



Case study

The ramen restaurant

by Lucile TRICARD

The goal of this project was to create a poster for «The ramen restaurant» to promote their new ramen dish.

The client

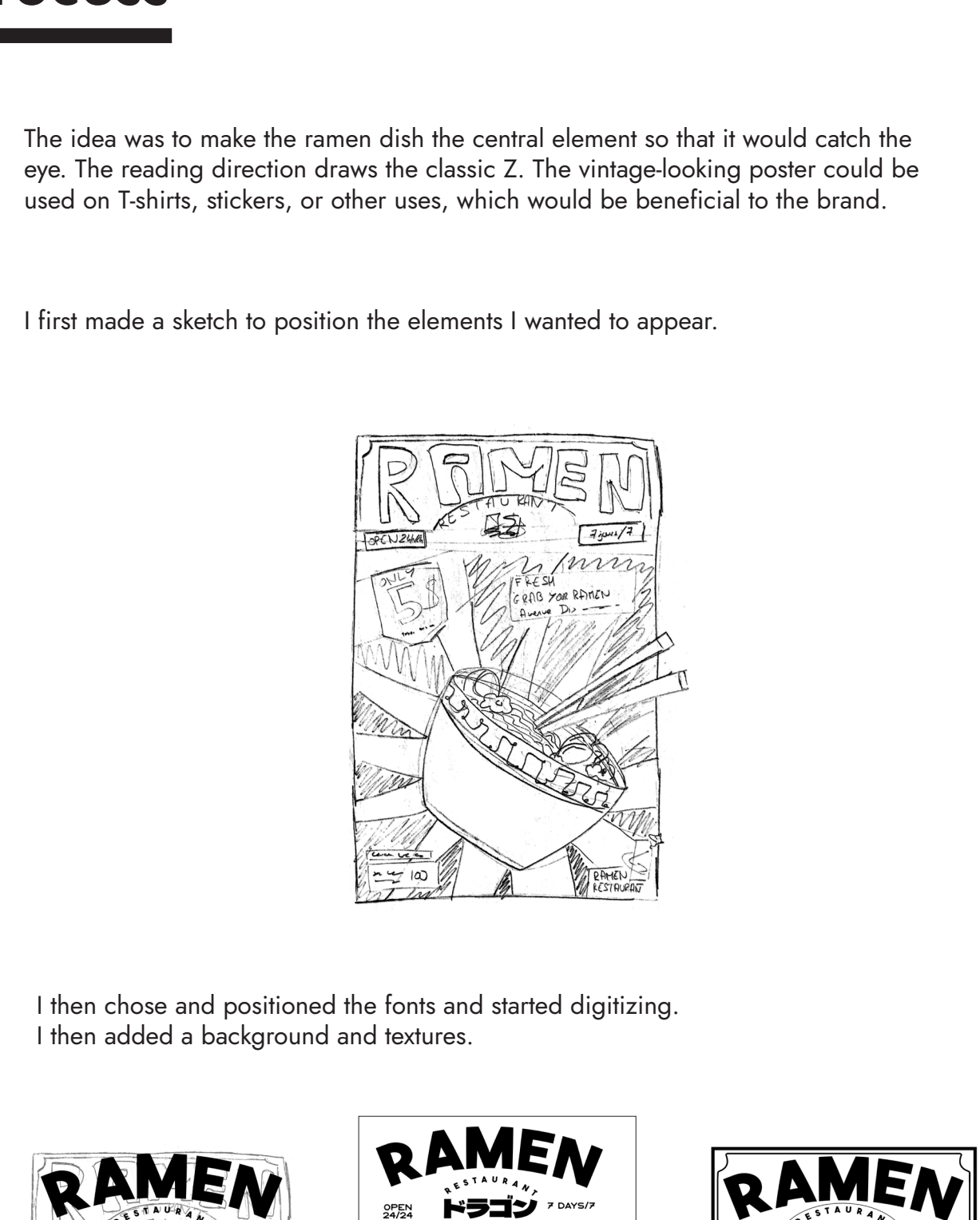
Oriented towards a young clientele, the ramen restaurant is a fictional Japanese food restaurant.

Approach & Inspirations

I decided to take inspiration from the 1970s-90s posters and advertisements from Japan to create a vintage yet trendy poster. The poster is inspired by both traditional Japanese Kabuki theater and pop culture.



Final project



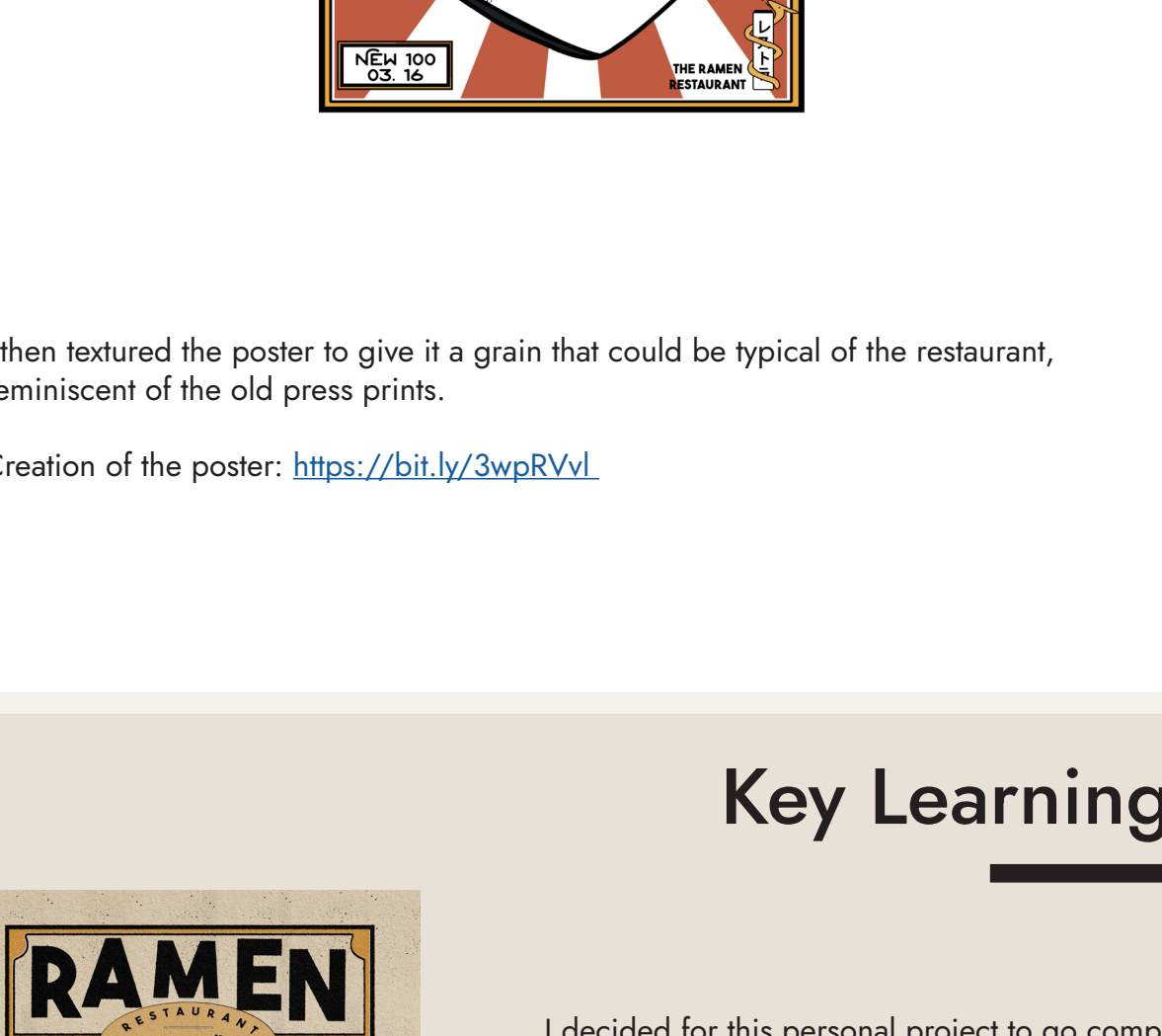
Process

The idea was to make the ramen dish the central element so that it would catch the eye. The reading direction draws the classic Z. The vintage-looking poster could be used on T-shirts, stickers, or other uses, which would be beneficial to the brand.

I first made a sketch to position the elements I wanted to appear.



I then chose and positioned the fonts and started digitizing. I then added a background and textures.



Then I colored with vintage colors, the yellow reminding the gold of the posters of the time, the orange bringing the freshness and youth of the restaurant.



I then textured the poster to give it a grain that could be typical of the restaurant, reminiscent of the old press prints.

Creation of the poster: <https://bit.ly/3wpRVyL>

Key Learnings



I decided for this personal project to go completely out of my comfort zone. Knowing very little about Japanese culture, I enjoyed learning about new art forms such as kabuki theater.

In addition to developing my drawing skills, I was able to learn texturing, rasterization and new artistic techniques. The moodboard and research made me more alert to details and definitely make me want to create more.



Thank you for watching!

Bê See the project on behance: <https://bit.ly/3L3Uelw>