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# RESTAURANT DESIGN: 2015

*MARKING SHEET*

## FINAL PRESENTATION

### OVERVIEW

The objective of the presentation is to convey to an audience an in-depth understanding of the crucial elements of restaurant design and in particular the rationale that has formulated the choices and design layout of the project restaurant.

The presentation will focus on the various elements that influence the perception of the restaurant – décor, the perception of the staff, food and drink presentation, background music, lighting, flowers, style of service and graphics. It would also be advisable to explain some of the less glamorous requirements of designing the restaurant design including: accessibility and health regulation compliance.

The underlying premise for this presentation is that a successful restaurant is a perfect partnership of food, drink, decor and service.

### OBJECTIVES

The presentation is intended to prepare students for the eventual opportunity to present a concept or business plan to an audience of investors, backers, bankers, designers or consultants.

Students will be expected to:

- Explain the design 'program' and to communicate concepts
- Describe the layout (service flow, food preparation flow, sanitation, etc.) of the kitchen and explain the equipment choices
- Interior design techniques and concepts
- The importance of the detail as it relates to the whole - re: food, décor, music, staff, lighting, graphics, etc.
- The stylistic relationship between: the dining room and kitchen, the food and décor, and the staff and clients

### REQUIREMENTS

Each group is to prepare a PowerPoint Presentation (or equivalent digital graphic presentation) consisting of:

- Sample Images of Lighting Choices (Ceiling, wall, task, table top, etc.)
- Sample Images of Design Concepts (Similar Restaurants)
- Sample Images of Interior Design Elements (Furniture, Table Top Items)
- Examples of music and other atmospheric items (living walls, water features, etc.)
- Graphic Design (Menus, Signage, Logos, etc.)
- Etc.

# INTERIOR DESIGN

## *ASSESSMENT OF DESIGN*

Floor Plans (General Impression)	Mark (1 to 10)	__/10
• Scalable		__/10
• Readable		__/10
• Complete		__/10
Interior Design Elements (Flooring Choices, Wall/Window Treatments, etc.)		__/10
Group demonstrates understanding of Dining Room / Bar / Service Needs		__/10
Suitability of Furniture Choices		__/10
Group demonstrates understanding of Dining Room Layout Planning Principles (Client flow, food service flow, sanitation, etc.)		__/10
Group demonstrates understanding of Front-of House Planning Principles		__/10
Group demonstrates understanding of the Relationship between Cuisine and Interior Design		__/10

GROUP NAME \_\_\_\_\_

TOTAL MARK \_\_\_\_\_ / 100

# KITCHEN DESIGN

## *GENERAL ASSESSMENT OF DESIGN*

Floor Plans (General Impression)	Mark (1 to 10)	__/10
• Scalable		__/10
• Readable		__/10
• Complete		__/10
Sample Images of Kitchen Equipment		__/10
Group demonstrates understanding of Menu and Specific Kitchen Equipment Needs		__/10
Suitability of Equipment Choices		__/10
Group demonstrates understanding of Kitchen Layout Planning Principles (service flow, food preparation flow, sanitation, etc.)		__/10
Group demonstrates understanding of Kitchen Space Planning Principles		__/10
Group demonstrates understanding of Health and Code Requirements		__/10

GROUP NAME \_\_\_\_\_

TOTAL MARK \_\_\_\_\_ / 100

# GRAPHIC DESIGN

## GENERAL ASSESSMENT OF DESIGN

### Graphics

General Impression of Presentation (Graphics and Images) Mark (1 to 10) \_\_\_/10

- Suitability \_\_\_/10
- Readability \_\_\_/10
- Complete \_\_\_/10

Sample Images of Graphic Design \_\_\_/10

Group demonstrates understanding of Graphic Design Elements \_\_\_/10

Suitability of Font Choices \_\_\_/10

Suitability of Image Choices \_\_\_/10

Group demonstrates understanding of Graphic Design Principles  
(relationship to cuisine, service style, atmosphere, etc.) \_\_\_/10

Group demonstrates understanding of Branding and Marketing Principles \_\_\_/10

GROUP NAME \_\_\_\_\_

TOTAL MARK \_\_\_\_\_ / 100

# OVERALL DESIGN

## *GENERAL ASSESSMENT OF DESIGN AND PRESENTATION*

Floor Plans (General Impression)	Mark (1 to 10)	__/10
• Scalable		__/10
• Readable		__/10
• Complete		__/10
Graphics (Font Choice, Image Choice)		__/10
Group demonstrates understanding of Dining Room / Bar / Service Needs		__/10
Suitability of Furniture Choices		__/10
Group demonstrates understanding of Dining Room Layout Planning Principles (Food preparation flow, food service flow, sanitation, etc.)		__/10
Group demonstrates understanding of Front-of House Planning Principles		__/10
Group demonstrates understanding of Health and Code Requirements		__/10

GROUP NAME \_\_\_\_\_

TOTAL MARK \_\_\_\_\_ / 100

## KEY PRESENTATION TOPICS

STUDENT PRESENTER	CONTENT
01	<ul style="list-style-type: none"> <li>• Introduction to Restaurant Concept</li> <li>• Introduction to 'staff' and key concepts</li> </ul>
02	<ul style="list-style-type: none"> <li>• Overview of Floor Plan and User Traffic Flow               <ul style="list-style-type: none"> <li>- Receiving</li> <li>- Storage</li> <li>- Prep</li> <li>- Kitchen</li> <li>- Service</li> <li>- Bar</li> <li>- Specialty Items (brewery, patios, etc.)</li> </ul> </li> </ul>
03	<ul style="list-style-type: none"> <li>• Kitchen Design               <ul style="list-style-type: none"> <li>• Space Planning</li> <li>• Equipment Choices</li> <li>• Health and Code Requirements</li> </ul> </li> </ul>
04	<ul style="list-style-type: none"> <li>• Dining Room Design               <ul style="list-style-type: none"> <li>• Space Planning, traffic flow</li> <li>• Materials and Treatments                   <ul style="list-style-type: none"> <li>- Floors</li> <li>- Windows</li> <li>- Walls</li> </ul> </li> <li>• Lighting</li> </ul> </li> </ul>
05	<ul style="list-style-type: none"> <li>• Furniture               <ul style="list-style-type: none"> <li>- Tables</li> <li>- Chairs</li> <li>- Bar</li> <li>- Service Stations</li> <li>- Reception Desk</li> <li>- Lounge Furniture</li> <li>- etc.</li> </ul> </li> <li>• table tops               <ul style="list-style-type: none"> <li>- flatware</li> <li>- china</li> <li>- glassware</li> <li>- flowers/candles</li> </ul> </li> </ul>
06	<ul style="list-style-type: none"> <li>• Graphics and Branding</li> <li>• Music, Sound and Entertainment</li> <li>• Uniforms and Clothing</li> <li>• Miscellaneous Atmosphere</li> </ul>