**The Great Computer Challenge, 2023**

***Graphic Design, Level 4***

# **Background**

A local seafood restaurant "Greedy & Shellfish" has decided they want to move away from a brick-and-mortar location and venture into the food truck world. As a business venture, a trio of friends opened a restaurant a few years before COVID-19 hit the world. The owners are a group of friends who met through college but are from different areas. Edrick is from northern Virginia, he’s an entrepreneur and social media influencer. Jesse is from New York City and his background is in finance and accounting. Clark is from Los Angeles and is a videographer. As a hobby, they all became food bloggers and learned to remake some of their favorite dishes.  Clark grew up in his parent’s seafood restaurant so cooking became somewhat natural for him.

They will be premiering at the Something in the Water festival this April in Virginia Beach. The owners are huge music fans and are really into Pharrell, the Wu-Tang clan, and Kaytranda.

All new dishes will be served for the premiere. Fish tacos, lobster rolls, shrimp po'boys, and crab cakes are their specialty entrées. Fresh-cut fries, mac n cheese balls, and scallop nuggets are some of the side items. For dessert, they have homemade churros with ice cream and a leche flan they have nicknamed “Method Flan”. They will be debuting a special sauce called “Beautiful 36 Chambers”.

They need help with building their identity for their brand. A menu layout is a high priority.  Prices have yet to be determined. A t-shirt to wear as a “uniform” and to sell to customers. Traditional print collateral like mailers and business cards would be nice to have but are not necessary at this time. They like to DIY when possible and have a printer that can print duplex and borderless 11x17. The owners would prefer to have something for their Instagram instead because they already have a following there. Their food truck is also a blank canvas and they are open to anything. However, they are requesting the truck to reflect their love of music and food through typography. They intend to play orchestra versions of their favorite hip-hop songs for their customers to enjoy.

# **Guidelines & Requirements**

Complete all at least 4 of 7 tasks. There are no requirements for software to use other than the final output needs to be a high-resolution (at least 300dpi) PDF and low-resolution (at least 72dpi) jpg or png for web use.

# **Challenge**

The following tasks are the main objectives.

Task 1: Create a logo for Greedy and Shellfish

• Logomark and a logotype are high priorities.

• Up to 5 colors are preferred.

• Will be used for print products and social media.

Task 2: Create a menu for Greedy and Shellfish

• A bifold menu or a single page.

• If it’s possible, make nicknames for the dishes. Puns are encouraged. • Pictures are not necessary.

Task 3: Create apparel graphics

• Will be printed on a black shirt.

• 1 color

• Possibly be placed on snapback baseball hats as well.

Task 4: Design the graphics and imagery for the food truck

• Include the company name.

• A more modern design is wanted.

• As many colors as needed.

Task 5: Create content for Instagram

• At least 3 images to use for posts.

• 1000px x 1000px

• Using video or motion graphics is acceptable.

Task 6: A label design for the special sauce

• CMYK

• The bottle style has not been chosen yet.

• The sauce is similar in color to spicy mayo.

Task7: Print collateral & miscellaneous

• Flyers to hand out to the crowds.

• Business cards

• Posters

• Customized to-go boxes and or bags (BONUS)

# **Judging Criteria**

The project will be judged on the originality and creativity of the ideas behind the solution, the quality of the design, and the accuracy of the final design to the requirements. Typography will be key. Mockups are encouraged but not necessary.

***Have fun and thanks for participating in the
Great Computer Challenge, 2023!***