

Design Studio Assignment 3: Restaurant Branding

Due: Tues, Jan 24th

Summary: Each group will be assigned one restaurant and as a group must create several pieces of branding for the restaurant- a logo design, a sign, a menu, some kind of advertising, and a set of plates that match the overall look.

Teams will have one week (though meeting with me sooner is fine) to come up with at least four logo prototypes, a sign and demo ads which will be presented to the client (me). Revisions will then be requested or a logo will be selected and at this point, products can be produced that match the chosen theme. Only after the aesthetic is approved, should production of the plates and menu begin. When the team is ready to meet with the client, they may make an appointment.

In this initial meeting sketches of the above must be shown as well as electronic versions.

Tip: Start by choosing a color scheme

1. Logo design – requirements- must be easily resizable to be used on anything from a t-shirt to menu to books of matches and plastic “to-go” bags- in other words, anything that comes up. Vector graphics recommended! (Most logos are type and/or simple graphics for a reason.

Size- minimum 300x300- keep in mind the class needs to be able to see it clearly on the projector when presented.

2. Restaurant sign – Pick a building in Providence and take a photo of it. This should be a fairly high-resolution photo, as this will be the pretend location of your restaurant. (You can use an existing restaurant’s building.) You might want to pick more than one building in order to give the “client” choices.

Once you have your building, break out your Photoshop skills and begin designing a sign for the building. How will the restaurant look from the street? How will customers know they’re in the right place? Your sign

can be a variation on your logo, or something different, but be sure to keep your branding consistent. Make the resultant “mock up storefront” look professional. It should excite and inspire the audience- you’re unveiling their building, after all!

Size- optional, since we’re not printing this, recommended minimum width = 640

3. Menu- you have been provided a list of the courses your restaurant offers. Please design a menu that elaborates on the aesthetic you have chosen for the restaurant. Even though many restaurants have a separate menu for wine, desert, breakfast (if served), lunch, and dinner, you will only make one. Yes, you do have to display all of the items.

Size- optional, but “legal” size is common, so is “letter” size. (If someone in your group knows InDesign, it’ll be a big advantage.)

4. Advertising – you decide how your restaurant could best advertise itself: flyers, magazine ads, postcards in the mail, website etc. Get creative. One you develop a theme, come up with at least two variations on it (i.e. two different postcards working with the same concept.) These should look polished and professional.

5. Dishware – draw a few sizes of plate (appetizer/desert, entrée, and saucer) and design them so they look polished and coordinate with the aesthetic you’ve decided on for the restaurant. Remember, plates don’t have to be perfectly circular or sparsely decorated, but they shouldn’t distract too much from the food either.

Presentations- All members of your group should take turns presenting an item (regardless of who did what- you’re a team after all) to the class. Introduce your restaurant and explain your aesthetic decisions. The class will decide if your plan is effective.

*You are *mutally accountable* for your team's work. If a member of the team is not participating, the team may come to a consensus to fire that person. We will decide as a class what happens to fired people.*

Evaluation Criteria:

Presentation is professional and all pieces are ready, without technical errors (Max = 30 pts)
Materials convey the feel of the restaurant competently (Max= 20 pts)
Group is ready for preliminary meeting with sketches and all required prototypes (Max = 15 pts)
Materials look polished and complete, including no spelling errors, technical competency, etc. (Max = 20 pts)
Creativity of solutions (Max = 15 pts)

