

BREWING NOTES



Tea Houses behind-the-scenes booklet



I'm Kotaline Jones! I handled admin, finance, social media, and general editing decisions for Tea Houses! Thanks so much for supporting the project, and especially for picking up Brewing Notes. We're all excited to show you guys a glimpse behind the scenes.



Hi there, folks — I'm kyousa! I handled admin, finance, and merchandise production for the Tea Houses. I also programmed our website and worked with Soojin to plan our packaging! Thank you for picking up a copy of Brewing Notes. I hope you enjoy a behind-the-scenes look at the development of Tea Houses!



Henlo there I'm Ramyeon! I handled admin, proofreading and bits of social media to make sure Kota is posting things without typos! I also was the one who suggested this zine in the first place (without knowing how far we were gonna go ha... ha.....). Thank you so much for supporting our project and I hope you guys enjoy tea time behind the scenes!



Hi guys, I'm Saerinn! I took care of the other half of the design work bulk along with Soojin: art assets for book spreads, packaging, some promo arts and the enamel pin! Thank you for supporting our project, and I hope you enjoy looking through our process in this booklet!



Hi everyone, I'm Soojin! I handled the design work for the zine: websites, Twitter graphics, and delegating art tasks for the book spread. Thank you so much for supporting our project, and for taking a look at what happened behind the scenes.

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KOTA SAYS:

“We had been throwing around the general idea of running a “Teatime zine”, but it was just kind of a casual joke between friends — something to chitchat about while we worked on other deadlines. Eventually we began to talk about, “Well, if we DO run a teatime zine, what’s going to make it special?”

Soojin was the first person to make an asset for the zine, and it was the black and gold Tea Houses banner early on in this section. We all loved the vintage and classic feel of the banner, and Saerinn suggested an autograph book format for the book and sketched up an example. Knowing that both of them are incredibly strong graphic designers, and they would be supported by a strong mod team, I felt like even if the format of the project would be demanding, we had a strong concept and a strong team, and we should go ahead with it.

I came up with the bad pun that became our official title, and all I can say is “Sorry”.



KYO SAYS:

“Before we began promoting and producing the book, it went through a long development period. We were hoping the book would be a unique tribute to the game, so we decided on a horizontal scrapbook style album filled with character-specific trinkets and notes to showcase our contributors’ work early on.

It took us quite a few passes before we arrived at the book’s final visual branding! Thanks to Soojin, Saerinn, and the gorgeous illustrations from our artists though, the final product ended up so elegant and cohesive. I was so impressed when I saw their final work!

The most exciting part of preproduction for me was imagining all the neat teatime merchandise we could possibly include in the book. We ended up trimming our list to make the full package more affordable (we were especially worried about shipping rates for international orders) — but at the beginning of any project, the sky’s the limit!”



SAE SAYS:

“I remember when the idea came about within the server, I was actually about to start school and thought “yeah no more zines for me!”... But well, the idea was just too good and my mind went BRRRR I just loved thinking of all the cute and vintage designs we could have!! I’m really glad we went with a bakery/patisserie vibe to the theme, and I’m extremely thankful to have such an amazing mod team to work with!”



SOOJIN SAYS:

“Working on Tea Houses was a treat because of the visual direction we took for it. Most of the reference we got for the graphic design is from patisseries, vintage candy boxes, old tea labels, and so on. There’s an amalgam of references in there, but theming Tea Houses around historical references was really fun.”



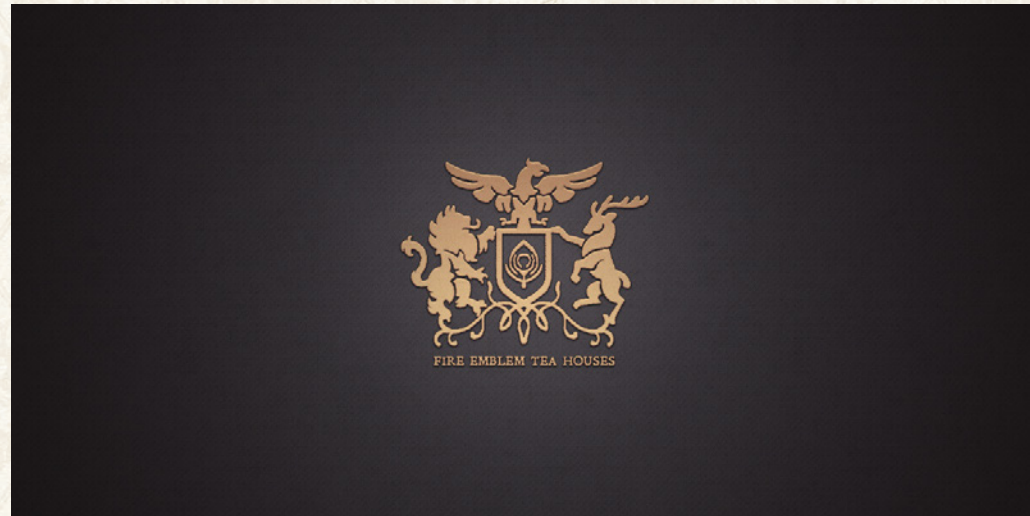
RAMY SAYS:

“I literally just. Dropped “what if Three Houses zine where everyone’s just having tea” in the Nuggies server, went to do something else, and came back to a huge brainstorming session with Kota and Kyou pretty much begging me to let them mod it with me. To be honest, I really didn’t expect the project to get this big but knowing how ambitious the Nuggies can be, should have seen it coming. There really were months of planning, with developing the aesthetic, what to expect from the artists participating, and how we were going to brand this entire project. I’m still at awe of Sae and Sooj’s design chops like wow I hope their backs are okay from carrying us...

Also when the Ashen Wolves were released during production itself we scrambled to find artists who were willing to draw the seven additional characters we added to the roster and big major props to Sooj for redesigning the background pattern to include them as well!”

When we were first imagining what kind of book Tea Houses could be, Sae and Soojin did some initial sketches of the pages and started creating graphics for our visual branding. You can see the earliest versions of our branding on the right.

Things have changed so much since the project first started in September of 2019!





Our logo and repeating background were designed by Soojin! We've gotten lots of usage out of these assets: they've been featured on our website, in the book, and on our custom packaging.

Flayn (to the right) is an animation Soojin created for our fanbook's opening announcement. When moving, she takes a sip from her teacup!



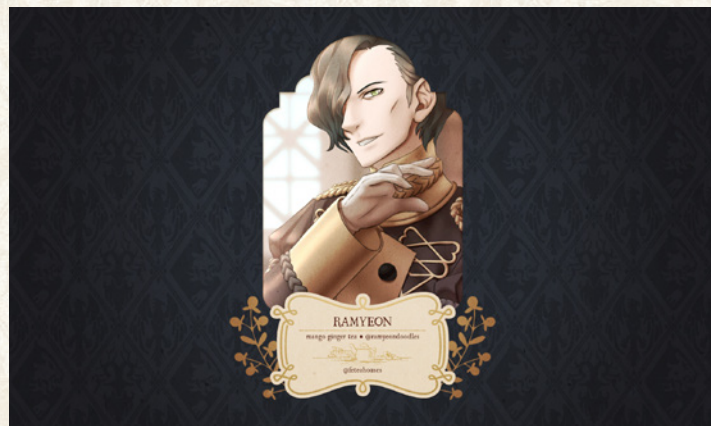
Flayn was a puppet animation done in Adobe AfterEffects. This was also used to make our animated Sothis Adagio promo (p. 26).

AfterEffects is fine for simple 2D animations like these, but for more effective puppeting, please check out software like ToonBoom or Spine.



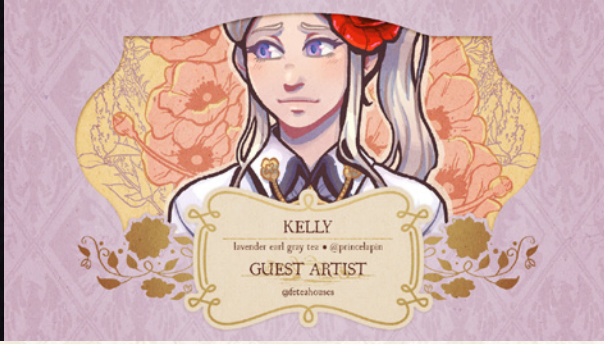
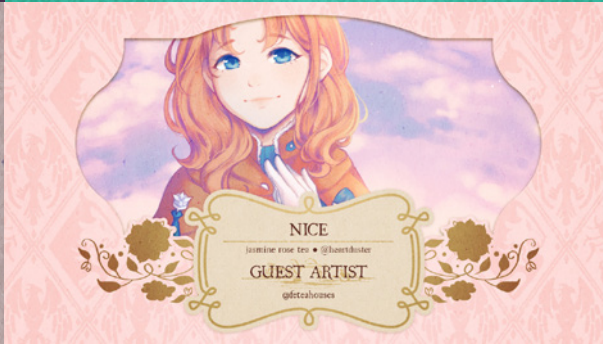
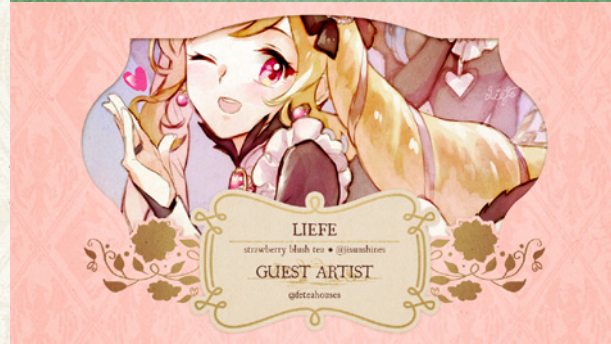
These graphics produced by Soojin appeared on our Twitter alongside the announcements of our artist roster.

They were based on vintage tea label designs!



We decided early on to make all of our graphics follow the standard 16:9 ratio (1920px by 1080px and anything scaling up or down that), so you can see the entire image while you're scrolling your timeline. Make sure to design your graphics to accommodate Twitter thumbnail ratios so people aren't missing important info at a glance.





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KOTA SAYS:

“For me, the Promotionals section strongly ties into the Merchandise section- much of our merchandise was unique and ambitious, so we got quotes from manufacturers for roughly 500 of each item while we were calculating production costs. I had just come off of working on promotionals for another large project, so I thought this would be doable with hard work.

In that vein, we took the chance on this project to do a lot of experimenting with different kinds of advertising and partnerships with a focus on community based partnerships and promotionals that showed how our project was unique. The whole mod team was all amazingly helpful with this- they had great suggestions, great enthusiasm, and it wouldn't have been possible if they hadn't been completely willing to create dozens of new art assets that were solely for advertising the book. We were also lucky that the project was extremely well loved- our collaboration partners were all generous with their time and kind, and our customer base were extremely enthusiastic about boosting the project through word of mouth advertising.”



SAE SAYS:

“I think the promotionals were probably what really solidified our branding and image as a zine project. We went with Flayn as our main mascot, and she's definitely now the one FE character I have the most artwork of!

We were also lucky to find such amazing collaborators to boost our project, and lots of friends and the community were so warm and welcoming to it. HUGE shoutout to Soojin for basically being our general art director and making gorgeous graphics, Kota and Rameyon for writing our promos for I Am illiterate. Also Kyo for being big brains doing our web design and finding all those manufacturers!”



SOOJIN SAYS:

“Everyone on the administrative team did an incredible job pulling together illustrations for our social media — I truly believe that all of the fantastic art that was pulled together for our project has its own cohesive personality and flair. Being the one to frame them all and present them nicely was a very special endeavor, and I'm extremely appreciative for all of the love we received for it from everyone.”



RAMY SAYS:

“I honestly love how we used the Nabateans as our marketing for the zine and had some sort of storyline with them, with Flayn taking photos, inviting customers to tea, and finally Flayn resting while Seteth went to work hard on packaging and bundling the orders! I also really love that we were able to include the Progenitor God herself into our project marketing with the Adagio collaboration and with the Purpleschala collaboration!

Honestly all I can say is, I want to massage Kota for contacting all of these collaborators along with Sooj and Sae for going ham with the marketing brand and graphics, they really carried us in this regard.”



KYO SAYS:

“I can't say enough good things about our promotional team! Sae and Soojin worked day and night to develop a cohesive visual brand for the project, from promotional artwork, to our custom shipping material, to this booklet you're holding in your hands! I was consistently baffled by the amount of diligence and care they invested into decorating our social media from head to toe with unique graphic assets.

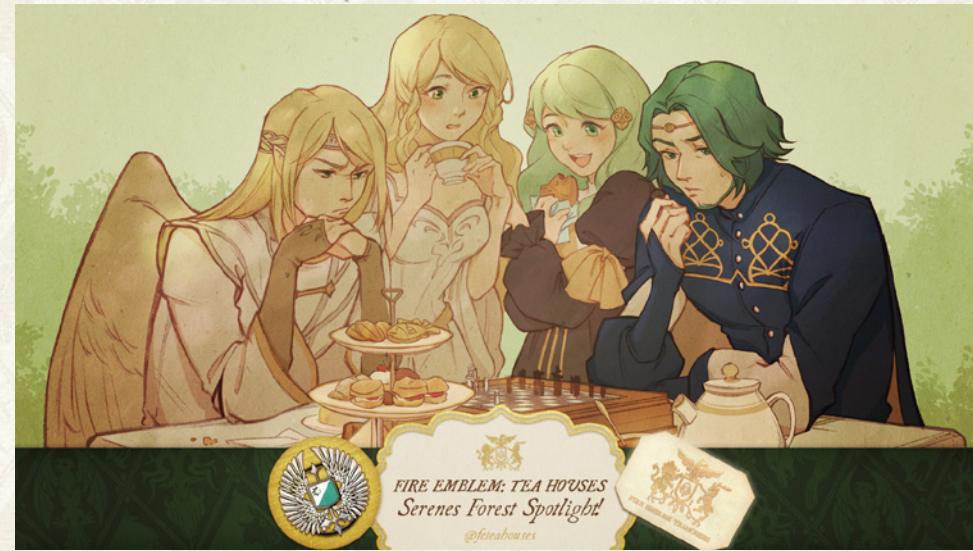
The social media team did an incredible job communicating with our customers and supporters, and made the book's server a delight to be in! And Kota not only drew loads of additional pieces for our Twitter, but also tirelessly contacted our incredibly generous collaborators (to Sothis, Elieson, purpleschala, and Brother Ming; thank you all for your kind support!) I was so touched by the warm reception our community outreach posts received. Everyone was so kind and enthusiastic!

The other moderators were awesome to watch in their element! I didn't help much with our social media at all. I'm sorry, guys. I'm bad at Twitter.”

Tea Houses was a charity project, with 100% of profits being donated to an organization voted upon by our team of contributors.

In the end, they decided on the *Tea Leaf Trust*, an organization that empowers and delivers accessible education to young people living on tea estates surrounding the Maskeliya area of Central Province, Sri Lanka.

These two illustrations on the right were drawn by Soojin!



We were fortunate enough to collaborate with Elieson (Twitter: @TheElieson) from Serenes Forest (serenesforest.net), who took the time to write a wonderful article about the project. Thank you for all your hard work, Elieson!

Sae produced the adorable artwork for our charity announcement and spotlight article. Who do you think won this chess match? We're sure it was a close game!

Kotaline Jones (Twitter: @kotalinejones | Tumblr: @kotalines)



Kelly Lawrence (Twitter & Instagram: @princelapin)



Saerinn (Twitter: @Saerinn_ | Instagram: @Saerinn_)



Kaisha Gwynn (Twitter & Instagram: @kaishagwynn)



Captain Juuter (Twitter & Instagram: @Captain_Juuter)



Enmoire (Twitter & Instagram: @enmoire)



You (Twitter: @youyuening | Tumblr: @scribbledabble)



Volunteers from our artist roster created these wonderful illustrations counting down to our preorder opening date!

Soojin created the templates for these, and the social media team diligently posted them to our Twitter every day until our orders opened.



I pitched this idea to Kyo and Soojin while I was thinking up how to promote Tea Houses as a good holiday gift — Soojin made the invite templates and Kyo coded the generator, and it was such an amazing touch. Super grateful to have worked on a team that had the skillsets to make that happen so beautifully!



This “make your own invitation” generator available on our webpage featured finished artwork from the book. It was programmed for web by Kyo, with graphics by Soojin. Kota took a photo of it for our social media!



These ribbons were created by Soojin to be overlaid on top of contributor art when they posted previews of their pieces to social media.



COOKIE DECORATION

with Seteth!

1. Save [cookie template](#) and draw on it
2. Tweet decorated cookie and tag [@feteahouses](#) for a chance to win a cookie stamp!
3. Three winners will be chosen:
 1. Mod Choice
 2. Most likes
 3. Random selection

Points are awarded for creativity!



To ring in the New Year, we ran a community cookie decorating contest on Twitter. Winning entries won a free copy of the cookie stamp that contributor Jyahm / Lucy (*Instagram & Twitter: @jyahm_*) designed for our project.

There were so many adorable cookie designs, pictured to the right!

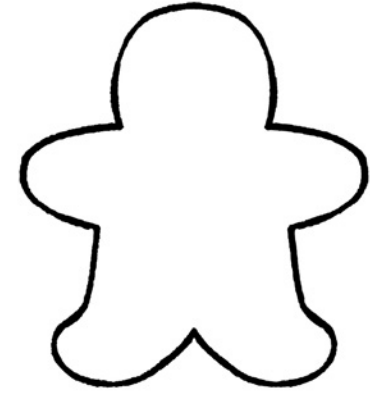
COOKIE ARTIST TWITTER CREDITS

(Top to Bottom, Left to Right)

1. AyyanaJC
2. boomcrunch3r
3. Bringmemisery
4. CosplayRose
5. drekeri
6. eeexgn
7. inarizakana
8. libra_bun
9. orbitzhongli
10. remiremirus
11. Rotfaced
12. Saturdaybrew
13. TheElieson
14. ValleyDucks



I'm still in awe at how someone made a legit cookie for this like wow talk about going ham





POLAROID CREDITS

Claude: Kotaline Jones
(Twitter: @kotalinejones | Tumblr: @kotalines)

Dimitri: Saerinn
(Twitter: @Saerinn_ | Instagram: @Saerinn_)

Edelgard: kyousa
(Twitter & Instagram: @kyousa38)

Yuri: Ramyeon
(Twitter & Instagram: @ramyeonguksu)

Sooj asked if anyone could make, and I quote, a “shitbutt ‘preorders closed’ graphic” that was either a “horrible gremlin chibi thing of the house leaders collapsed on the floor” or “just Flayn taking a nap with Seteth behind her holding up a metric assload of boxes” and I thought “Why not both?”



Some members of the mod team collaborated together to create a polaroid spread of the house leaders celebrating for our preorder opening day (pictured to the left). It was so nice to see our artwork side-by-side, and I felt so warm and happy when Soojin shared the finished graphic of the polaroids compiled together in one image!

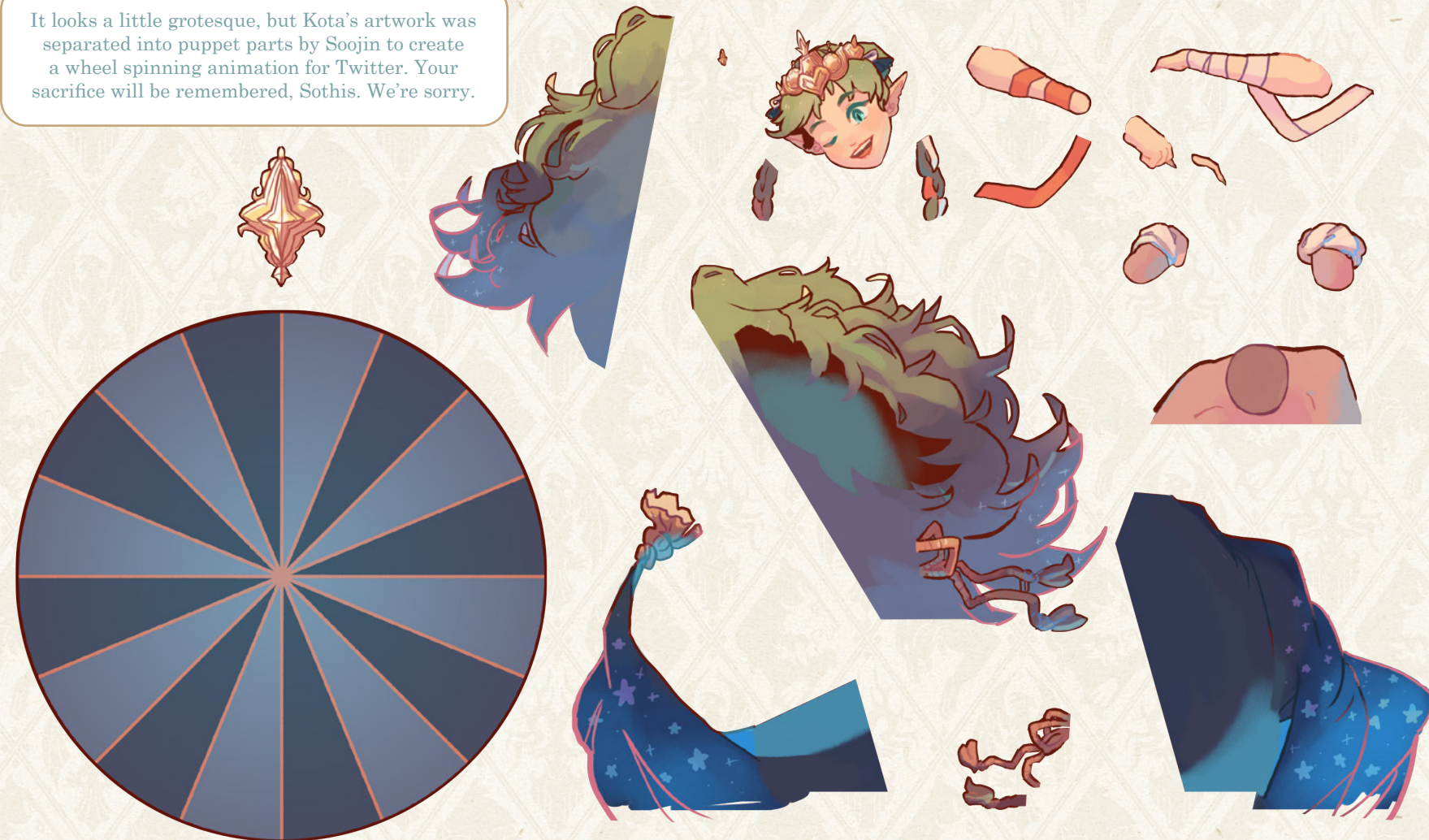
These graphics were drawn by Kota and animated by Soojin. They were used for a collaboration with Sothis (Twitter: @TheRealSchwarma), who created a custom tea blend for the project on the website Adagio.

The final “Garreg Mach” tea blend was a delicious and meaningful earl grey tea with vanilla oolong, featuring different colored flowers petals to represent the three houses of the game: rose, marigold, and cornflower.

We were so fortunate to have her collaborate with us. Thank you, Sothis!



It looks a little grotesque, but Kota’s artwork was separated into puppet parts by Soojin to create a wheel spinning animation for Twitter. Your sacrifice will be remembered, Sothis. We’re sorry.

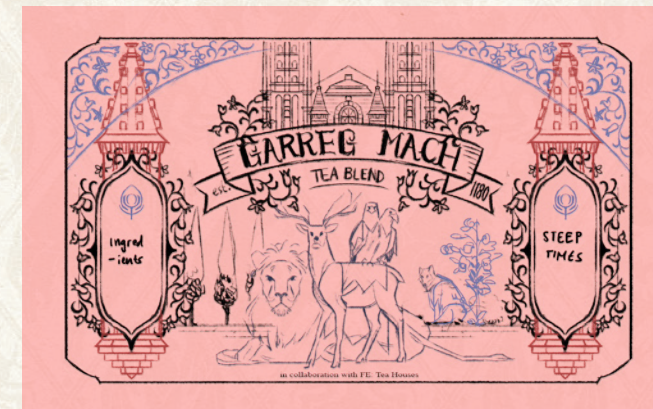


The theme that we wanted to evoke for these Adagio promos was “Art Nouveau” — translating Sothis into that style was a fun challenge.

This tea label was drawn by Soojin, and used for the “Garreg Mach” tea blend by Sothis. It features brewing instructions and the contents of the blend, with inspiration gathered from vintage tea labels!



Soojin based this on vintage tea label and packaging designs— I collected a bunch of references for them to work from on Pinterest, which we probably should have had earlier in the project. We referred to similar moodboards several times during the packaging design process.

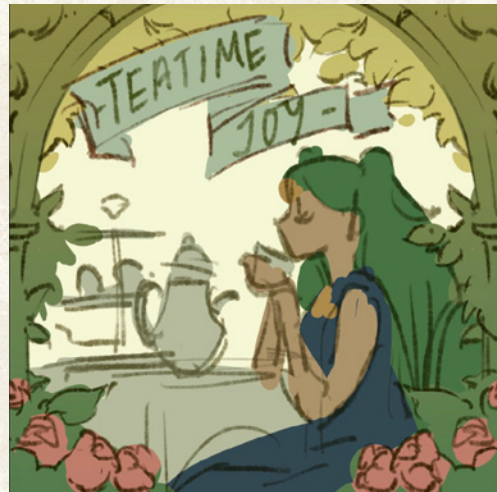


Here’s a picture of the finished tea tin and blend. We think it turned out deliciously — we hope you agree, Professor!

To showcase the final book, a flipthrough video of our hard-copy sample was filmed and edited by Soojin and Kelly Lawrence (Twitter: @princelapin)! The video featured a piano version of *Teatime Joy*, a song from the game's soundtrack, expertly arranged by the brilliant Purpleschala (Twitter: @purpleschala).

We can't thank her enough for volunteering both her time and music: if you haven't already, please swing by her Twitter or Youtube to give the song a listen!

The album artwork for Purpleschala's arrangement of *Teatime Joy* was drawn by Kota.



Originally, we reached out to Purpleschala asking her to use an existing arrangement of "Night of the Ball", but she looked at our PDF and boldly declared that she would make a brand new arrangement just for the project. Thank you!



Twitter ended up slapping an automated content warning on our flipthrough video, I think for the bare hands turning the pages. Good to keep in mind if you want to dabble in video advertising for zines!



When I saw the flipthrough video I thought for a hot second that the props on the table were drawings because I was so used to seeing that layout in the zine itself so when the camera moved slightly and so did everything else in the video I was like WAIT NO THOSE ARE REAL PROPS...

This flipthrough video was beautifully staged, and the accompanying music was so pretty. I listened to it many times while working on the book (and I'm listening to it right now as we speak)! Purpleschala has some incredible musicality. I love her work!

The actual physical book for *Tea Houses* was a bit more customized than zine projects I've worked on in the past. Since the foil-stamped clothbound hardcover book our team dreamed of was a relatively involved item (with much room for error), I recommended we order a hard-copy sample for promotional and confirmation purposes.

It's a bit expensive to do so, but when you're ordering a large volume of items, it pays off to make corrections early! It's also perfect for creating promotional material like this!



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KOTA SAYS:

“The merch artists were great dealing with designing for some extremely unusual merchandise, and I’m super grateful for their patience and hard work. Stickers were a volunteer item, and I was amazed at the number of page artists who finished their work and then pivoted to drawing a sticker for us, as well as all of the elegant and fun tea label designs they made. We ended up including more merch at the last minute because we decided we wanted items like coasters and charms to have even house representation—again, the art team was extremely generous volunteering to design these extra items.

Watching Soojin and Kyo figure out how to package and ship all these items, and how carefully they designed the packaging and the box layout was amazing. Kyo’s expertise with planning for and sourcing packing material and Soojin’s practicality and forethought were so incredible. It’s not an exaggeration to say that months of pre-planning went into the packaging and shipping for this project, and I am very grateful that the two of them put such thought into it.”



SOOJIN SAYS:

“Our merchandise line is so unique and fantastic, it was such a learning experience seeing Kyo organize the manufacturers, quote prices, and everything from a financial and organizational perspective.”



KYO SAYS:

“From the start, we knew we wanted an array of “useable” merchandise in the project. While we love and wanted to include familiar items like charms and stickers, we also wanted to include items that customers could use in their lives outside of a display case. It was extremely exciting to source and imagine all the teatime accessories that people might enjoy owning.

Our merchandise artists did an incredible job with designing our tea-themed accessories, and I can’t thank them enough for all their hard work. They also did an incredible job designing more unusual items like our tea tin, linen towels, and custom spoons. I’m so grateful for their flexibility and creative skill.

Working with Soojin on planning the packaging was indescribably fun as well: I often thought about it as if we were planning the process to wrap a thousand gifts, and I hope that feeling comes across in the final product.

I hope the finished items are just as exciting to hold in your hands as they were to make!”



Every character featured in the book also had a handwritten note on their page, penned by generous volunteers from our contributor lineup.

Thank you for the tea, Professor!
I must admit that this was... Fun!
- Edelgard

Thank you, Professor.
Despite my preference for coffee, this was
more enjoyable than I expected.
Hubert

Thank you for this treat, Professor!
I will bring my own brew next time!
Lloyd
Lloyd

Thanks for the tea, Professor!
... maybe it's not so bad
... going out sometimes
after all!
- B

Well, professor, that was delicious. I must
say, it felt good to relax before my
midday nap!
- Lonah

THANKS FOR THE TEA, PROFESSOR!!
I FEEL LIKE I CAN TAKE ON
THE WORLD!! - CASPAR!

I have gratitude for the
invitation! I will be looking
forward for the next party
of tea! From, Petra

That was a lovely cup of tea
spent in lovely company, Professor.
Do call me again!
Dorothea

Thank you for the treat, Professor.
I had a wonderful time. I would love
to do this again, if that is
acceptable to you.
Best Regards, Dimitri

I am happy to show you how we serve tea
in Duscur. I think it will be... nostalgic.
- Dedue

THANKS FOR THE TEA, PROFESSOR!
I REALLY FEEL AT EASE WHEN I'M
TALKING WITH YOU.
- ASHE!

Thank you for the treat!
Do you mind if I take some of
these cookies with me later?
Ingrid

Mind if I bring some
company next time?
This tea is too good to have alone!
Cyril

THANKS FOR THE
HOSPITALITY, PROFESSOR. I SUPPOSE
I'LL HAVE TO COME AGAIN SOMETIME,
WHEN I AM NOT TRAINING.
- FELIX

Thank you so much for the treat, Professor!
Did you bake these yourself?
... Can you teach me?
Annette

Thank you so much for
inviting me! Next time, I'd
like you to try out some
of my treats! Mercedes

Thanks for the tea! Sorry
I couldn't stay for too long.
... maybe I'll do this again
sometime!
- Claude v.r.

Thank you for
the delicious tea,
Professor! I'm way
better at baking
cookies than I am at
battle drills!
- Hilda

Professor! Thank you for the invitation, it was wonderful.
Next time, I will provide the tea!
- Loure

Ahh that tea
was delicious.
Invite me again
some time, with
more sweets, too!
- Lystra

THANKS FOR THE TEA.
INVITE ME AGAIN SOMETIME!!
- LEONIE

Thank you very much for the tea...
I look forward to doing this again.
- If it's not too much trouble,
of course!
- M. Prime

Thank you for the delicious
tea, Professor. I- I hope you
appreciate the little sketch I
drew for you today.
Ignatz

Thanks for the tea,
Professor! Can I bring some
meat with me next time?
Raphael

Thanks for the treat, friend.
Invite me again sometime, I'd love
some more stories to tell.
- Yuri

You were so kind to invite me,
Professor! I hope you'll like the
tea I made for you. I'll bring some
more next time!
- Combe

THE TEA
WAS
DELICIOUS!
SAY, HOW
MUCH DO
YOU THINK
THESE TEA
CUPS SELL
FOR?
- Balthus

That was really fun, more than I thought.
Invite me again someday, but with more treats.
- Haplo

Greetings, Professor!
Thank you for giving
little ol' me a
little treat!
- Gatekeeper

HEY YOU,
LISTEN UP!
THANKS FOR
INVITING
ME!
ABYSSKEEPER

This time we share
is precious.
I hope the goddess will
grant us yet a little
longer in each others'
company.
sincerely, R

This was quite the hospitable
outing! I can see why the
students like you.
- Judith

It is ever so lovely to share a
cup of tea with you, Professor!
I find it to be simply
wonderful to chat with
you like this.
- Leanne

Professor,
Thank you for the
unexpected invitation.
I must admit this
has been a... pleasant
tea time.
- C.

Tealime's more
enjoyable when
it's with someone
I can loosen up
with!
Let's talk
training!
Catherine

Thank you for the tea,
Professor. I would like to join
you again when I'm not busy.
- Sir

Thanks for the
tea, Professor!
Invite me again
when I'm done
with my work
for the day!
- Cyril

Thank you for the
tea, Professor! They were
so good!
TEA-LICIOUS!
- Anna

DO YOU LIKE THE BLEND?
I CAN GIVE YOU A
SPECIAL DISCOUNT,
YOU KNOW!
- ANNA

Thank you for the
invitation!
I hope I can drink as soon
as you're back.
- Farelle

Thank you for the tea, Professor. Perhaps next
time you could let me stay for a bit more?
- Hecaton

Thank you for the tea, Professor. I hope you'll
like the tea I made for you. I'll bring some
more next time!
- M. Prime

Thank you for the excellent tea,
Professor. I would like to join
you again when I'm not busy.
- Sir

How? Do we have time
in Almyra? Sure, but it's
not what the want you
used to be.
- Nider

Thanks for the invitation,
Professor. I can see why
the boy likes you!
- Judith

Tealime... Would you not rather be sparring than
sitting here? Ah... well.
- Jeralt

Sir, and I would often sit and
enjoy this blend. It's almost as if
you... well, never mind.
- Farelle

Listening to you talk of other places, Jeralt,
I dream of the world beyond these walls!
- Sir

Ever since I met you, Sir,
even these little moments mean
so much to me.
- Jeralt

Kid - Never thought
I'd see ya become
a beloved teacher, but
I've been around long
enough to know that
this world still has
surprises left in it
yet. I'm proud of you.



Ramyeon and I wrote these notes, Saerinn and Soojin designed the note paper, then we took to our artist roster to get volunteers for these notes, as we wanted as many handwriting samples as possible. Everyone was super enthusiastic about volunteering, and they made some amazing, well characterized, and funny handwriting samples! Most people signed up for more than one, but they all look unique!

I'm outing myself as a Three Houses roleplayer here HAHA and I got to flex my abilities of doing so by writing the script of the notes with Kota! We watched Tea Time videos while writing to have a reference on how the characters reacted to having a session and tried to recall certain traits of their characters so we could write custom notes for each student and faculty and it was fun to explore the characters this way! It was also so cool to see the character notes with our artists' handwriting, and it really added to the immersion of this project! I personally handwrote Gatekeeper's note if anyone wants to see my handwriting ahaha



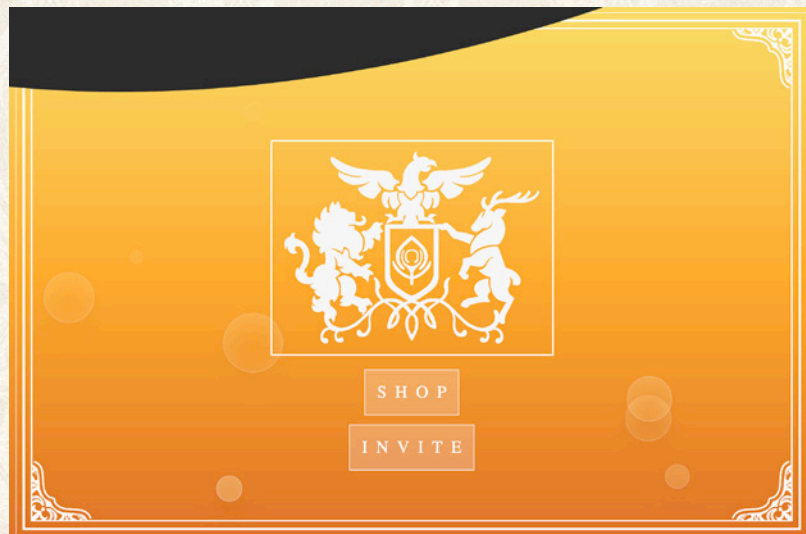
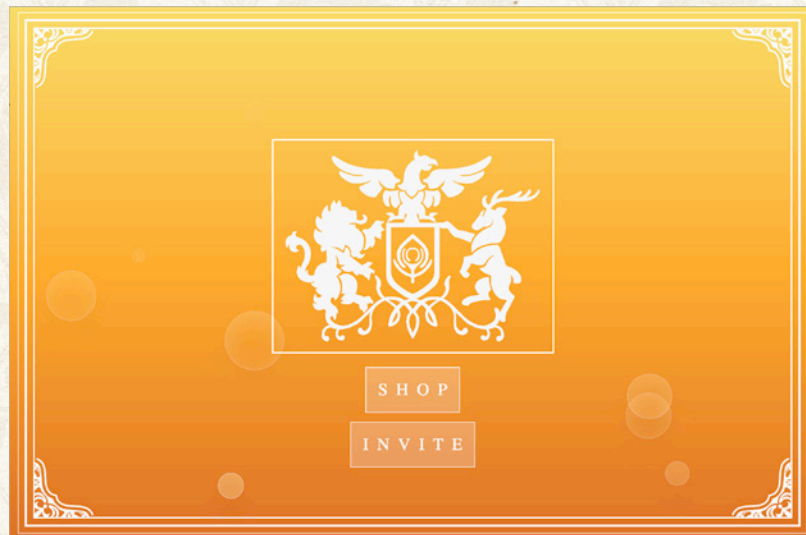
The website was programmed with CSS, Javascript, and HTML5!

I also installed functionality for native translations provided by volunteers from our contributor lineup in German by rani-ki (Twitter: @rani_ki) and in Japanese by kyousa (... who is that, again?).

I thought it'd be fun if our loading matched our book's theme, so it has an animation of tea filling up the screen complete with rising bubbles!



Our shop header was created by Sae and Soojin. The thank-you stamp was drawn by Soojin!



Our storefront was hosted using a custom domain and the e-commerce platform BigCartel. The storefront's graphics were created by Soojin. The website was programmed and implemented by Kyo.

“Project Memories” was the name of our community poster, seen to the right. Although we didn’t have room in the main book for all the talented and passionate artists that applied to participate in Tea Houses, we wanted to include them in the project somehow.

All artists that applied for the main project were eligible to draw for Project Memories, which was included in digital or physical format in all bundles for everyone to enjoy. We were blown away by the work they produced, and we’re so thankful for their time and participation!



PROJECT MEMORIES CREDITS

(Left to Right, Top to Bottom)

Rena

(Twitter: @rena_lli)

yitsuin

(Twitter: @yitsuin)

iba

(Twitter: @speedoakihiko)

Kat “Doki”

(Twitter: @_doki)

Kit

(Twitter: @starsoda_art)

kejokaya

(Twitter: @kejokaya)

Slowpoke

(Twitter: @Slowpokest)

Lala Stellune

(Twitter: @LalaStellune)

Mythicat

(Twitter: @mythiicat)

BrightStickArts

(Twitter: @ArtsStick)

Cyan

(Twitter: @cyan_idol)



We had so many wonderful submissions for this project right from the get go, and I really love how lively and ambitious all of these pieces are. Also, Caspar is in so many of them!! He’s such a popular guy!

Seeing the turnout for Project Memories was so exciting. It was really nice to see so many faces from the Fire Emblem fan community participate! All the artists for the poster drew such well-characterized, beautiful illustrations. Soojin did a great job compiling the layout, too! We’re so lucky to have them on the team.



The idea of the Project Memories poster was to mimick what you’d see among Byleth’s effects, which is why we feature their staple clothing elements here.



This tea tin was designed by amai (*Twitter: @_amaicandy*), whose work I adore. Since the tea tin's manufacturer noted that to make the tin they'd have to open the supply line specifically for us (which would incur a hefty setup fee), we weren't able to get a physical sample. In place of a product photo, I created a 3D model of the item in Blender for our preorder run and social media. Amai's design was so fun to work with! They were so flexible about the whole process, too. Thank you, Amai!



The tea tin was a super challenging item to design, and Amai was a champ putting up with it.



amai (Twitter & Instagram: @_amaicandy)



For absorbency, we chose cotton canvas material for these 18" x 28" tea towels.

Foxy and amai did such an amazing job designing these. They turned out so cute! I hope they become a friendly addition to customers' homes!

Wash these towels by hand or machine, with water temperature below 35C (95F). Iron on low heat, do not bleach.

Foxy (Twitter: @foxyappleart)



These adorable acrylic charms and bookmark had gold foiling added to them for some extra sparkle!



CHARM & BOOKMARK CREDITS

Black Eagles: Foxy
(Twitter: @foxyappleart)

Golden Deer: Wol
(Twitter: @sodapeche)

Blue Lions: Kotaline Jones
(Twitter: @kotalinejones
Tumblr: @kotalines)

Gold Foil Bookmark: anocurry
(Twitter: @anoderp | Tumblr: @anopuff)



These 4" coasters were printed on ceramic with a cork backing. We had the choice to print them on MDF wood instead, but we decided on ceramic because it felt higher quality and more durable. Everyone created such aesthetically pleasing designs. I think the circular compositions make them look like fancy medallions!

COASTER CREDITS

Black Eagles: Kelly Lawrence
(Twitter: @princelapin)

Golden Deer: Phlavours
(Twitter & Instagram: @phlavours)

Blue Lions: Chumaruko
(Twitter & Instagram: @Chumaruko)

General: amai
(Twitter & Instagram: @_amaicandy)



These polaroids were printed on transparent plastic so that a background can be seen through the film. I love all three of these designs. They're so fun and cheery!



TRANSPARENT POLAROID CREDITS

Black Eagles: mado
(Twitter: @madocactus)

Blue Lions: Chumaruko
(Twitter & Instagram: @Chumaruko)

Golden Deer: Jyahn / Lucy
(Instagram & Twitter: @jyahn_)



COOKIE STAMP & POLAROID CREDITS

Cookie Stamp: Jyahn / Lucy
(Instagram & Twitter: @jyahn_)

Manuela Polaroid: Tamafry
(Twitter: @tamafries | Tumblr: @tamafry)

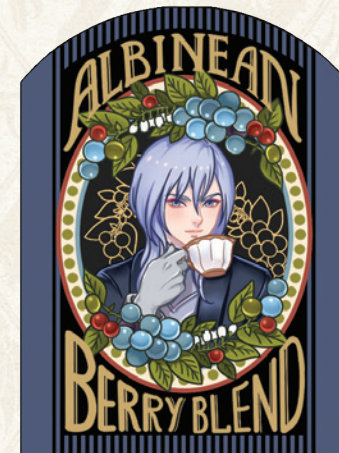
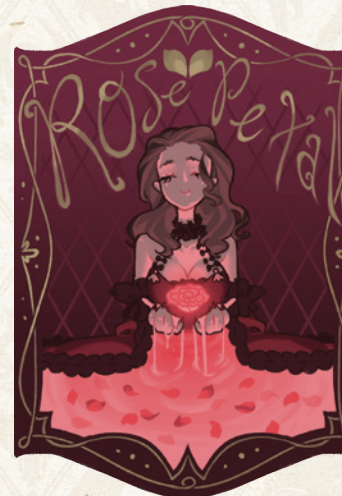


I want to give shoutouts to Tama for going out of her way to draw an alternate version of her Manuela piece it's super funny... I hope Manuela finds someone who loves her soon.....



We were given the option to produce Jyahn's adorable cookie stamp in any Pantone swatch, so we chose this light turquoise blue!

... Same hat, Manuela.



GOLD FOIL TEA LABEL

STICKER CREDITS

(Left to Right, Top to Bottom)

Sothis & Dimitri: You
(Twitter: @youyuening
Tumblr: @scribbledabble)

Lysithea: kyousa
(Twitter & Instagram: @kyousa38)

Seteth: Kotaline Jones
(Twitter: @kotalinejones
Tumblr: @kotalines)

Dorothea: Foxy
(Twitter: @foxyappleart)

Sylvain: Weiwei
(Twitter: @peevishpants
Instagram: @itscoolguylink)

Claude: phoenixpear
(Twitter: @phoenixpear)

Edelgard: mado
(Twitter: @madocactus)

Mercedes, Annette, Ingrid: Wol
(Twitter: @sodapeche)

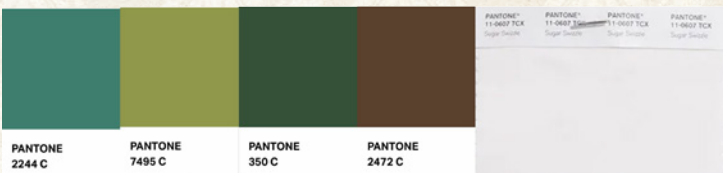
Byleth: wuuki
(Twitter & Instagram: @wwwuuki)

Yuri: Enmoire
(Twitter & Instagram: @enmoire)



We asked our artists to design these 2.5” gold foil stickers with vintage tea labels in mind to match the book’s theming.

They all turned out beautifully. I could definitely see any one of them being used on a tin of tea! I wish I had enough room to talk about what I love about each and every sticker!



I really wanted to make this pin design reminiscent of a vintage brooch and was inspired by graphics on cute vintage chocolate packaging! I want to eat chocolate too now...



This cameo brooch-styled enamel pin designed by Sae was a preorder stretch goal item to celebrate the project reaching 600 orders, which Tea Houses managed to meet (and surpass) thanks to your support! It was included in all physical bundles.

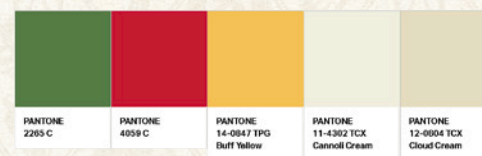


We knew we wanted to include a special gift in contributor packages to thank participants and commemorate their hard work. In the end, we decided on this limited edition enamel pin! This contributor pin and the backing cards for both our pins were drawn by Soojin.



When designing pins, use Pantone colors — those will be the colors your manufacturers can use!

You can find a list of Pantone swatches here: <https://www.pantone.com/color-finder>



Sae and Soojin designed these wonderful enamel pins for our project. We were all so excited about hitting the 600 order stretch goal, but truthfully, half of the excitement stemmed from the rest of our mod team wanting to own the pins for our own collections!

Some edits needed to be made to our original designs (an example is marked with red arrows on the page to the left) to ensure that the enamel would fill the metal plating correctly. This mostly involved thickening lines and colored fill areas.

It helps to draw enamels like these at a much larger resolution than they'll be produced at to make creating a mold for the metal plating easier for the manufacturer.



At first, we wanted to include a physical copy of Brewing Notes in all Perfect Teatime bundle orders — but due to the package's weight, it would have made shipping cost for international orders far too expensive.

To replace it, this gold foil postcard of Sothis was drawn by Kota to be included instead!



The mod team loved the idea of reaching out to other projects in the Fire Emblem community for a potential promotional collaboration. We spoke with Brother Ming (Twitter: @brothermingames) from Anna's Roundtable, a fan-created Fire Emblem tabletop card game. He graciously agreed to work together with us! If you haven't seen the game yet, please check out the project (Twitter: @FeTabletop)!

Brother Ming created stats and mechanics for a limited-edition trading card of Clarissa Dixon's (Twitter: @clarissas_art) lovely teatime Ferdinand to be playable in Anna's Roundtable. These cards were added to all physical book orders!

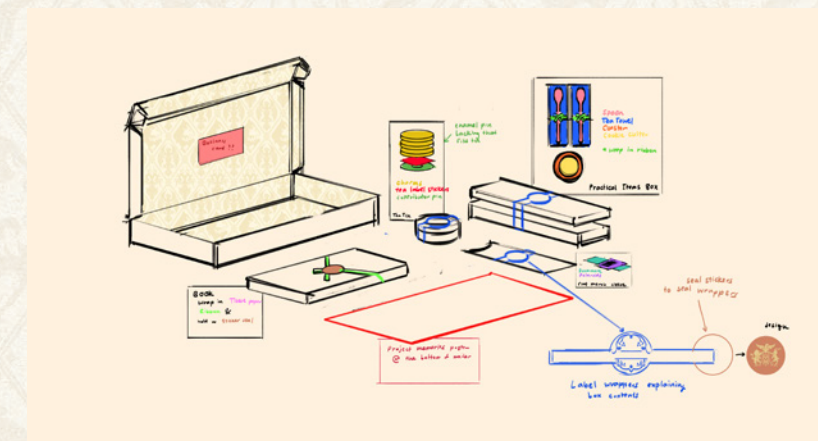
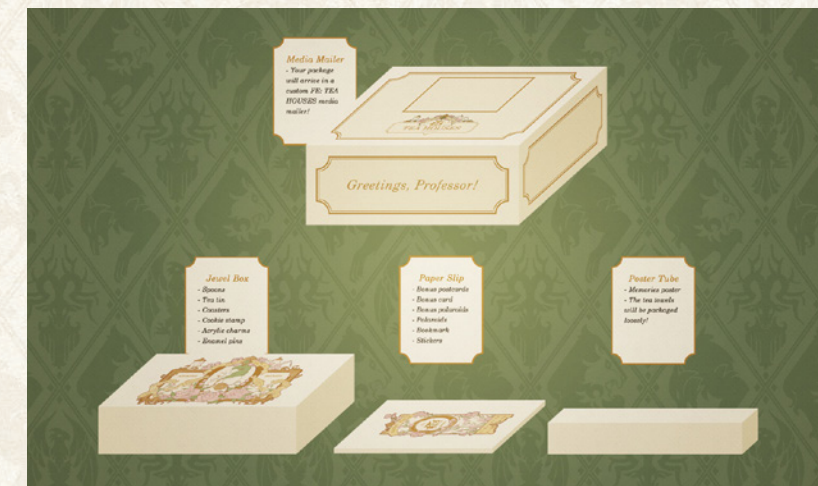


The packaging went through several iterations to ensure the packing process would keep the goods safe while still being cost effective! There were a multitude of changes to Soojin's initial sketch based on postal limitations and item sizing. Our original media mailer (the outside box containing all our items) was planned to be several inches larger before we trimmed it to cut down on shipping costs and the box's total footprint.



We were mostly concerned about international orders: shipping is as expensive as ever in the world's current climate, so we wanted to do our best to try and make the product as accessible as possible, if only just by a little bit.

Our packaging was designed by Sae, Soojin, and Kyo!



These elegant illustrations for our merchandise box and paper goods slip were created by Sae and Soojin!

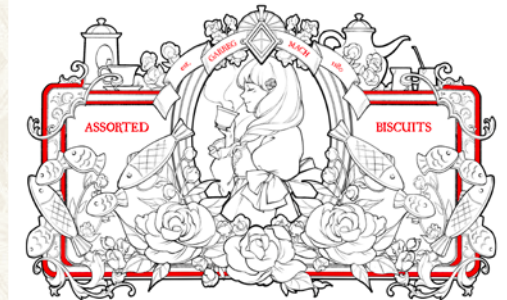


I have now seen Every Shade Of Gold



A haphazard thought that "putting a ribbon on the book would be really cute" led me to five different manufacturers, 103 colors of ribbon, 25 styles of bows, and a sleepless night.

I felt like a kid at a candy store! When all the options are so cute, it's hard to choose. At some point, I think I had been sending pictures of bows and color swatches to Soojin and Kota for 3 days straight. I'm astounded that they put up with me.





Soojin and I spent quite a few days on call estimating weights for all of our items, measuring merchandise, and drafting sizes for the custom boxes and paper slip to ensure orders would arrive to customers safely.

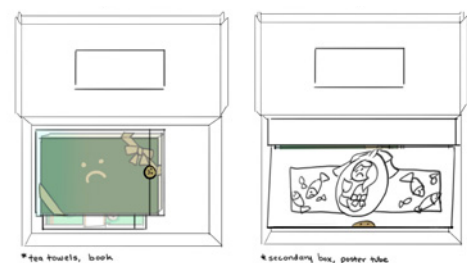
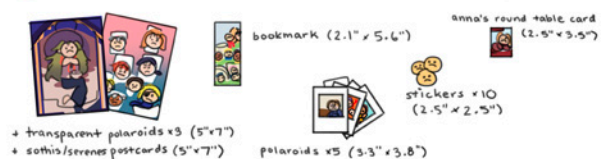
I ended up jotting down this packing guide just to compile the notes Soojin and I wrote together regarding the packing process, but it took on a bit of a life of its own somewhere down the line ☺.

TEA HOUSES: a sad packing guide

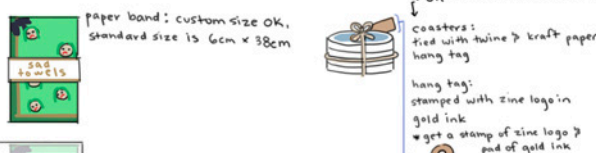
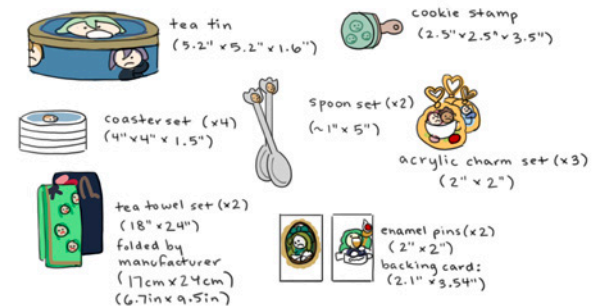
1 BOOK



2 PAPER MERCH



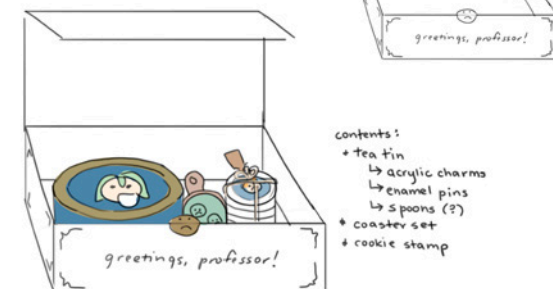
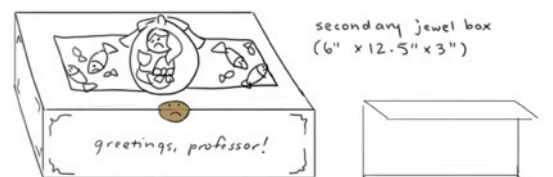
3 THE OTHER SHIT WE MADE



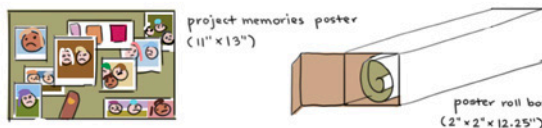
I would just like to let Kyo and everyone know that I love this sad packing guide. Petition for these sad versions to be a spinoff.



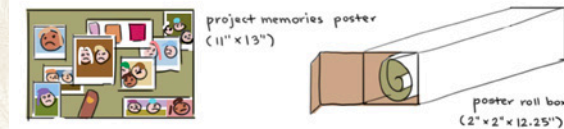
4 SECONDARY/JEWEL BOX



5 PROJECT MEMORIES POSTER

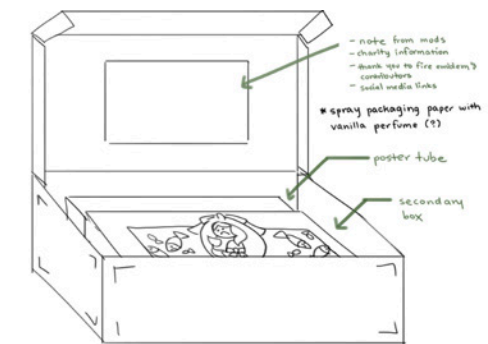
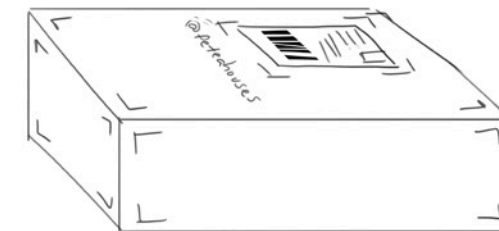


5 PROJECT MEMORIES POSTER



6 MEDIA MAILER

media mailer/main shipping box * seal with packing tape
9" x 13.5" x 4.5"





Our product pictures were kindly photographed by Kelly Lawrence (Twitter: @princelapin) and Soojin. They made every item look positively tea-licious for our online store. Thank you so much, Kelly. You did an astounding job! The finished photos and staging look so professional!

These production pictures were shot on an iPad with a simple overhead light. They sell cheap and travel-friendly flood lights online.





This cover for Brewing Notes was sketched by Soojin and drawn by Kota!

As Tea Houses marched through its promotional and preorder period, there was a running joke in the moderator channel that enough additional artwork assets had been produced for the project to make another book entirely.

... And here we are now, on the last few pages of Brewing Notes! When you take into consideration that Tea Houses started from a passing joke made by Ramyeon, that suddenly feels very fitting.



Soojin told me to “make them look like gremlins”. I tried.



KOTA SAYS:

I hope that by the time you read this, it will be a distant memory, but we made this project during a difficult time, and while that came with its challenges, the project happened because of an enormous surge of goodwill and support from everybody involved — from the mods, to the artists, to the collaborators, to the customers. I genuinely hope that you feel proud of this project, too, because we all made it happen together. Thank you for working with us!



KYO SAYS:

Tea Houses had so many merchandise items in it that weren't like anything I've tried getting manufactured before. It was such a fun and exciting journey to take all the hard work our artists did from sketch to production! I feel lucky that I was given the chance to work on a project that was so unfamiliar and interesting.

I'm also very glad to have worked with the rest of our incredible moderator team and contributors: they made the project such a warm and enjoyable experience, and provided irreplaceable support during every step of the process. I'm glad I had the opportunity to be their teammate!

Thank you for supporting Tea Houses. It's a bit corny to say, but it couldn't have been finished without you. I hope you like the final project — nothing would make me happier!



SAE SAYS:

This has definitely been the most ambitious FE project I've been in and am TEA-lighted to mod for, and everything came out even better than what I imagined! We also went through some difficult times through the process, so I'd like to thank my fellow Nuggie mods, all the artists and collaborators and of course YOU, the customer for joining and supporting the project. I'm extremely proud of it!



SOOJIN SAYS:

Tea Houses was a monumental and unique endeavor - thank you for coming along with us on this wild journey. Getting to work with you all and with such a talented, dedicated moderator team is experience I'll carry with me for a lifetime.



RAMY SAYS:

Tea Houses was probably one of the most ambitious FE group projects I've ever seen and I feel so privileged to have contributed to its creation with an amazing mod team like the Nuggies. It's... really hard to believe that a 3 AM idea actually became something so beloved with so many contributors that were equally enthusiastic about it as we were.

Thank you for spending tea time with us, and we hope it was a lasting experience! Also major props to Sooj for putting together not only the zine but also Brewing Notes!!

AFTERWORD

Thank you so much for picking up a copy of *Brewing Notes*! We're so grateful for your support. We hope that our production journey was just as fun for you to read as it was for us to share with you! This project wouldn't have been possible without you!

Tea Houses was also made possible by the monumental contributions and efforts of our artists and collaborators. We can't thank them enough for their time, and we hope that we've done their work justice!

Graphics, layout, and the adorable moderator icons for *Brewing Notes* were created by Soojin, with additional layout, formatting and commentary created by Kyo. This booklet was also edited by Kota, and brewed with love using assets by Ramyeon and Sae.

Thank you for joining us. We hope the experience was tea-lightful!



Kotaline Jones

Twitter: @kotalinejones
Tumblr: @kotalines



Saerinn

Twitter: @Saerinn_
Instagram: @Saerinn_



Soojin

Twitter: @donotwander



Ramyeon

Twitter & Instagram: @ramyeonguksu



kyousa

Twitter & Instagram: @kyousa38

*Have you ever wondered what ingredients go into a fanzine? **Fire Emblem: Tea Houses** is here to give you a behind the scenes look at our project, from conception to fulfillment, through the many unique visual assets we made along the way! Featuring commentary from several mods, we hope you enjoy a taste of our process!*

