
Project: The Restaurant

Project: The Restaurant

- Students will **create a visual system** for a restaurant and apply it across 3 different deliverables
- Each deliverable format requires **different solutions** but must **feel connected** by system rules.
- Key design challenges:
 - How does hierarchy shift between between compositions?
 - How do color and type stay consistent but not boring?
 - How can the client/brand/design brief inform visual rhythm?

The Restaurant

Design Brief Generator



Design Brief | In Class Exercise

*Pick a number,
1-10*



Name: _____

Step 1

1.

2.

3.

4.

5.

6

4

1

10

6

Step 2

1.

2.

3.

4.

5.

6

4

1

10

6

1.

Location

- 1.New York, NY
- 2.New Orleans, LA
- 3.Miami, FL
- 4.Chicago, IL
- 5.Austin, TX
- 6.Portland, OR
- 7.Denver, CO
- 8.Charleston, SC
- 9.Minneapolis, MN
- 10.San Francisco, CA

2.

Food Type (Cuisine / Specialty)

- 1.Vegan small plates
- 2.Southern comfort food
- 3.Sushi + ramen
- 4.French patisserie
- 5.Street-style tacos
- 6.Mediterranean mezze
- 7.Farm-to-table American
- 8.Dim Sum / Chinese banquet
- 9.Pizza + craft beer
- 10.Seafood-focused

3.

Restaurant Category

- 1.Family-style restaurant
- 2.Fine dining (white tablecloth, multi-course)
- 3.Upscale casual (like a bistro or brasserie)
- 4.Neighborhood sit-down spot (mom-and-pop)
- 5.Gastropub
- 6.Coffeehouse / café with food service
- 7.Pop-up (temporary but still uses printed menus)
- 8.Hotel restaurant / lounge
- 9.All-day brunch spot
- 10.Steakhouse Aesthetic

4.

Wild Card Element (Tone / Twist)

1. Everything is neon-lit / 1980s retro.
2. The interior is inspired by a famous book or film.
3. Music defines the experience (jazz club, jukebox, live band?).
4. It only opens after 9 p.m. (late-night dining).
5. Hidden entrance/speakeasy vibe.
6. Menu is extremely minimal
7. All branding + signage uses only black and white.
8. Doubles as an art gallery or bookstore.
9. All dishes are share plates for the table.
10. The restaurant emphasizes hyper-local sourcing (only ingredients from 50 miles).

5

Announcement (Poster Focus)

1. Grand Opening – “Now Open” / first launch
2. New Location – announcing a second spot in another city/neighborhood
3. Seasonal Menu Launch – spring, summer, fall, or winter menu debut
4. Special Event Night – live music, poetry night, chef’s table, etc.
5. Happy Hour / Drink Specials – bar or cocktail-focused
6. Holiday Event – Thanksgiving prix fixe, Valentine’s dinner, Lunar New Year, etc.
7. Chef Collaboration / Guest Chef – one-night or limited-time menu
8. Anniversary Celebration – restaurant birthday or milestone
9. New Signature Dish – highlighting one featured dish or drink
10. Community Event / Fundraiser – partnering with local orgs, giving back

Two Sentence Design Brief

**My client is a [3.] in [1.]
serving [2.] with/and/featuring [4.].
The poster will announce/highlight [5.].**
