



Process Book

Kadin Chin

Menu Project 2 • Typography 4 • Spring 2025

RESEARCH

CREATIVE BRIEF

PROJECT DESCRIPTION

Redesign a restaurant menu determined by the laws of chance—based on the roll of dice and the chart below.

Develop the brand into 2 additional support items + 1 from column 4. The project must be **type dominant**. Think creative. Think beyond the expected. Push the solution. This is the perfect project to showcase your creativity.

Required steps in the process :

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. Select the top 3 to build out.
9. Photo documentation (research styles and photograph accordingly)

Final:

1. 1 menu design
2. 3 support items
3. Process book thoroughly documenting the items above
4. Well documented photographs of your final piece (portfolio worthy) and incorporate into your process book.

Consider the following

- What colors represent the client and are appropriate to the concept
- What typefaces will offer you a variety of hierarchy possibilities AND represent the client appropriately.
- Don't just typeset content. Read, organize and determine the best way to show the information.
- Remember, paper and materials can be used to your benefit.
- What format is appropriate. Every decision you do should have reason and reflect back to the brand.

	TYPE	COLOR (S)	PROCESS	EXTRA ITEM
1	Cafe	Grayscale	Three Dimensional	Signage
2	Casual	1 Pms	Die Cut	Wearable
3	Pub/Brewery	2 Pms	Experimental Fold	Food Packaging
4	Family Style	3 Pms	Unique Binding Technique	Something Edible
5	Fine Dining	cmYk (Full Color)	Reveal	A Large-scale Application
6	Designers Choice	Designers Choice	Designers Choice	Designers Choice

RESEARCH

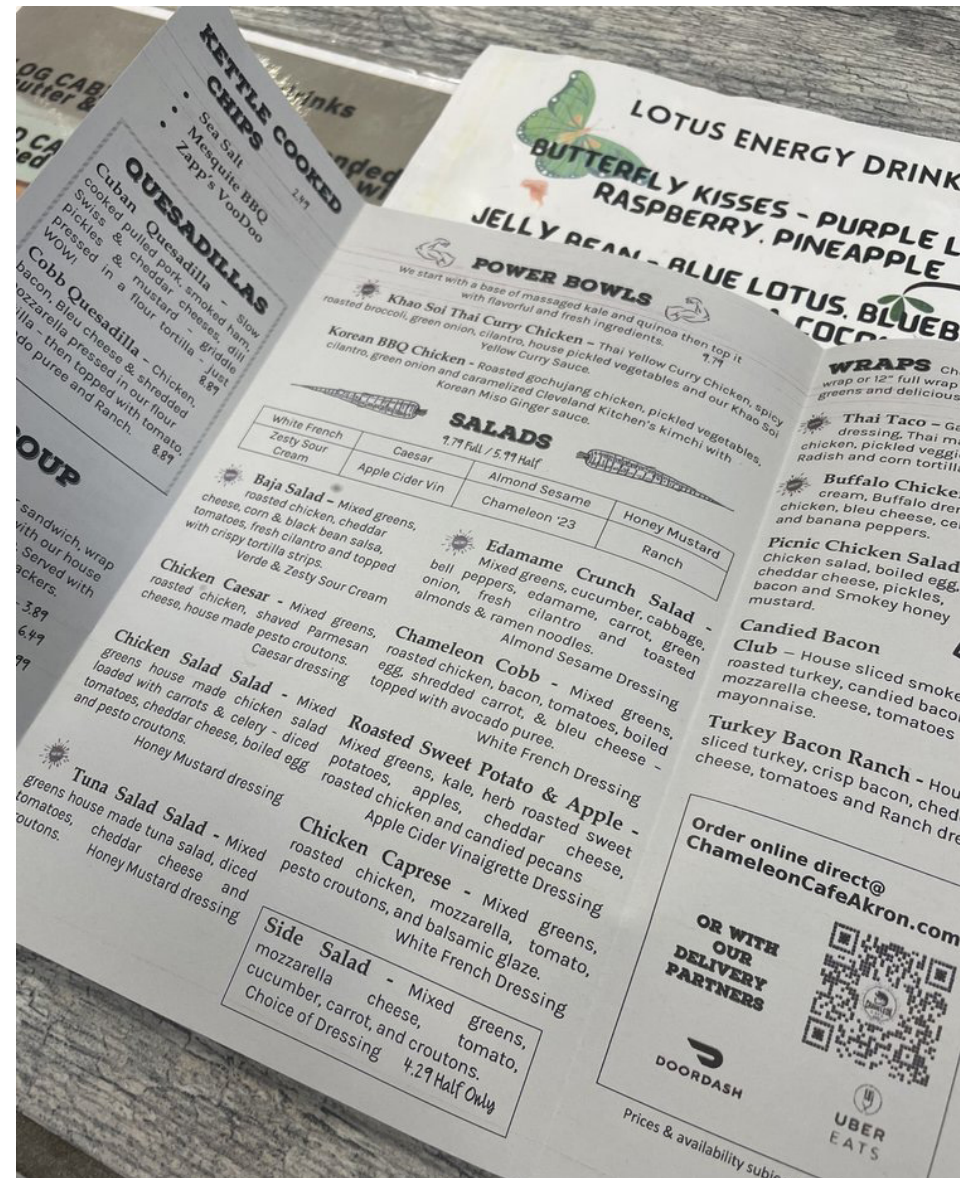
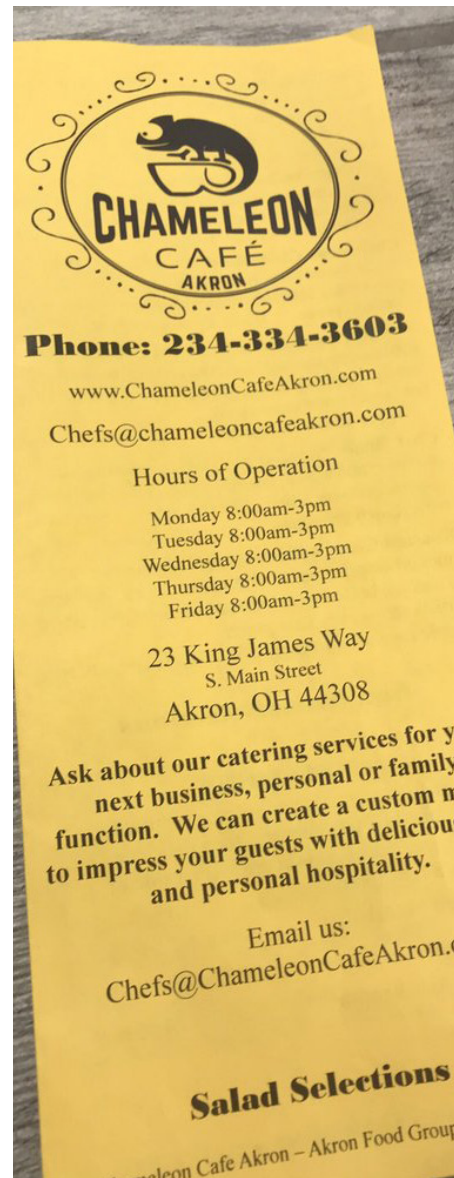
I was given the task of redoing a Casual Dining Vegan restaurant with full color, a die cut, and an extra wearable item. I chose the Chameleon Cafe as my restaurant, a nice cafe in Akron that attempts to be inclusive by having both meat and full vegan options for all their menu items.

Their current menu has a little bit of character, using these rounded slab serif type as headers, but then changing the vibe with body copy full of old-style serifs, sharp and classy. Not to mention their clear struggle in laying out the information in a clear and not consistent manner. However, I adore their Chameleon logo and wanted to base my menu around the little guy entirely.

The first idea I had was to die cut their logo on the menu. It's a little chameleon and the die cut would allow their color to change based on their environment or whatever they would be held against.

From there that idea would be pushed further and further, inspiring the color scheme of the menu and its design, a clash of pushing and pulling colors.

I wanted the menu to be fun and exciting, get you ready to enjoy a fun meal or a quick drink with friends and family.



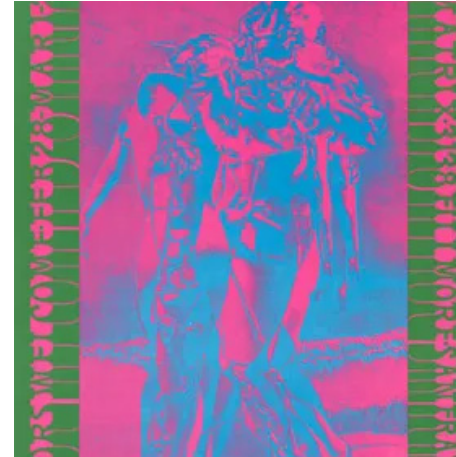
MOOD BOARD



A social media post about one of their drinks.



A psychedelic poster making use of contrasting colors to vibrate.



A psychedelic poster making use of contrasting colors to vibrate.



Exterior of the Chameleon Cafe



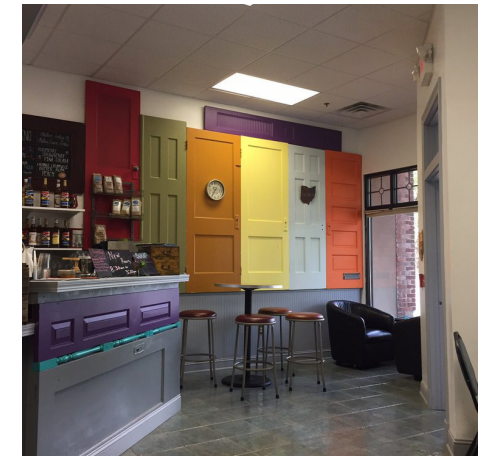
A cool design using a mark to create a pattern using the white space.



A menu template for reference.



A menu template for reference.



Interior of the Chameleon Cafe

MOOD BOARD



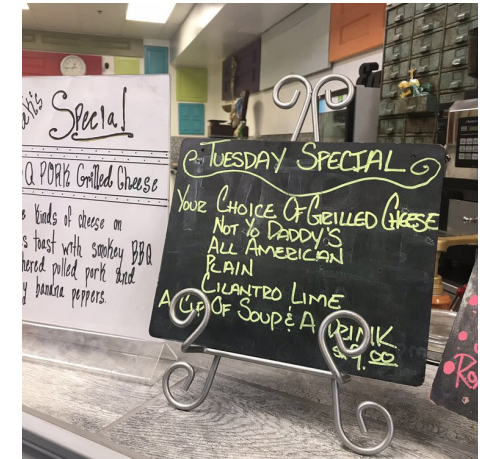
A menu template for reference.



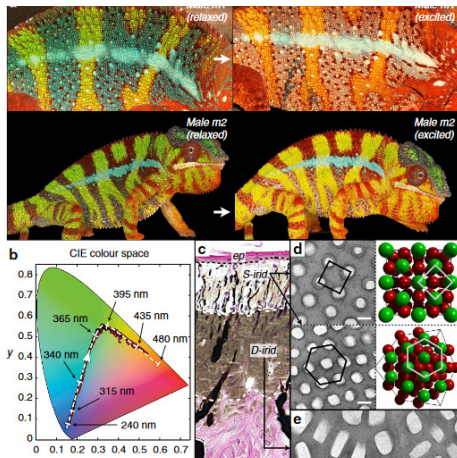
Very illustrative menu reference.



Chameleon Cafe chalkboard sign.



Chameleon Cafe chalkboard sign.



The science of chameleon color changing.



The Cafe's food. Yum yum!



Very cool menu with this repeating type.



Another part of the repeating type menu.

FONT RESEARCH

CoconPro

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?!%

A solid mix of the fun vibes of the cafe and easy to read made this font stick as the body copy.

Carbona Variable

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?!%

An option for the headers and patterns that appear. I enjoyed the clean shapes of the font, but the style the cafe already had was being lost.

Sirenia

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890!?!%

This font felt like a much cleaner version of the slab serif font they had and were going for. Not to mention it continues to add to the fun vibes.

Mozaic GEO Variable

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY
DOG
1234567890!?!%

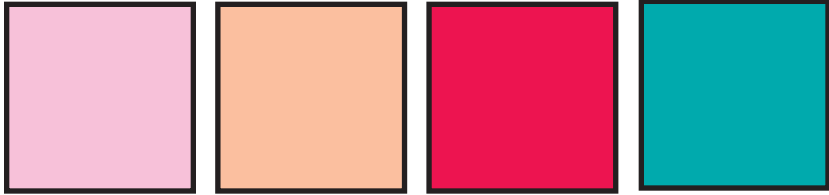
There was an idea to use a geometric, variable, sans-serif font for the pattern, as each letterform could be adjusted individually, but it didn't get far.

Iki Mono VF

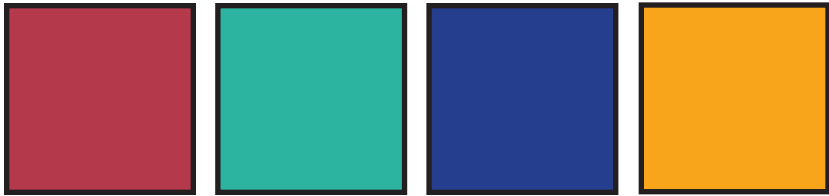
the quick brown fox jumps over the
lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?!%

Another attempt at the same idea mention with Mozaic GEO.

COLOR RESEARCH



Going off of the chameleon blending in and the idea of vibrating colors, I continually attempted to find a color palette that created those vibrations, while being vibrant and fun as the restaurant is.



Another attempt at the colors.



The final color palette.



Chameleon Cafe sign.



Another psychedelic poster.

SKETCHES

SKETCHED CONCEPTS



COMPUTER ROUGHS



SANDWICHES

Cobb Quesadilla
 Two layers of melted cheese, topped with a delicious combination of chicken, beef, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Cheese Quesadilla
 Two layers of melted cheese, topped with a delicious combination of chicken, beef, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Chicken Chicken Sandwich
 A delicious sandwich with chicken, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Tuna Salad Sandwich
 A delicious sandwich with tuna, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Cheese Line VEGGIE Panini
 A delicious panini with cheese, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Cheese Line CHICKEN Panini
 A delicious panini with cheese, chicken, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Meat & Cheese Sandwich
 A delicious sandwich with meat, cheese, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Burrito - Sweet Potato & Black Bean
 A delicious burrito with sweet potato, black beans, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Agave & Almond Delight
 A delicious dessert with agave, almonds, and chocolate. Served with a choice of salsa or sour cream. \$12.99

Tuna Melt
 A delicious sandwich with tuna, melted cheese, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

California BLT
 A delicious sandwich with turkey, bacon, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

SMASHERS

Pepperoni Smasher
 A delicious smasher with pepperoni, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99

Meatball Smasher
 A delicious smasher with meatballs, tomatoes, onions, and jalapeños. Served with a choice of salsa or sour cream. \$12.99



MEMPHIS

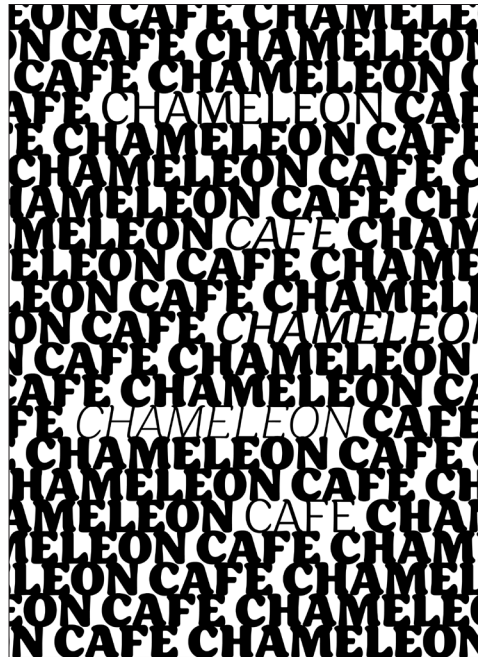
AM - 4PM 10AM - 4PM

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SALADS	POWER BOWLS	DRINKS
Chicken Tofu Salad Hearty protein packed salad featuring chicken, avocado, and zucchini in a creamy dressing. Serves 2. Prep time: 15 minutes. \$12.99	Korean BBQ Chicken Power Bowl Marinated chicken, kimchi, and gochujang sauce over a bed of quinoa and rice. Serves 1. Prep time: 10 minutes. \$14.99	Netflix and Chill Lemon Pop Refreshing lemonade with a hint of strawberry. Serves 1. Prep time: 5 minutes. \$3.99
Chamorro Cobb Salad Steak, cheese, and roasted chicken, topped with pineapple, avocado, and a tangy dressing. Serves 2. Prep time: 20 minutes. \$13.99	Mediterranean Power Bowl Roasted vegetables, hummus, and a mix of grains. Serves 1. Prep time: 15 minutes. \$13.99	Blackberry Chai Warm and comforting, perfect for the cooler months. Serves 1. Prep time: 5 minutes. \$3.99
Chicken Caesar Salad Crisp chicken, romaine lettuce, and a creamy dressing. Serves 2. Prep time: 10 minutes. \$11.99	Chinese Rice Bowl Stir-fried chicken, beef, and vegetables over a bed of rice. Serves 1. Prep time: 15 minutes. \$14.99	Sparkling Lemonade Light and refreshing, perfect for a hot day. Serves 1. Prep time: 5 minutes. \$3.99
Roasted Sweet Potato & Apple Salad Sweet potatoes, apples, and a creamy dressing. Serves 2. Prep time: 20 minutes. \$13.99	Turkey Bacon Ranch Wrap Turkey, bacon, and ranch dressing in a whole wheat wrap. Serves 1. Prep time: 10 minutes. \$12.99	Chai Latte A warm and comforting drink, perfect for the cooler months. Serves 1. Prep time: 5 minutes. \$3.99
Burrito Power Salad Burrito ingredients, including chicken, beef, and cheese, served over a bed of greens. Serves 2. Prep time: 15 minutes. \$13.99	Confid' Bacon Chik'n Wrap Chicken, bacon, and ranch dressing in a whole wheat wrap. Serves 1. Prep time: 10 minutes. \$12.99	Strawberry Yogurt Smoothie Strawberries, yogurt, and a hint of honey. Serves 1. Prep time: 5 minutes. \$3.99
Tomato Salad Fresh tomatoes, cucumbers, and a tangy dressing. Serves 2. Prep time: 10 minutes. \$11.99	Chicken Caesar Wrap Chicken, Caesar dressing, and a mix of grains. Serves 1. Prep time: 10 minutes. \$12.99	Chocolate Covered Strawberry Fresh strawberries dipped in chocolate. Serves 1. Prep time: 5 minutes. \$3.99
Beef Salad Grilled beef, avocado, and a tangy dressing. Serves 2. Prep time: 15 minutes. \$13.99	Beef & Potato Salad Grilled beef, potatoes, and a tangy dressing. Serves 2. Prep time: 15 minutes. \$13.99	Coconut Vanilla Soft Freeze Refreshing coconut vanilla soft freeze. Serves 1. Prep time: 5 minutes. \$3.99
Mac Salad Macaroni, ground beef, and a tangy dressing. Serves 2. Prep time: 10 minutes. \$11.99	Beef & Potato Salad Grilled beef, potatoes, and a tangy dressing. Serves 2. Prep time: 15 minutes. \$13.99	Spicy Lemonade Refreshing lemonade with a hint of chili. Serves 1. Prep time: 5 minutes. \$3.99
Side Salad - Half size only Fresh greens, tomatoes, and a tangy dressing. Serves 1. Prep time: 5 minutes. \$5.99	Beef & Potato Salad Grilled beef, potatoes, and a tangy dressing. Serves 2. Prep time: 15 minutes. \$13.99	Strawberry Yogurt Smoothie Strawberries, yogurt, and a hint of honey. Serves 1. Prep time: 5 minutes. \$3.99
GRILLED CHIESE		
Plain-Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	Stouffville Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	
Turkey Bacon Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	Beef & Potato Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	
Apple Pie Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	Chicken Caesar Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	
Jalapeno Pepper Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	Beef & Potato Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	
"Hot W' Daddy" Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	Beef & Potato Grilled Cheese Two slices of bread, melted cheese, and a tomato slice. Serves 1. Prep time: 5 minutes. \$5.99	

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POSSIBLE PATTERNS



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FINAL ARTWORK

[illegible][illegible]

FINAL MOCKUP



IN-PROGRESS MOCKUP



WEARABLES MOCKUP



BUILDING FACADE MOCKUP



SEASON DRINKS MOCKUP





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