



Menu Design by Chance

Typography IV

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OVERVIEW



Menu | Project Overview

1. Research
2. Excessive sketching
3. Word mapping
4. Creative brief/design rationale
5. Type pairings
6. Color combinations. Think smart.
7. Determine materials (paper or otherwise)
8. Brainstorm at least 10 support items in list format. Build out 3.
9. Photo documentation (research styles and photograph accordingly)

FINAL MUST INCLUDE

1 Menu Design

3 Support Items

Process book thoroughly documenting the items above

Well-documented photographs of the final piece

RESEARCH



ROLL RESULTS

Family Style
Die cut
1 Color
Food Packaging Extra

FAMILY STYLE

Family-style dining—sometimes referred to as “large-format dining”—is when food is served on large platters meant for sharing, rather than as individual plates. Diners serve themselves from the food platters, just like you might at home in your dining room.

BOQUERIA

Boqueria Tapas Bar has 7 locations with New York, Washington DC & Chicago.

They are a Barcelona-style tapas bar serving a menu of Spanish classics and market-driven seasonal specials in a warm, modern space.

Since they specialize in Spanish cuisine, a lot of the inspiration for the illustrations and die cuts are from different Spanish tapestry and other pieces of art from the culture.

The goal was to make something that was both modern and still has a Spanish flair to it.

COLOR

Pantone 7623 C



BOQUERIA

PAPER CHOICE

Ivory/Off-White



DIE CUT

The die cut requirement is met through the die cut top of the wood backing that would hold every menu in place. The backing would have a clip system to keep the menus in place and be able to be switched from the brunch menu to the regular menu by the staff depending on time of day.

EXTRAS

Brunch Menu

Wine Label (Food Packaging)

Wooden Coaster



TITLE
BAR DE TAPAS | RESTAURANTE
Example text of an item 19

TITLE
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TITLE
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BAR DE TAPAS | RESTAURANTE
Example text of an item 19

TITLE
BAR DE TAPAS | RESTAURANTE
Example text of an item 19

IDEATION



Menu | Mood Board



one color
die cut
food package

Die cut
IDEAS.

- cut out into a shape
- cut into different shapes
-

Boqueria

wine - villas - shatters
SPAIN - red

Family bridges
sharing
tall building
narrow road

WOODEN - CAST IRON
~~COLORED~~ SKILLET

Neon sign
outside

Menu is already
on chalkboard
above bar

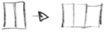
WOOD - PLANTS
Stripped wooden
tables

Silver?

~~Metal~~

Menu | Sketches

- Menu Ideas -

- 1) Metal Plating
- 2) Wood
- 3) Glass
- 4) Opening 
- 5) Stained glass
- 6) embossed paper
- 7) shaped like plaque
- 8) Specialty menu comes on plate food is served on
- 9) Marble
- 10)

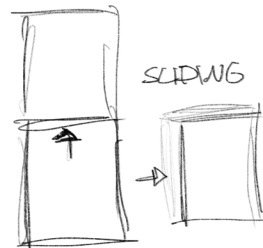
- Food Packaging -

- Wine Bottle
- Beer Bottle
- Chumodign
- Cooking class ingredients

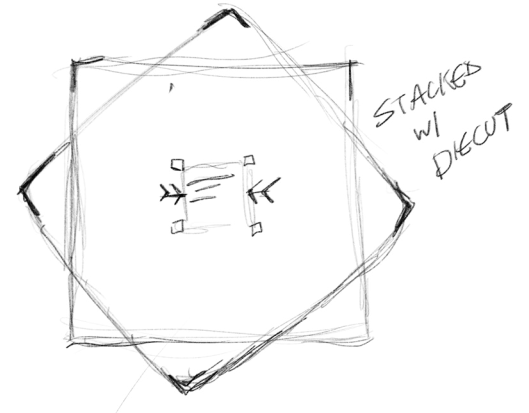
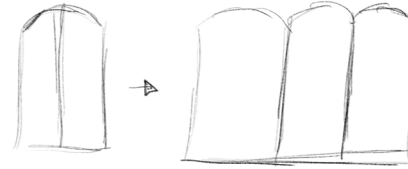


- Other Items -

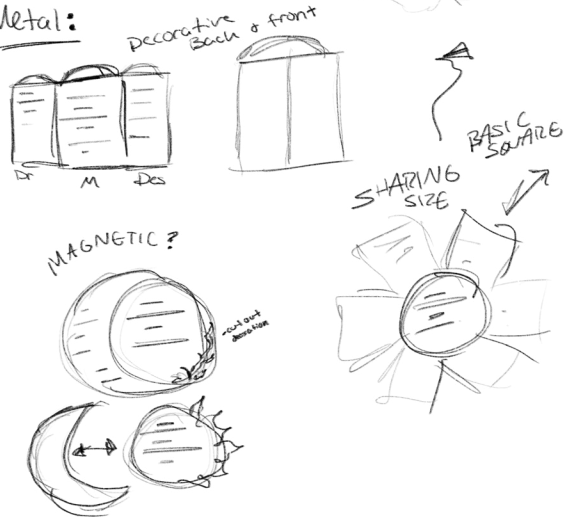
- printed glasses
- coaster
- napkin holder
- Cook book
- Cooking class advertisement / flyer
- redesign tote bag
- carry out bags
- Kitchen towels w/ quotes
- separate drink menu
- separate brunch
- separate
- happy hour menu



PAPER : CARD STOCK
OFF WHITE? IVORY?



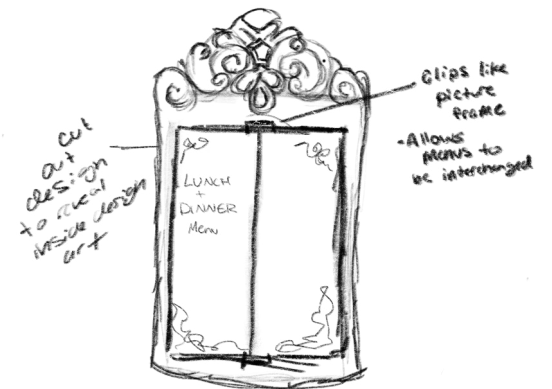
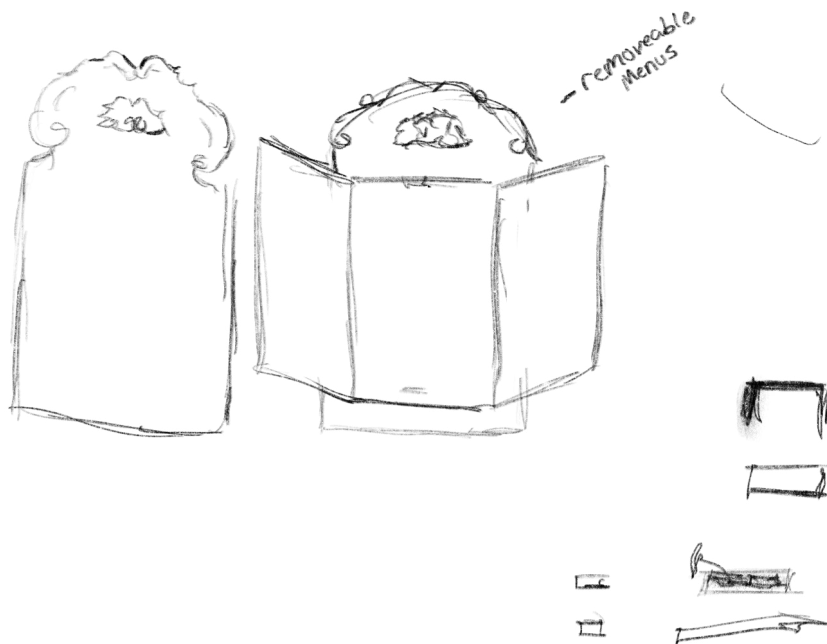
Metal:



Revision Sketches.

NEW IDEAS: WOOD MOUNT
- FOLD OUT TO FLOWER
SHAPE

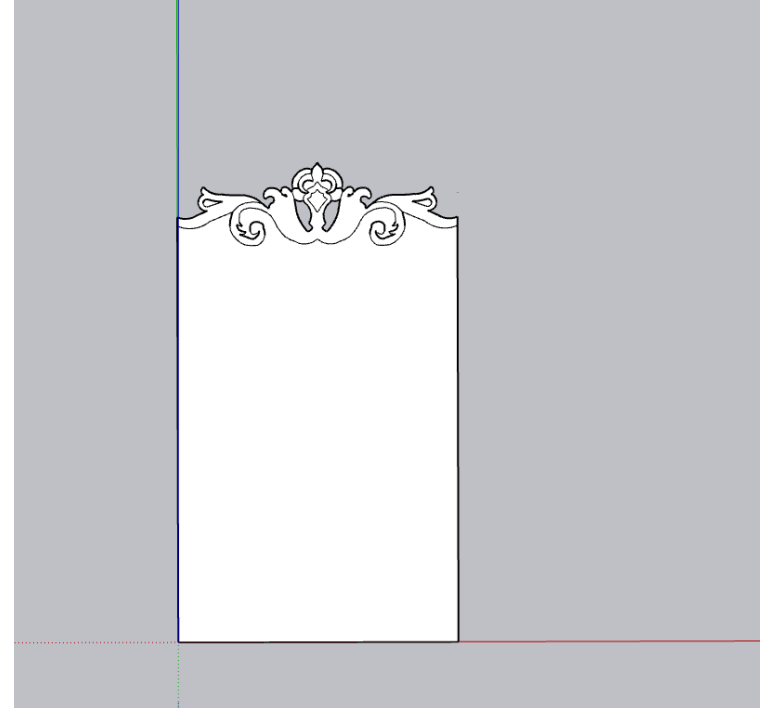
WOOD:

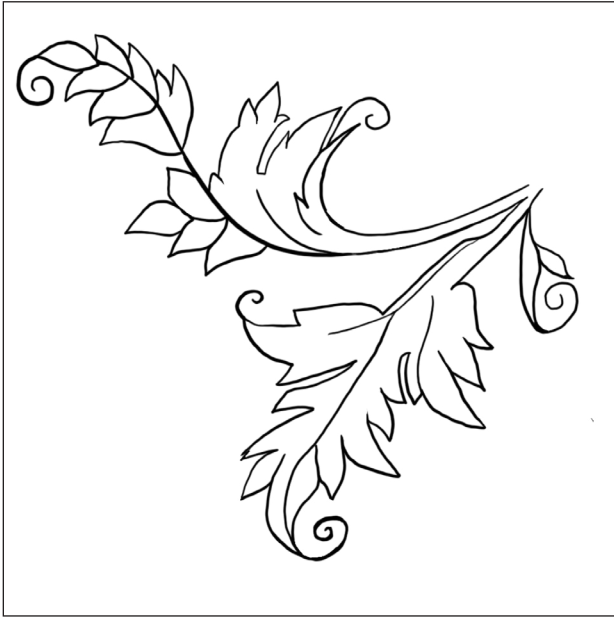




PROCESS







This is the only illustration that was used for this project. It was manipulated in many different ways to create different visual outcomes. The inspiration behind it was spanish flourishes as well as natural foilage.



These are two versions of the front cover of the menu before the final.

FINALS





Front of Menu



Wine Label (Food Packaging Extra)

BRUNCH COCKTAILS	
MIMOSA	14
Cava, orange juice	
SHISHITO MARGARITA	15
Shishito Pepper Infused Tequila, Fresh Lime	
BRUNCH DISHES	
TORRIJA	11
Caramelized French toast, citrus honey	
TORTILLA ESPAÑOLA PLATTER	13
Traditional Spanish omelet of organic eggs, confit potatoes, Spanish onions, served with salad and pan con tomate	
HUEVOS CON CHORIZO	15
Chorizo, two fried eggs, patatas bravas, salsa verde	
CATALAN FARMER'S BREAKFAST	29
Chorizo, hanger steak, "Patata Caliu", escalivada, fried egg, pan con tomate, salsa verde allioli	
TAPAS	
THE FULL TAPAS MENU IS AVAILABLE AT BRUNCH	
MAINS AND PAELLA	
POLLO RUSTIDO	HALF 23 / WHOLE 44
Catalan style roasted chicken, Ibérico lard, lemon, herbs, salsa verde	
CARNE A LA PLANCHA	28
Grilled 12oz hanger steak, confit piquillo peppers, pimentón butter	
BRUNCH PAELLA	26 SM / 42 MED
Bomba rice, roasted chicken, Piquillo peppers, chorizo, kale, topped with three farm eggs	
PAELLA DE MARISCOS	29 SM / 48 MED
Bomba rice, monkfish, sepia, squid, shrimp, clams, mussels, saffron, salsa verde	
PAELLA DE VERDURA	24 SM / 38 MED
Bomba rice, broccoli, eggplant, green beans, saffron, salsa verde	

Brunch Menu (Extra 2)



Coaster Design (Extra 3)





