDIO, MARKET AND PLAN

Progress overview for tutorial, November 2026.

CHRISTOPHER RUSSELL · FOUNDER

NEWRY, NORTHERN IRELAND

LOCKJAW LABS //

00.1

CONTENTS

Working dossier for tutorial review. Sections I to X follow the ten executive-summary headings.

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STATUS KEY //

ESTABLISHED

Already on record, decided or checked against its source.

TO TEST

A hypothesis for interviews, pricing or the forecast.

TO VERIFY

A fee, price or legal point queued for official confirmation.

Note // The motion, graphics and visual identity are still in research and development, to be developed and iterated. The current work is a placeholder for the overall mood.

00.2

IN FIGURES

The material is in hand, the demand is untested, and nothing is priced until the research lands.

I	1	Founder and creative director. No staff, no subcontractors.	ESTABLISHED
II	£100–£500	Where most published offers a small-budget artist can reach sit.	TO VERIFY
II	£800	Where full identities from named studios start.	TO VERIFY
III	£8.4bn	UK music industry GVA, 2025. UK Music.	ESTABLISHED
III	74%	of 5,039 artists earned under $1,000 from music in 2025. Ditto Music.	ESTABLISHED
IV	£35	+ VAT a day: hot desk, Granite Exchange, Newry.	TO VERIFY
VI	3	Core segments: alternative musicians, fashion labels, performers.	TO TEST
VI	0	Client interviews to date. Two to three by 28 February 2027.	ESTABLISHED
VII	3	Routes: Bastard Couture case study, direct approach, online portfolio.	TO TEST
VIII	21	Studios and services reviewed, in three tiers.	ESTABLISHED
IX	£0	Sales to date. None are claimed.	ESTABLISHED
X	20.04.27	Final submission, 11:00. Assessments 40/40/20.	ESTABLISHED

00.3

PROPOSITION

Experimental visual studio for cultural identities.

Lockjaw Labs builds visual identities for artists, cultural identities, musicians, fashion labels and performers whose identity is already strong but whose visual language has not caught up with it.

The studio works through forensic aesthetics and archival logic. A client's identity is examined, sectioned and catalogued, then rebuilt as a system of marks, type, imagery and rules that holds across every surface, without sanding off the chaos that made it worth formalising.

METHOD //

01 EXTRACT //	What the client already is, drawn out through conversation, archive and listening.
02 FORMALISE //	The findings fixed as rules: mark, type, palette, image treatment, voice.
03 STRUCTURE //	One system across sleeve, lookbook, stage and screen, documented so it outlasts the next collaborator.

PRACTICE // TO TEST

Human-directed. Technology-enabled. Conceptually driven.

An independent practice exploring AI as part of how the work is made. The work leads; the method is what makes it distinctive and, in time, scalable. Direction, judgement and final approval stay human.

TONE //

Stark, industrial, archival: brutalist type, clinical light. This is the studio's own wrapper: clients leave with their own identity formalised, not Lockjaw's skin.



B2 · T2AX 08 · T2AX 22 // MRI head, axial T2 sections. Print shortlist.

I · IV

THE STUDIO

FOUNDER //

ESTABLISHED

Christopher Russell, sole founder and creative director. HND completed; currently studying BA (Hons) Creative Imaging, Level 6 top-up, Southern Regional College / The Open University. Practice spans creative direction, visual identity, photography, graphic design, web design, motion design, interactive media, experimental image-making, film and campaign development.

STAFF //

ESTABLISHED

None, and no subcontractors. Every commission is carried by one person, which keeps fixed costs at the scale of a home studio and creative direction and quality control in one pair of hands.

FORM //

ESTABLISHED

Sole trader. Registers for Self Assessment once trading income passes the trading allowance: £1,000 a year now, £3,000 from 6 April 2027.

OFFER //

ESTABLISHED

Identity and creative direction commissions, sold as fixed-price packages with a defined scope. Anything outside a package is quoted in writing.

BASE //

TO TEST

Home studio in Newry, on the Belfast to Dublin corridor; meetings in shared workspace when needed [A4]. Clients in person in Newry and Belfast, online across the UK, Ireland and beyond.

EQUIPMENT //

TO VERIFY

Owned: Apple MacBook (M5) for design, image and film; resin 3D printer for prototypes and brand objects. Software still to be listed and costed [A9].

AI IN PRACTICE //

TO TEST

Now: explored as part of the creative and production method, from research and concepts to generative imagery, motion and digital production. Longer term, not yet built: linked AI workflows and specialised agent systems doing delegated research, development and production under human direction. Judgement, art direction and final approval stay with the founder.



Christopher Russell, founder. Self-portrait photograph, shot digitally in the manner of orthochromatic film.

II PRICING

Fixed packages suit a new studio with no client history. They are easier to sell than a day rate, easier to forecast as units × value, and they mark the edge of the job before it starts. Contents and prices will be set by 31 January 2027 against the published market below [A2].

PUBLISHED PRICE LADDER // TO VERIFY

UNDER £150	[redacted] Etsy custom metal logo €13.62 Into The Wild logos £90–£260 Cloud N9ne album cover £104 Luxbranding logo £129
£150–£400	[redacted] Floa7 from £150 / £180 99designs album contest £159 / £249 Designwest album cover from €250 Luxbranding identity £299 Revelator artwork from £360
£400–£1,000	[redacted] SuperHub identity £449.99 / £749.99 99designs brand pack from £489 Get Noticed logo £500 / £950 Hoverfly logo with guidelines £650
£800 AND UP	[redacted] SimonTodd identity c. £800–£1,500 Hoverfly identity from £1,250 Studio Vera from £1,850 Alan Jackson Design from £4,500 + VAT

Most offers a small-budget artist can reach sit at £100–£500; full identities from named studios start at about £800. Two 2026 surveys put average UK design day rates at about £250 to £385.

LOCKJAW PACKAGES, FIRST DRAFT // TO TEST

PACKAGE I //

SPECIMEN

£350

Wordmark or logo, palette, type pairing, avatar and banner set. Two rounds of changes.

Inside the band a small-budget artist can reach.

PACKAGE II //

SYSTEM

£850

Package I, plus secondary mark, house image treatment, ten-page guidelines and artwork for one release.

Where named studios start a full identity.

PACKAGE III //

DIRECTION

From £1,800

A full system plus campaign direction: release artwork, lookbook or press-shot direction, three motion loops, stage or merch graphics.

Just under Studio Vera's £1,850.

FUNDED TIER // TO TEST

c. £3,000–£4,500
QUOTED PER PROJECT

For better-funded clients: labels, management, grant-funded artists, fashion brands with a launch budget. Direction scoped up, once case studies are live. Tested in the February interviews.

Draft prices for discussion, set against the ladder above; final by 31 January 2027. Market prices read 23 November 2026.

III · VI

MARKET

The opportunity and the target market.

The client is a small creative business: a band, a label, a performer. The identity already exists in the work; what is missing is a visual language coherent enough to carry it from a record sleeve to a stage [A3]. These clients buy carefully, over a long process, and on trust in the person doing the work.

SEGMENTS //

TO TEST

Core: alternative musicians and bands, independent fashion labels, performance artists. Secondary: filmmakers.

£247.6bn	DCMS sectors' GVA in 2024 (provisional), 9.4% of UK GVA. DCMS · Feb 2026	ESTABLISHED
93.4%	of UK creative industries businesses are micro, with 0 to 9 staff. DCMS · Nov 2025	ESTABLISHED
62%	of the design and designer fashion workforce is self-employed. Creative PEC · 2026	ESTABLISHED
44,000	creative industries jobs in Northern Ireland in 2024. NISRA · Apr 2026	ESTABLISHED
£8.4bn	UK music industry GVA in 2025, up 5.7%. UK Music · Nov 2026	ESTABLISHED
74%	of 5,039 artists surveyed earned under $1,000 from music in 2025. Ditto Music · Sep 2026	ESTABLISHED

READING //

TO TEST

The sector is large, growing and mostly very small businesses; the artists Lockjaw serves mostly earn little from music. Prices are set for small budgets. Likely budget sources, to test: day jobs, funding (Arts Council NI, Help Musicians, PRS Foundation), label or management money. The February interviews ask how artists pay for visual work, not only whether they want it.

LOCAL SCENE //

Belfast carries the infrastructure: Oh Yeah Music Centre and the NI Music Prize; Output Belfast, whose 2025 conference ran a panel on styling a band; and Vault Artist Studios, with more than 140 member artists.

IV.2 LEGAL AND ETHICS

TAX // ESTABLISHED	Sole trader. Self Assessment once trading income passes £1,000 in a tax year; the allowance rises to £3,000 from 6 April 2027 (GOV.UK, 28 Oct 2026). VAT registration above £90,000 taxable turnover; forecast turnover sits well below it [A11].
DATA // TO VERIFY	Client personal data held under UK GDPR. ICO fee tier 1 is £52, £5 less by direct debit; the exemption check is still to run [A5].
COPYRIGHT // ESTABLISHED	For human-made work, the creator owns copyright in commissioned work unless agreed otherwise in writing (GOV.UK). Package terms will state what is assigned and what is licensed.
INSURANCE // TO VERIFY	Professional indemnity from about £98 a year (Caunce O'Hara) or £8 a month for £50,000 cover (Markel). Re-checked before submission.
HEALTH AND SAFETY // ESTABLISHED	HSENI: a business with fewer than five employees need not write its policy down. Display-screen guidance covers home working.
AI // TO VERIFY	Unsettled. In March 2026 the government proposed removing protection for wholly computer-generated works, keeping it for AI-assisted work; protection depends on the human contribution. Disclosure rules vary (D&AD rule 2.15 requires it). Lockjaw states AI's role in its terms.
NAME // TO VERIFY	LOCKJAW RECORDS LTD and LOCKJAW LTD exist. Lockjaw Records works in music, a core segment: a live confusion risk. A UKIPO search must clear it before the domain or brand is locked.
THE SCANS // TO VERIFY	The founder's own imaging, obtained by subject access request and used as creative imaging for his own brand. Pixels only: no names, dates, IDs, report text, face or skin surface, nothing diagnostic. Clients never send scans. UK law treats a recording of radiation as a photograph (CDPA 1988, s.4(2)); no source found applies this to clinical scans, so copyright in them is an open point.
PRECEDENT // ESTABLISHED	Angela Palmer, Brain of the Artist (National Galleries of Scotland); Mona Hatoum, Corps étranger (Turner Prize 1995); Elizabeth Jameson's prints from her own brain MRI.
RESEARCH ETHICS // TO VERIFY	Interviews: informed consent, stated recording and retention, secure storage, the right to stop. College approval to confirm.

V · VIII

COMPETITIVE FIELD

Generalists and templates
Marketplaces and fixed-price online studios

Named agencies
Music and fashion specialists

LOCKJAW LABS // TO TEST

A full identity system at the price of a fixed package, with bespoke art direction and a rigorous identity system a generalist cannot supply [A6].

TIER 1 · NEWRY, ARMAGH, DOWN, BELFAST // TO VERIFY

Think Studio	Newry	Identity for hospitality and luxury	No prices
SimonTodd	Armagh	Logo, identity, web	£800–£1,500
Alan Jackson Design	Northern Ireland	Identity; fashion clients	From £4,500 + VAT
Stylografik	Belfast	Brand, motion, event artwork	No prices
Whitenoise Studios	Belfast	Brand, film, sound	No prices

TIER 2 · UK AND IRELAND MUSIC AND FASHION SPECIALISTS // TO VERIFY

OffBeat Graphics	Dublin	Music branding and merch	No prices
Design for Music	London	Music identity, album art	No prices
Studio Moross	London	Direction, live visuals	No prices
Not Studio	London, LA	Fashion identity, launches	No prices
Studio Vera	London	Small creative brands	From £1,850

TIER 3 · ONLINE AND MARKETPLACE // TO VERIFY

99designs	Online	Contests, one-to-one	From £249 + tax
Luxbranding	Online	Fixed-price identity	£299
Etsy	Marketplace	Custom band logos	From €5.54

Tier 2 are the direct competitors; tiers 1 and 3 are adjacent. Desk research so far is consistent with A8: local studios serve mainstream clients, specialists cluster in London and Dublin, mostly unpriced. Not yet tested by interviews. Prices read 23 Nov 2026.

VII

ROUTE TO MARKET

Lockjaw sells to artists and small businesses, so marketing follows the business-to-business pattern: relationships first, a considered purchase, and a method the client can see before they commit [A7].

01 // TO TEST

CASE STUDY

Bastard Couture, the fashion label the founder co-founded, is the first client: an unpaid commission, published from brief to finished system. In development.

02 // TO TEST

DIRECT APPROACH

In person in Newry and Belfast, by message further afield. Artists and labels are shown the method at work.

03 // TO TEST

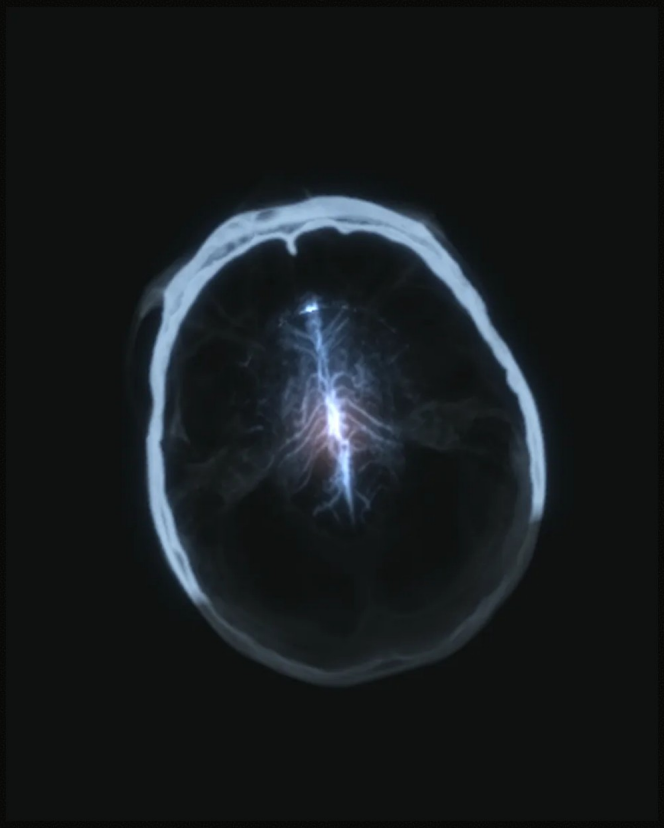
PORTFOLIO

An online portfolio with packages listed, so distant clients can commission without meeting. Planned for 31 March 2027.

THE HOUSE MATERIAL IN MOTION //



LJ/MOT/26 // Helix spine. Cervical vertebrae from the CT, stacked into a spiral and cut by a slab.



LJ/MOT/30 // Cranial abyss. The open-vault skull floor with the SWI venous tree.

The brand is its own physical evidence: silver hardware, brutalist type, clinical light, and an archive no other studio can supply.

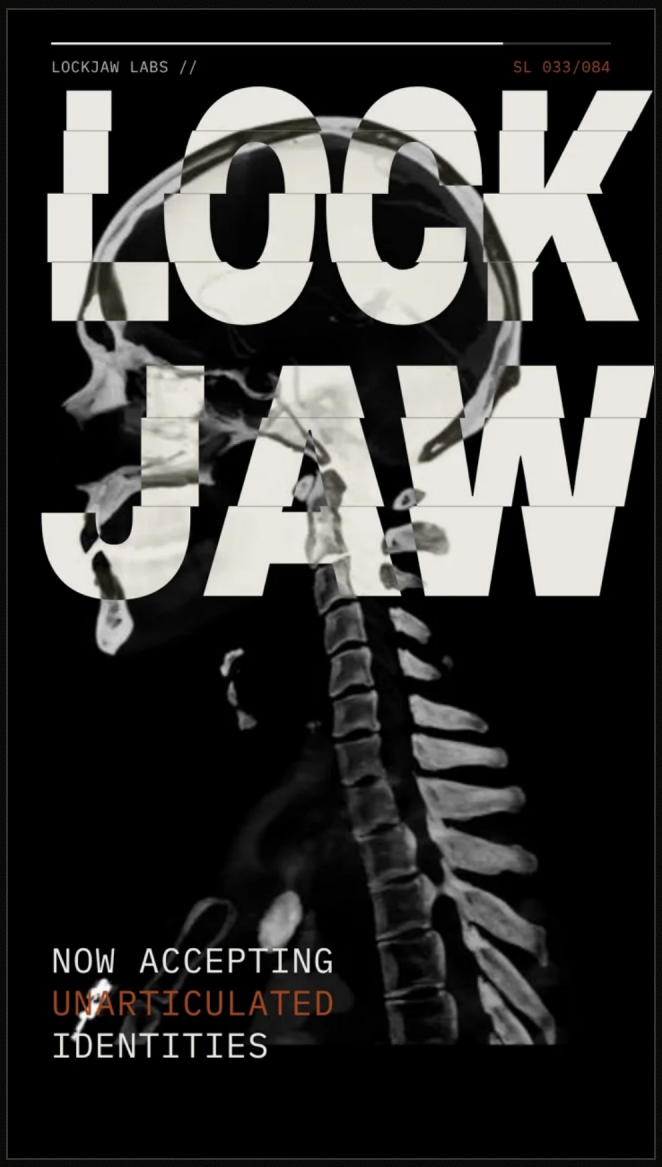
VII.2

IN MOTION

Motion graphics created from the founder's own medical scans. Early aesthetic development: a placeholder for the overall mood, still to be developed and iterated.



LJ/MOT/01 // Slice story. The CT vault sequence, filling the wordmark. 9:16, 6.9 s loop.



LJ/MOT/01D // Slice story, window. Slab pan full-bleed, wordmark in difference. 9:16, 11 s loop.

IX

FINANCE AND OPERATIONS

Start-up costs are low: no premises, and the main equipment is owned. No sales yet, and none are claimed.

RUNNING COSTS, YEAR ONE, FIRST DRAFT //

ESSENTIAL		
Adobe Creative Cloud Pro, student rate, year one	£193.82	TO VERIFY
Domain: lockjawlabs.co.uk, with email, allowance	c. £50	TO VERIFY
Website: Squarespace Basic, billed annually	£144	TO VERIFY
Professional indemnity insurance	from c. £98	TO VERIFY
ICO data protection fee, if due	£52	TO VERIFY
Marketing: cards and print, allowance	£100	TO TEST
Claude Pro, billed monthly (£18 a month)	£216	TO VERIFY
Google AI Pro, student offer (£4.79 a month)	£57.48	TO VERIFY
Essential, year one	**c. £910**	
OPTIONAL: CLIENT MEETINGS, ONLY WHEN BOOKED		
Hot desk: three days, one per commission	£126 incl. VAT	TO VERIFY
Running costs, year one, all in	**c. £1,040**	

SALES FORECAST // TO TEST

Packages sold × price

Year one, matching the goal of three paid commissions: 2 × Specimen + 1 × System = **£1,550**. About £640 after essential costs, £515 all in, before tax and the founder's time. A proof-of-concept year, not a living wage: the return is tested prices, live case studies and a pipeline.

BREAK-EVEN //

Fixed costs ÷ average package

Average sale £517 (three year-one sales). Essential: £910 ÷ £517 ≈ 1.8. All in: £1,040 ÷ £517 ≈ 2.0. **Two packages** cover it, with nothing to spare; three gives a margin.

The Bastard Couture commission is unpaid and earns nothing in the forecast; its return is the case study. Owned equipment: Apple MacBook (M5) and a resin 3D printer.

Costs read 23–27 Nov 2026 (sources, page 16); AI prices from UK price guides, to confirm. A scenario, not a forecast. £1,550 is above the £1,000 trading allowance that applies until 5 April 2027.

X PLAN

The goals below are measurable and dated. Each is a target, not a result.

31 January 2027	Competitor research complete; package contents and prices set.	TO TEST
28 February 2027	Two to three interviews with prospective clients, completed and written up.	TO TEST
31 March 2027	Bastard Couture identity complete as a case study; online portfolio live with packages listed.	TO TEST
20 April 2027, 11:00	Final module submission.	ESTABLISHED
Year one	Three paid commissions within 12 months of registering, at least one from a client outside Northern Ireland.	TO TEST
Longer term	Linked AI workflows and specialised agent systems under human direction. An ambition, in early development.	TO TEST

OPEN ITEMS //

- UKIPO trade mark search for LOCKJAW and LOCKJAW LABS.
- Software list beyond Adobe; check the draft running costs.
- Confirm the draft package contents and prices.
- Interview guide, survey and consent sheet.
- Design language: colour, type and mark settled from version 1.
- AI: ethics position, client terms, local models.

DEVELOPMENT STATUS //

- Done: project record, pre-executive summary, executive summary, R&D plan.
- Done: desk research and a verified evidence table.
- Next: the development workbook, worked in tandem with Bastard Couture.
- Academic plan and questions for the tutor: see X.2.
- Everything in priority order: see X.3.

X.2

ACADEMIC PLAN

Lockjaw Labs is developed for Professional Development with Business Planning (BA (Hons) Creative Imaging, Southern Regional College / The Open University), in parallel with Bastard Couture. Worked up in full so either business can carry the submission.

THREE ASSESSMENTS // ESTABLISHED

1 **Research and development for a viable business** — **40%**

2,500 words. Exploratory process, viability and market analysis.

Lockjaw: R&D plan approved; desk research and a verified evidence table done; interviews to come.

2 **Business Plan and Marketing Plan** — **40%**

750 words minimum, financial projections, a 5-minute presentation to peers.

Lockjaw: executive summary at draft 2; prices, forecast and marketing plan to come.

3 **Professional Review** — **20%**

2,000-word critical reflection on the business-planning process.

Lockjaw: reflective log to start.

Pass mark 40% each. Separate bound A4 documents with branded covers. Submission 20 April 2027, 11:00. Tutor Noel Somerville; course leader Mark Turbitt.

QUESTIONS FOR THE TUTOR // TO VERIFY

Does the 2,500-word count include tables, captions and references?

Do interviews with prospective clients need college ethics approval?

What are the three separate submission dates?

Web address chosen: lockjawlabs.co.uk, for a UK studio. Any concerns before it is bought?

X.3

MASTER TO-DO LIST

In priority order. Everything else rides on the brand and the portfolio, so they come first.

01 BRAND AND FOUNDATIONS //

UKIPO trade mark check — DEC 2026 — TO VERIFY
Clear LOCKJAW against Lockjaw Records, which works in music. Nothing is bought or locked until it clears.

Domain, email and version 1 brand lock — JAN 2027 — TO TEST
Once the name clears: lockjawlabs.co.uk and studio@lockjawlabs.co.uk; wordmark, colour, type and motion settled.

Organise and develop the portfolio — MAR 2027 — TO TEST
Sort existing work; build the three founding case studies below.

02 FOUNDING CASE STUDIES //

Self-initiated and unpaid. Shown as case studies, never as sales.

The founder's own personal brand — FEB 2027 — TO TEST
Lockjaw's method applied to its first client: the founder.

Bastard Couture — MAR 2027 — TO TEST
Identity completed and documented end to end.

Selected HND work — MAR 2027 — TO TEST
Previous projects re-presented inside the Lockjaw system.

03 RESEARCH AND OFFER //

Competitor research; confirm packages and prices — 31 JAN 2027 — TO VERIFY
Verify the draft prices and running costs, AI tools included.

Two to three client interviews — 28 FEB 2027 — TO TEST
Interview guide, survey and consent sheet first.

AI position — FEB 2027 — TO TEST
Ethics statement and client terms.

04 LAUNCH AND SUBMISSION //

Portfolio site live with packages listed — 31 MAR 2027 — TO TEST
Then direct approaches to the first prospects.

Three assessments, bound with branded covers — 20 APR 2027 — ESTABLISHED
Start the reflective log now for the Professional Review.

X.4

SOURCES AND ASSUMPTIONS

Codes in square brackets, such as [A2], point to the assumption register below, not to sources. Each is open until research or interviews settle it.

ASSUMPTIONS CITED //

A2	Package contents and prices. Market ladder read; prices drafted, not tested with clients.	TO TEST
A3	Artists with strong identities lack a coherent visual language and would pay to fix it. Interviews by 28 Feb 2027.	TO TEST
A4	Shared workspace near Newry at a manageable day rate. Granite Exchange found; rate to re-check.	TO VERIFY
A5	The ICO data protection fee may be due. Exemption check still to run.	TO VERIFY
A6	A gap between generalists and templates and high-end agencies. Desk research consistent; interviews to test.	TO TEST
A7	Three marketing routes: case study, direct approach, online portfolio.	TO TEST
A8	Local studios serve mainstream clients; specialists cluster in larger cities. Desk research consistent.	TO TEST
A9	Equipment and software. Hardware owned; software costed in draft on page 12.	TO VERIFY
A11	Turnover stays well below the £90,000 VAT threshold. Threshold to re-check before submission.	TO VERIFY

MAIN SOURCES //

MARKET	DCMS Economic Estimates: GVA 2024 (gov.uk, 5 Feb 2026) and Business Demographics 2025 (27 Nov 2025). Creative PEC, Skills Audit: Design and designer fashion (2026). NISRA, creative industries (2 Apr 2026). UK Music, This Is Music 2026. Ditto Music artist survey (Business Wire, 29 Sep 2026).
PRICES AND COMPETITORS	Each studio's or marketplace's own website, named on pages 06 and 09, read 23 Nov 2026. YunoJuno design contractor rates (2026); Major Players Census 2026.
LEGAL	GOV.UK: trading allowance (28 Oct 2026), VAT thresholds, ownership of copyright works (14 Oct 2026), copyright and AI report (18 Mar 2026). CDPA 1988 s.4(2). ICO data protection fee. D&AD terms, rule 2.15 (2027 cycle). HSENI. Markel; Caunce O'Hara.
COSTS	Adobe UK, Squarespace, Hostinger, 365i, Granite Exchange. AI subscriptions from UK price guides (hotukdeals, Expertsure, Nov 2026), to confirm on the provider pages.
PRECEDENT	National Galleries of Scotland (Angela Palmer); Tate (Turner Prize 1995, Mona Hatoum); Stanford Medicine (Elizabeth Jameson, 2018).

Every source was read on the original page, 23–27 Nov 2026. Full URLs and dates are in the research evidence table, supplied with this dossier. AI tools ran the first desk sweep and are not cited.



FORMALISING THE UNARTICULATED LOCKJAW LABS //

LOCKJAW LABS //
NEWRY, NORTHERN IRELAND

studio@lockjawlabs.co.uk
lockjawlabs.co.uk