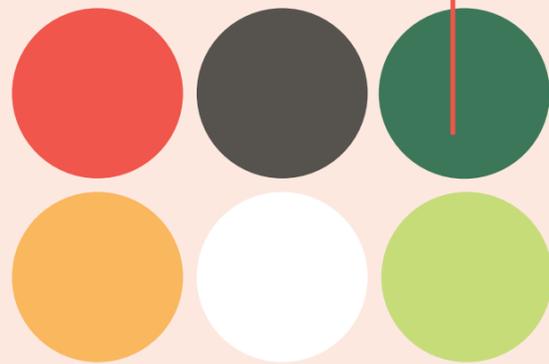


akira

ELIZABETH SUGG
gdes 4990 | spring 2018

Senior Project Brief
Akira: Sushi + Mochi



creative brief:

CLIENT

For today's fast moving gourmand, quick food and quality food are rarely rolled into one dining experience. Akira: Sushi and Mochi is a vibrant Japanese eatery in Los Angeles that was born out of this realization. Akira values delicious, fun meals for everyone, including the on-the-go customer who still wants unique and quality food amidst their busy lives. Akira hopes to create a memorable food and dining experience, where every customer leaves with a smile on their face. The restaurant serves traditional and Americanized sushi rolls, as well as a large variety of a Japanese dessert called mochi-ice cream balls wrapped in a traditional Japanese bean paste. Mochi is a fun and unique way to consume ice cream, as one can hold it and bite into it like a cupcake or a pastry. The owners were driven by the idea that everyone should try something new and interesting, and have a global appreciation for cuisine. Life is too short not to explore and try something from other cultures, and Akira hopes to create a distinct environment in which people can be introduced to enchanting Japanese sushi rolls and sweet treats.

STRATEGY

Akira's business and design strategy is to combine the edgy, modern elements of a big city with the bright, unique qualities that define a Japanese aesthetic. These two styles are very different, and Akira wants to mesh them together to create a single location for people to enjoy another culture with a fresh, modern twist. This combination will set Akira apart from other hip eateries and other Japanese restaurants, and create a dining experience that will be charming, memorable, and one-of-a-kind. The Japanese word Akira means "light and bright". I will use those words, combined with "unique" and "modern", to guide my overall design approach for the restaurant. The tone will be vibrant and uplifting, while keeping up with a modern world and its competition.

AUDIENCE

Akira was created with a young, hip adult audience in mind. This demographic, especially in a city like Los Angeles, enjoys and appreciates all things new and exciting. They crave an experience, value the atypical, and love good food and clean eating. This younger generation has grown up in a new era of environmental and health consciousness, and unlike many of their parents and grandparents, they care about knowing what goes into their bodies. Japanese food is often forthright in its simple, lean ingredients and sushi is usually free of wheat, gluten, dairy, and more. Akira's target audience appreciate the simplicity of their natural ingredients, and who doesn't enjoy trying an unconventional ice-cream treat from another country? It will also be an atmosphere that is inviting for families looking to dine in. Akira hopes to capture the attention of anyone looking for the extraordinary.

micro audience:

DAMION HOLMAN

lawyer | age 34

his scene:

fancy office, nightclubs, the gym



Damion Holman is a successful, big city lawyer living in the heart of downtown. He loves his high-stakes, thrilling job and the occasional 70 hour work weeks are not much of a bother to him. When he does happen to catch a night off, he is usually working out at the gym or exploring the city's nightlife. Other nights, however, he is stuck at the office into the night trudging through a difficult case. As much as he has to get done, Damion also has to find somewhere nearby that can deliver him some exciting food that won't negate the hard work he put in at the gym. He remembers a takeout menu that was delivered to his office door a week before. Akira's menu offers just what he needs – healthy dinner options that are guaranteed not to bore. Within a half hour, Damion can keep cracking down on his tough case while being fueled by a few of his favorite sushi rolls.

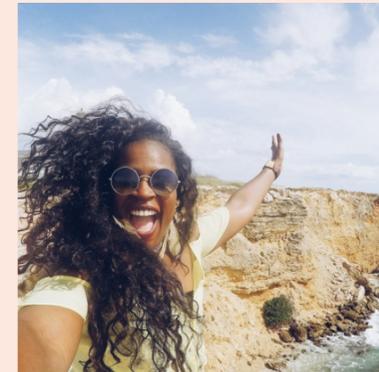
micro audience:

NATALIA SANTON

registered nurse | age 27

her scene:

clinic, world travels, apartment balcony



Natalia Santon is a young college graduate who is using all of her spare time to travel the world. When she isn't exploring a new country, she's at home working long hours as a registered nurse and saving up for her next big adventure. Being at home is monotonous for Natalia, and she is constantly longing for the thrill of unknown sites and cultures. Her work days are tiresome, and often times at the end of the day she's dying to just crash on the couch and watch *New Girl*. Before that can happen, she has to find somewhere quick to grab some takeout for the perfect end to a long day. At Akira, Natalia can always get a fast meal that reminds her of the glorious summer she spent traveling through Japan. A couple of her favorite rolls and an authentic dessert mochi are just what she needs to perk back up and get back to daydreaming about another trip.

competition:



ISA is a small, family owned Japanese restaurant in LA. They serve very authentic meals and have great variety in their dishes. The atmosphere is a bit cramped, and isn't the most enjoyable place to have a meal with family or friends. Many of ISA's customers order the food online and pick it up. After searching their website and menu, they do not seem to put much care into allowing people to see what is in the food, and a health conscious customer would not have enough information to make decisions about what they should or shouldn't eat. Akira will differ from ISA because of its lively, enjoyable atmosphere and their transparency about what ingredients their customers are putting into their bodies.



Octopus is a sleek, modern Japanese restaurant with locations all over California. They take pride in their style and presentation, and have a more formal atmosphere. Low lighting, chic furniture, and modern architecture characterize the restaurant's interior. The restaurant's fancier set up make it not very accessible to a customer who may want the high quality food, but doesn't have the time to sit, order, and dine. Akira will be a have a different, more casual feel that still assures customers that this is a restaurant they can trust to give them highest quality food. At Akira, customers who would like to have a long dinner and customers who only have time to grab takeout will both be able to enjoy fine, fun Japanese food.



Kabuki is also a multi-location California restaurant that specializes in Japanese food. It draws a young, hip, and fun loving crowd. They have a special emphasis on night life, with late weekend hours and an extensive drink menu. The food is more experimental and Americanized Japanese cuisine, and the atmosphere is a mix of upscale and casual, with outdoor patios and a large bar area. Akira will be a bit different in its appeal to young adults and families alike, as well as a simpler, more casual menu that will be more specialized to sushi and mochi ice-cream dessert.

proposed work:

IDENTITY

LOGO | a single mark, sometimes alongside the name (text element), appears on store front, packaging, menu, take-out menu, ads, website, and stationary suite.
STATIONARY SUITE | letterhead: 8.5" x 11", envelope: standard #10, business card: 3.5" x 2"

PACKAGING

SUSHI TOGO | carry out box for sushi, fits two rolls and chopsticks, approx. 5" x 8.5"
MOCHI TOGO | small carry out box with round slots for 4 mochi ice-cream balls, a small flat icepack underneath, approx. 6" x 3"
CARRY OUT BAG | paper bag for multiple containers, approx. 10" x 6" x 12"

INTERACTIVE

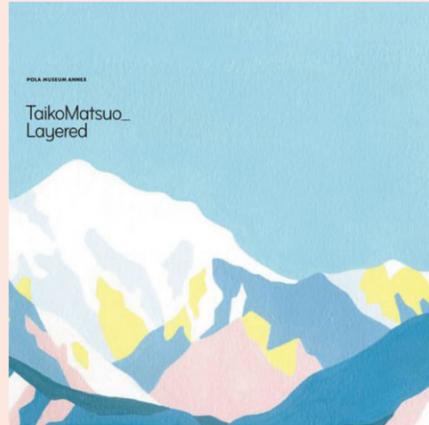
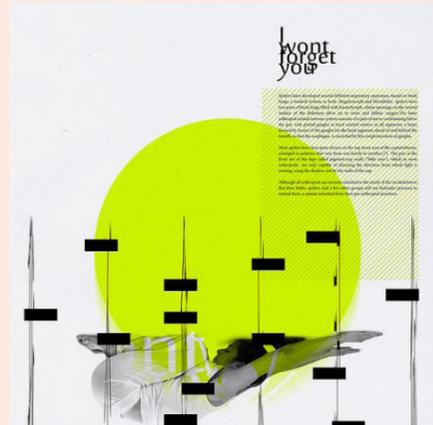
WEBSITE INTERFACE | responsive site with approx. 7 pages: home, sushi, mochi, about, gallery, full menu, contact

ADVERTISEMENT

AD CAMPAIGN | sushi poster, mochi poster, A2 size 16.5" x 23.4"
TAKE OUT DELIVERABLE | small pamphlet delivered to nearby businesses, apartments, condos, etc.. approx. 5" x 7"
BILLBOARD | approx. 14' x 48'

RESTAURANT

MENU | double-sided single page menu, one side for sushi and entrees, one side for mochi and drinks, approx. 10" x 14"
STOREFRONT MOCKUP | 1-2 mock up photos of the restaurant,
COASTERS | thin round cardboard drink coasters, approx. 4" in diameter.
CHOPSTICKS | standard chopsticks, possibly multi-colored
CHOPSTICK HOLDER | paper chopstick holder, with logo and restaurant name.
T-SHIRT | worn by employees, solid color with logo on front



AKIRA

sushi+mochi
vibrant Japanese eatery

FreightText Pro

AKIRA

sushi+mochi
vibrant Japanese eatery

Bodoni 72 Oldstyle

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Essonnes

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sushi+mochi
vibrant Japanese eatery

Pragmatica

AKIRA

sushi+mochi
vibrant Japanese eatery

Lust

AKIRA

sushi+mochi
vibrant Japanese eatery

Baskerville

AKIRA

sushi+mochi
vibrant Japanese eatery

Cochin

AKIRA

sushi+mochi
vibrant Japanese eatery

Filson Soft

AKIRA

sushi+mochi
vibrant Japanese eatery

Abril Text



SUSHI INSPIRED

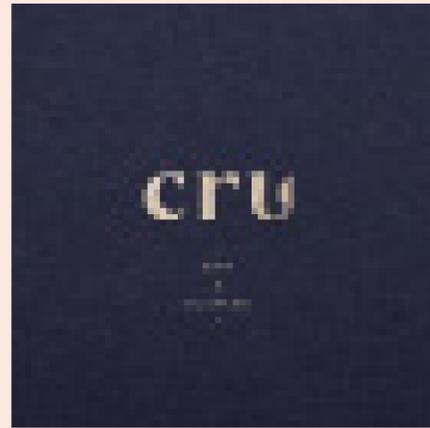
dark, rich



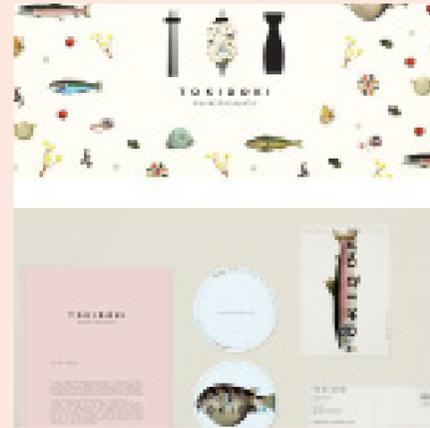
MOCHI INSPIRED

light, bright

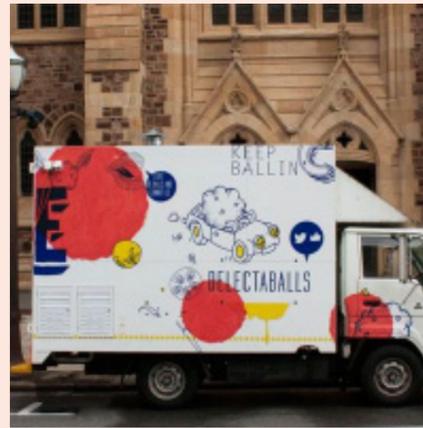
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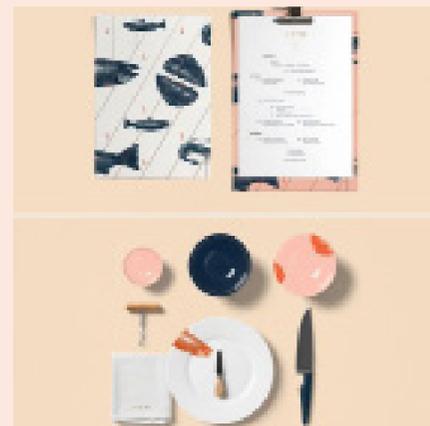
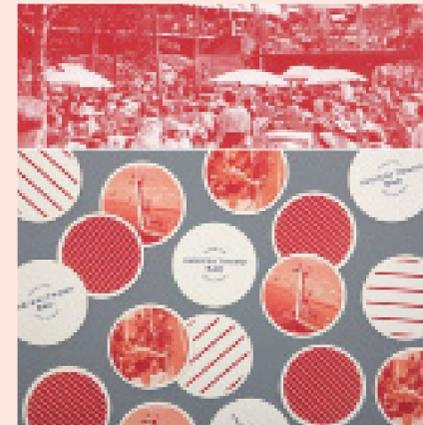
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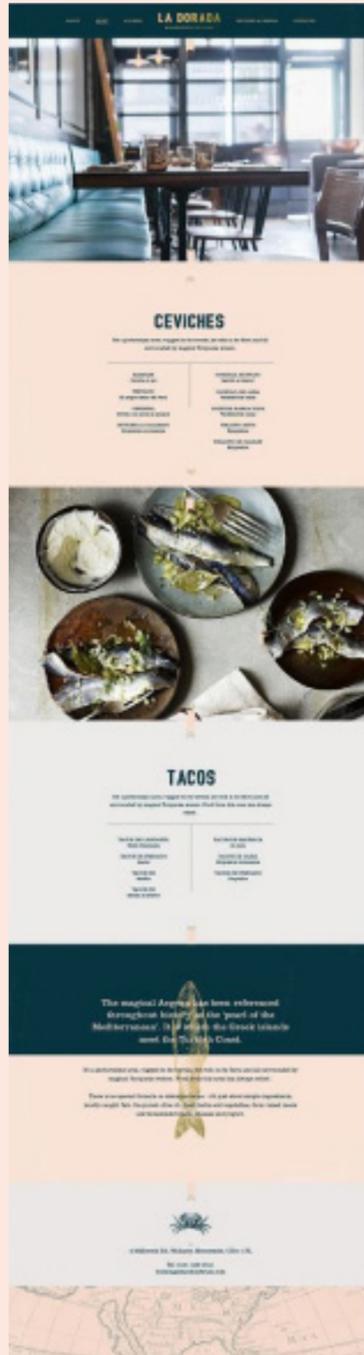
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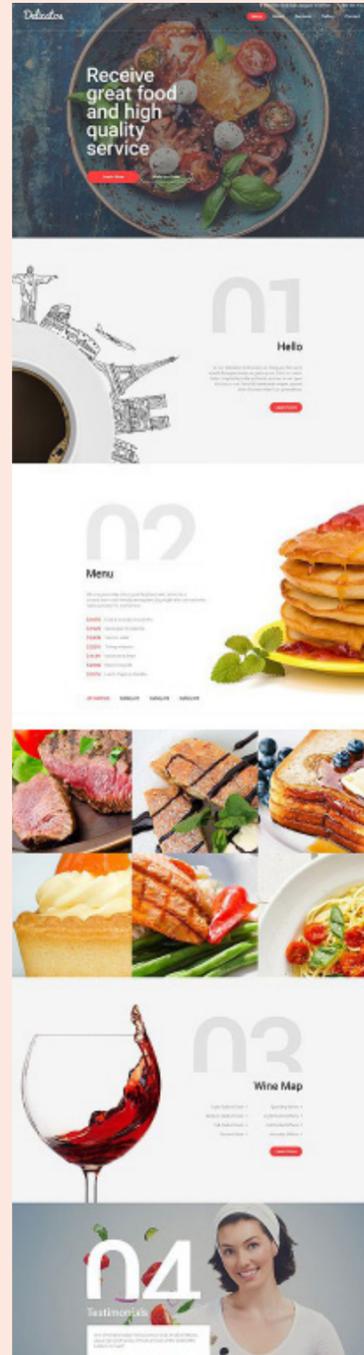
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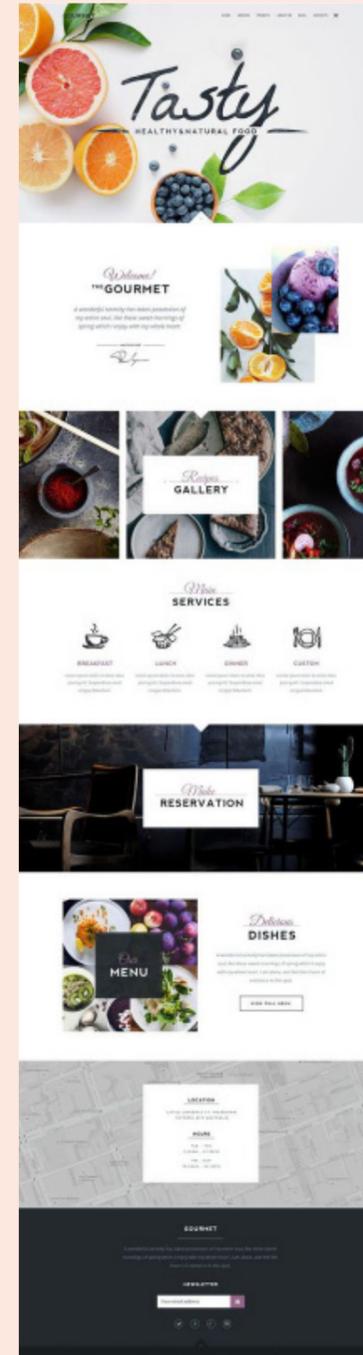
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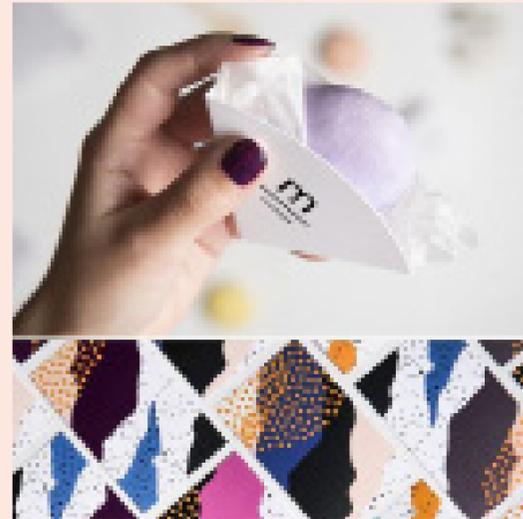


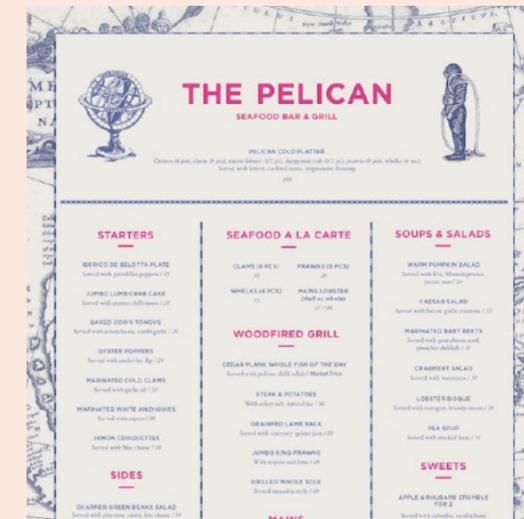
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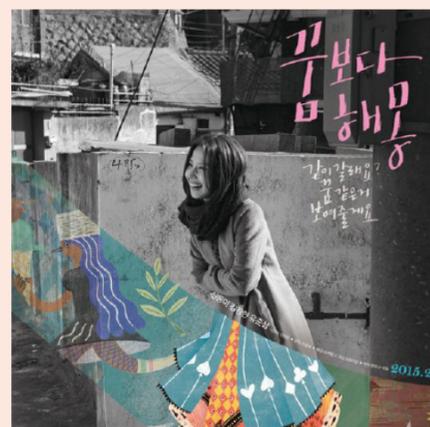
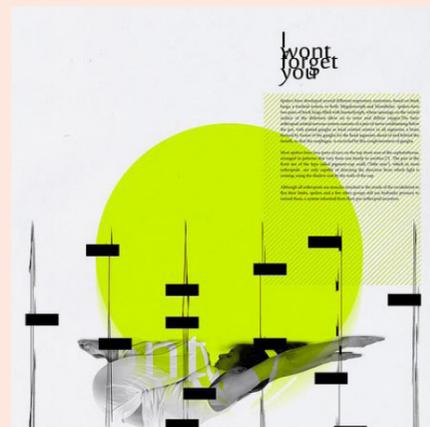


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important dates:

01.10.18 | *wed*

research brief + proposal due

01.19.18 | *fri*

final research brief + proposal
must be finalized and approved

02.28.18 | *wed*

mid-semester review,
Wallace 117

04.18.18 | *wed*

final review, Wallace 117

04.27.18 | *fri*

submit final project PDFs

04.30.18 | *mon*

hang committee accepted
work, 8am–11am

04.30.18 | *mon*

opening reception for senior
project show, 4pm–6pm

05.04.18 | *fri*

remove senior project work,
after 12pm

just for me:

week 01

revise proposal, sketch for identity, further type and color studies

week 02

work on/finalize identity, sketch for website, packaging and ad research, begin stationary

week 03

finalize stationary suite, sketch for packaging, wireframe website, sketch for ads, gather menu copy

week 04

begin website interface, practice package production, ad roughs, sketch restaurant pieces

week 05

website interface, work on ads, work on restaurant pieces esp. menu

week 06

finish website interface, develop ads and restaurant pieces, construct package roughs

week 07

mid-semester review

week 08

revisions

week 09

revisions

week 10

revisions

week 11

production

week 12

production

week 13

production

week 14

final review and presentation