

INTERNATIONAL RESTAURANT

PROJECT OVERVIEW

Develop a brand identity for a fictitious international restaurant targeting persons living in the United States that want to experience food from another culture. Be adventurous!

SPECIFICATIONS

- **Audience:** 20-years +, gender-neutral, singles, couples, and families in the USA
- **Project attributes:** Cultural, inclusive, warm & friendly
- **Deliverables (Final presentation in a mood board format):**
 - Name
 - Tagline (6 words or less)
 - Description of restaurant concept (2 to 3 sentences)
 - Restaurant attributes
 - Mood board images
 - Colors (primary + secondary)
 - Typefaces (primary + secondary)
 - Logo (including icon + logotype)
 - Additional touchpoint (Students in Type II will be doing a menu design; must select another touchpoint to execute in GDF I)

WEEK 1 ASSIGNMENT: Identify + Ideate

- **Google Earth:** Launch Earth, give the planet a spin, and identify a country and food type
- **Brainstorm:**
 - Word map
 - Mashup (select several words from the word map and brainstorm possible conceptual directions)
 - Write a short description and some bulleted points about your restaurant
 - Identify attributes that reflect your restaurant's culture and theme
 - Develop names and potential taglines (many options)
 - Create a Pinterest board of 50+ images
 - Include link in your presentation
 - Select 9-12 images that communicate the "feeling" of the restaurant

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- Present and submit all the above in a Google Slides document
 - Make sure the information is organized
 - Use good practices in design
- Be prepared to discuss and develop a logo in-class next week

RESOURCES

<https://www.google.com/earth/>

<https://toolbox.hyperisland.com/>

<https://restaurantandbardesignawards.com/>

<https://www.pinterest.com/ProfessorDMA/brand-identity/>

<https://pin.it/6w0hoQE>

<https://turnerduckworth.com/>

<https://www.louisefili.com/>

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In the subsequent two phases of this project, you will begin creating a visual identity that communicates the essence and style of your restaurant brand.

WEEK 2 ASSIGNMENT: Mood Board + Logo Concepts

1. **Develop a mood board.** Refer to your Google Slides presentation and create a mood board in InDesign that communicates the essence and style of your brand
 - Include content in this order. Use the underlined text below in your presentation
 - [Restaurant name + tagline set in one of your mood board typefaces; NO LOGO DESIGNS]
 - Description: [two to three sentences]
 - Target audience: 20-years +, gender-neutral, singles, couples, and families in the USA
 - Attributes: [As per your brand]
 - [Mood board images, as per your brand]
 - Colors: [primary + secondary]
 - Typefaces: [primary + secondary; no more than two]
 - Logo concepts: [Three different versions of your logo in black/white/gray tones]

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2. **Sketch logo thumbnails.** In your sketchbook or digital pad, create a word map and 10 pages of VARIED thumbnail directions for a logo design.
 - **TIP:** Develop sketches over three sittings or more at 20-30 minutes each
 - **SUBMIT:** Combine all sketches in one PDF file and upload to Classroom along with your mood board. Non-digital sketches need to be scanned cleanly and with good lighting (Adobe Scan). NOTE: do not include the developmental sketches on your mood board
3. **Produce three logo concepts.** Select three DIFFERENT logo ideas and produce them as vector files (Adobe Illustrator) in black/white/gray tones. NO COLOR.

RESOURCES

<https://www.pinterest.com/ProfessorDMA/mood-boards-mb/>

<https://miro.com/guides/mind-mapping/>

<https://www.invisionapp.com/education-signup> (Code: 56-73-13-19)

<https://classroom.google.com/c/MTE5NjYxNzc0MTU3/a/MTUzNTYxNTMxMjky/details>

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In this phase, you will finalize the logo for your restaurant brand.

WEEK 3 ASSIGNMENT: Logo + Presentation Final

1. **Improve on the mood board layout.**
2. **Improve on the three icon concepts.**
3. **Select one icon that is most effective** from your three black/white/gray options.
4. **Set the name of your restaurant in type.** Use the typeface(s) selected on your mood board OR choose another typeface that will be unique for your logotype. Add your tagline to the logo (icon + logotype).
5. **Explore a color study.** Select the logo (icon + logotype only—no tagline) that best communicates the “style” and “essence” of your restaurant brand. Design many color options, select 6 to 9 of the most robust versions, and add them to your mood board (under the three icon options).
6. **Add the final color logo (icon + logotype + tagline) to the top of your board.** Replace the restaurant name used in the previous mood board version.

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7. **BONUS: Create a pattern or set of iconographies** for the brand identity. Earn an additional 20 points each for a well-executed pattern. The iconography must be a minimum set of 6 vector images and custom designed (no stock imagery). Both must be appropriate for the brand identity and be flawlessly produced.
8. **Save your mood board as a PDF.** Keep the file size as small as possible, but make sure it appears high quality. Post the file to Classroom by due date/time.
 - Naming: LastNameFirstInitial_[Restaurant name]_FINAL.pdf
(i.e., AndersonD_MarcoPepe_FINAL.pdf)
9. **Prepare a three-minute presentation of your brand.** Clearly and briefly describe your restaurant, the target market, and what you offer. Make us feel the culture of the brand by using your words and visuals. Your presentation should be a well-organized story of your brand and why you chose the images, colors, and typefaces in the brand identity design.
10. **Grade yourself.** Download the rubric provided and grade yourself according to your performance. Submit the rubric along with your final presentation.

PRESENTATION CHECKLIST. There will be a -10 point deduction for each occurrence listed below.

Spell check. InDesign: EDIT/Spelling/Check Spelling

File check. Open the final PDF in Acrobat and ensure the content has been saved correctly.

Filename. Make sure the file is named correctly, as instructed in point 8 above.

Submit project by due date/time. Don't forget to hit "submit."