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# Project: The Restaurant

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- 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?

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# **The Restaurant**

## Design Brief Generator

# Design Brief | In Class Exercise

*Pick a number,  
1-10*



<p>Name: _____</p>					
Step 1	1.	2.	3.	4.	5.
	<b>6</b>	<b>4</b>	<b>1</b>	<b>10</b>	<b>6</b>
Step 2	<p>1. <u>6</u> 2. <u>4</u> 3. <u>1</u> 4. <u>10</u> 5. <u>6</u></p>				

1.

2.

3.

**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

**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

**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.].**

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