



RESTAURANT

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You have been tasked with redesigning the identity of a restaurant. Visit and take photos of a local restaurant of your choice. Observe and make note of the ambiance and setting or the physical space. If you can take samples of their current printed material (business cards, menus, boxes, etc..).

The required pieces are as follows:

Logo

The logo and the overall design should reflect the feeling of the restaurant itself, this is why it is important you physically go to the restaurant and observe the environment. Take note of the colors used, the type of furniture, observe the type of clientele that frequent this restaurant, try to determine what is unique about this specific restaurant.

Menu

The menu serves as the introduction to the food yet to be ordered. Thus its purpose is to both inform and entice the reader. The menu should not be purely utilitarian, it should also embody the essence of the restaurant. If possible obtain a copy or photos of the restaurant's current menu and analyze it.

Interior\Exterior

Before the menu is even seen the exterior of the restaurant gives the visitor an opinion, once inside the interior design is as equally as important. The environment of the restaurant plays as important a role as the food itself. Identify how long the average customer will be spending in the restaurant and design accordingly.

Packaging

In the case of restaurants that offer take out delivery options the packaging will have to do the job of the exterior, interior and menu design. The customer will not necessarily visit the actual restaurant, thus the packaging must communicate the same emotions the physical space would.

Other Items

Feel free to design elements not included in the deliverable list, such as table cloths, coasters, plates, glasses, wine bottles etc...

