

CD SOPHOMORE 2024-25

POSTER SERIES

HISTORY OF COMMUNICATION DESIGN, SEM III
P1_MAHI MEHTA_CD B

CONCEPT NOTE

- The poster and branding of the **menu card (Japanese Tea and snacks)** are inspired by the **Impressionism art movement**.
- During the Impressionism era Ukiyo-e prints had inspired the impressionists which were Japanese prints. The colors are inspired from the print and the paintings.
- **Afternoon tea party and The Tea by Mary Cassatt** are famous paintings where she depicts women drinking Tea. (That's the key inspiration of the hand giving tea and for a **tea (CHA) and snacks (OKAZU)** cafe/restaurant)
- The **Kinryuzan Temple, Asakusa, 1856, by Utagawa Hiroshige I (Japanese, 1797–1858) Woodblock print** was a print famous for inspiring the Impressionists. The print has **red lanterns** which in Japan **symbolize good luck, as well as the night and food life** of Japan. It is a key element, thus I have used it in the cover of the menu.
- The menu card also has a **tree/flower motif** which were widely used by Impressionists influenced by Japanese prints and culture.
- The menu card shows light from the lantern falling on the Tea cup. I have incorporated that taking inspiration from the use of **light and shadows in the paintings**.
- The font and the background is symbolic of a **brush stroke** for the kind of **unblended brush stroke** used in the paintings.
- The poster has a lot of usage of flat shapes as the Japan inspired impressionists used **flat shapes** and **flat compositions** in their paintings.

PROCESS NOTES

INSPIRATION



Kinryuzan Temple,
Asakusa, 1856, by Utagawa
Hiroshige I (Japanese,
1797–1858)

[Red Lantern]



Tea party by Marry Cassatt

[Colors inspired
from here]



Women Bathing by
Marry Cassatt

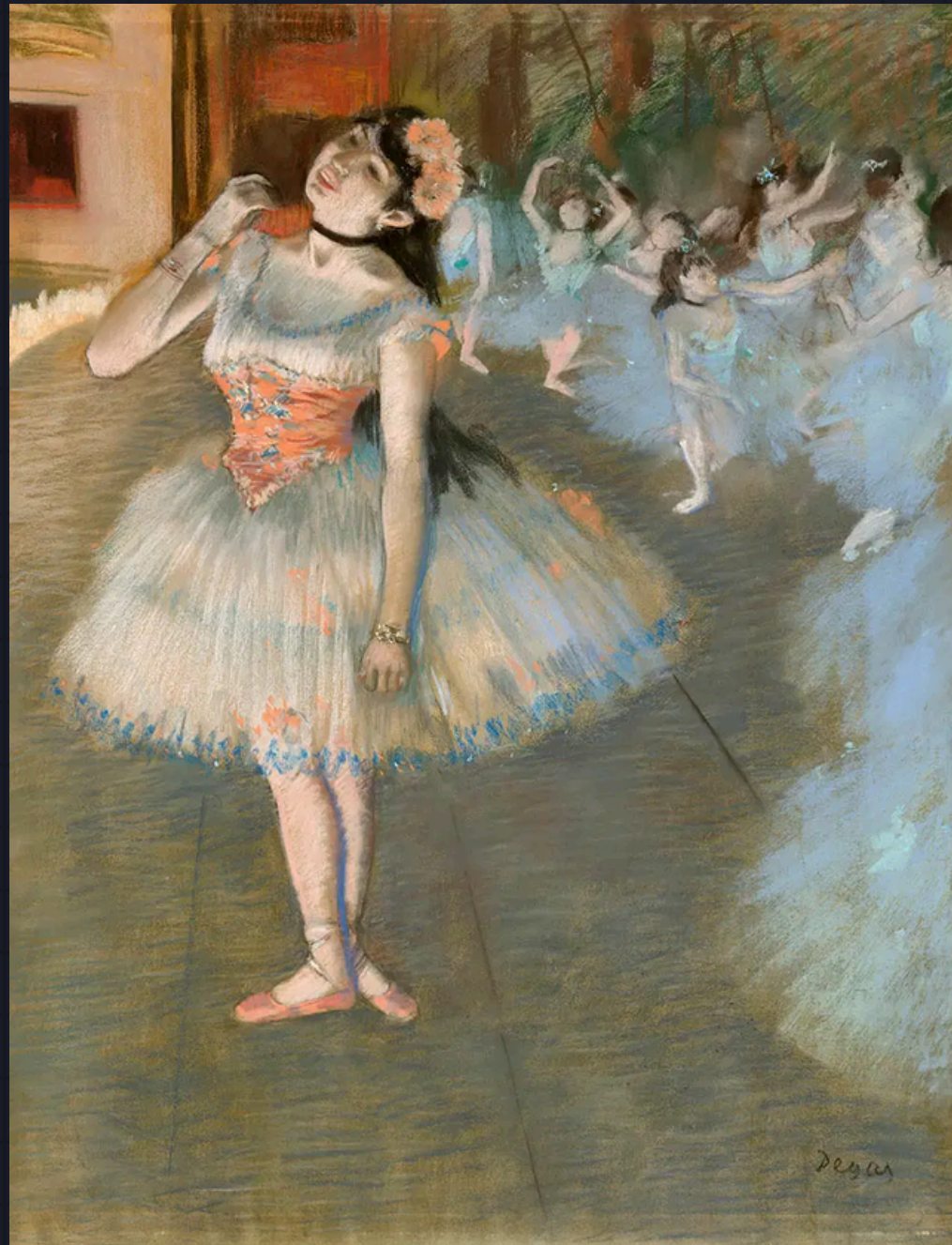
[Floral motif and
black outlines and
flat shapes]

PROCESS NOTES

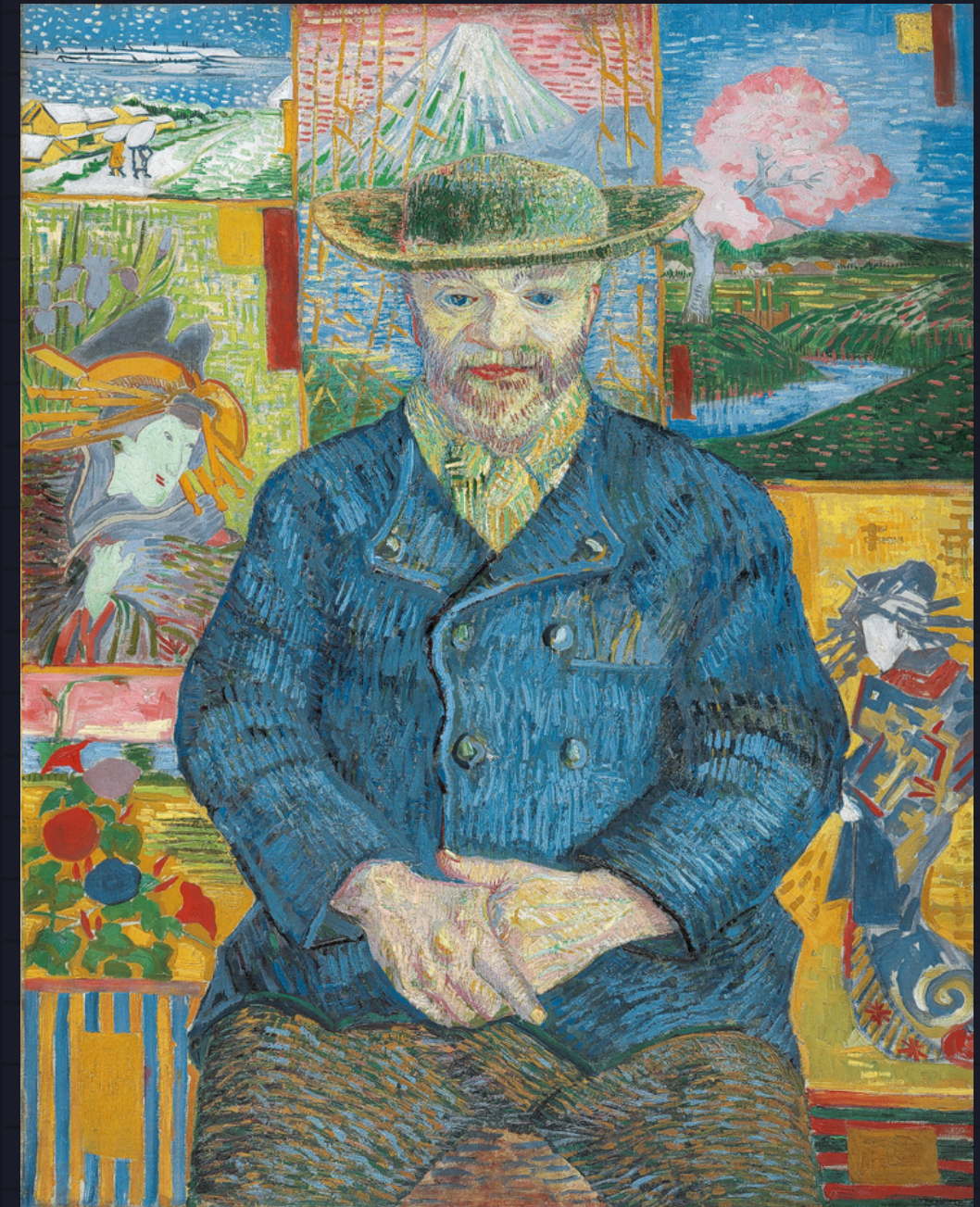
INSPIRATION

The Star by Edgar
Degas, 1879–81, via
The Art Institute of
Chicago

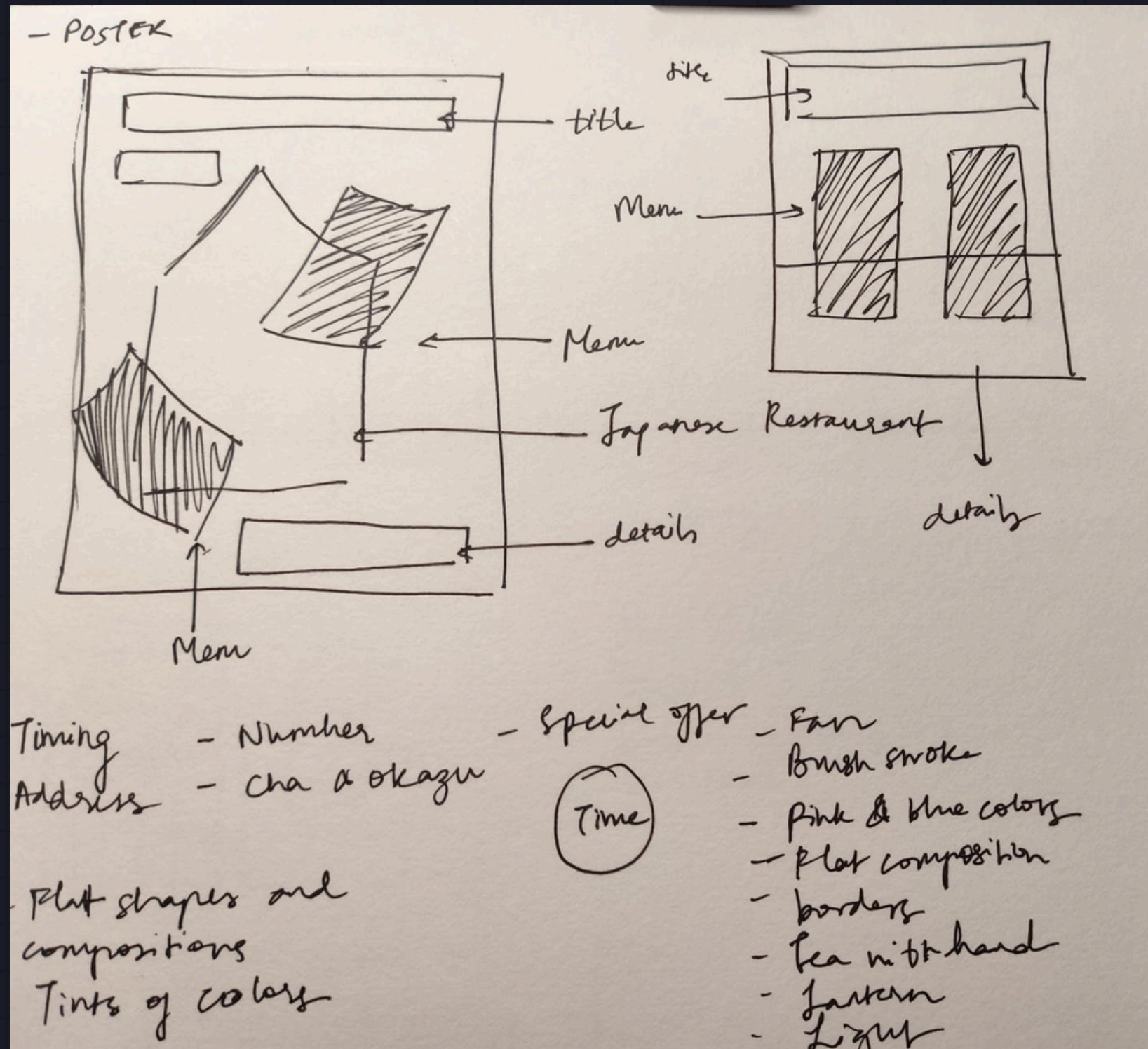
[Close and cropped
compositions, negative
spacing]



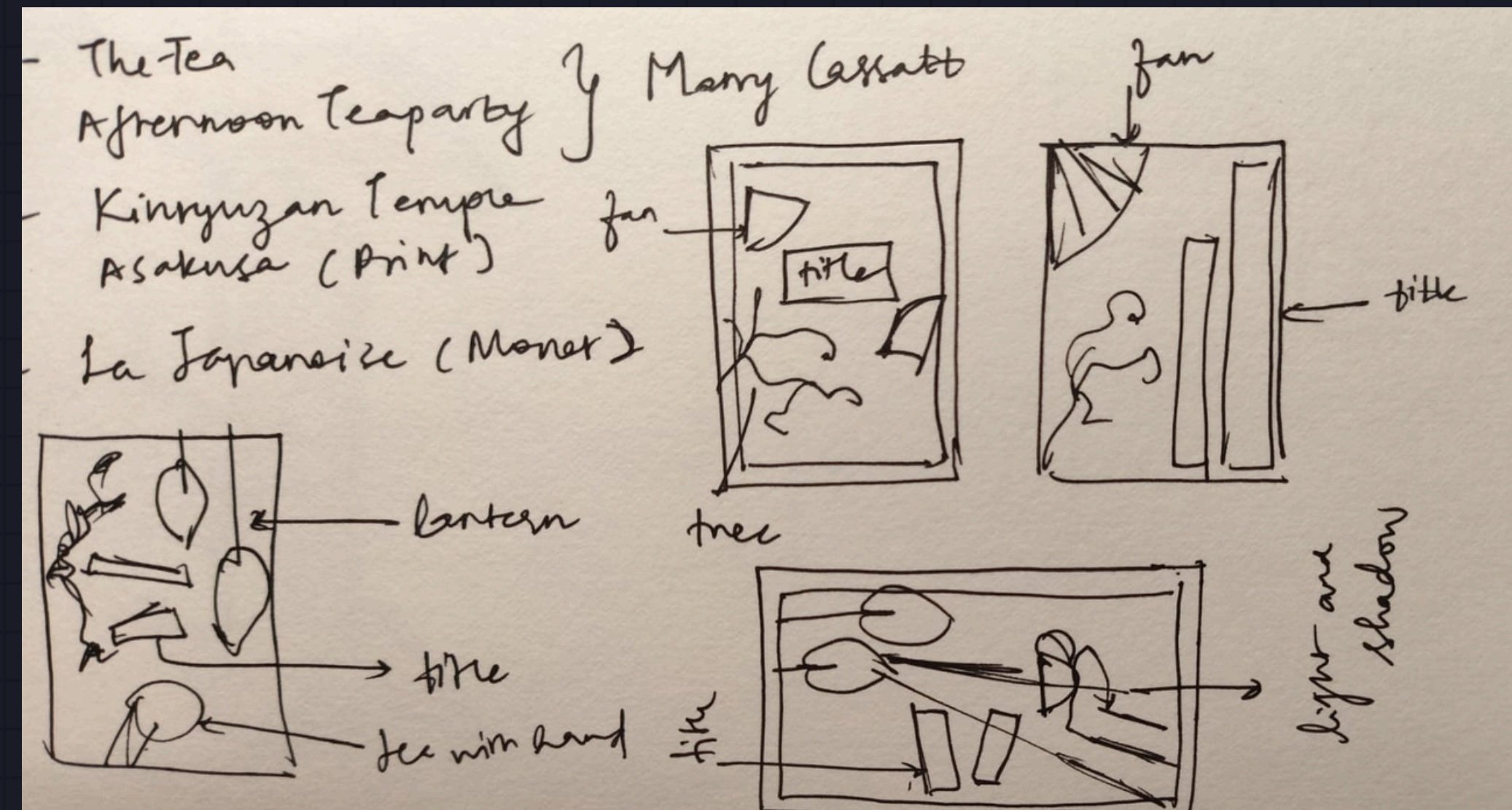
Vincent van Gogh,
Portrait of Julien
Tanguy, 1887
[unblended brush
strokes]



PROCESS NOTES

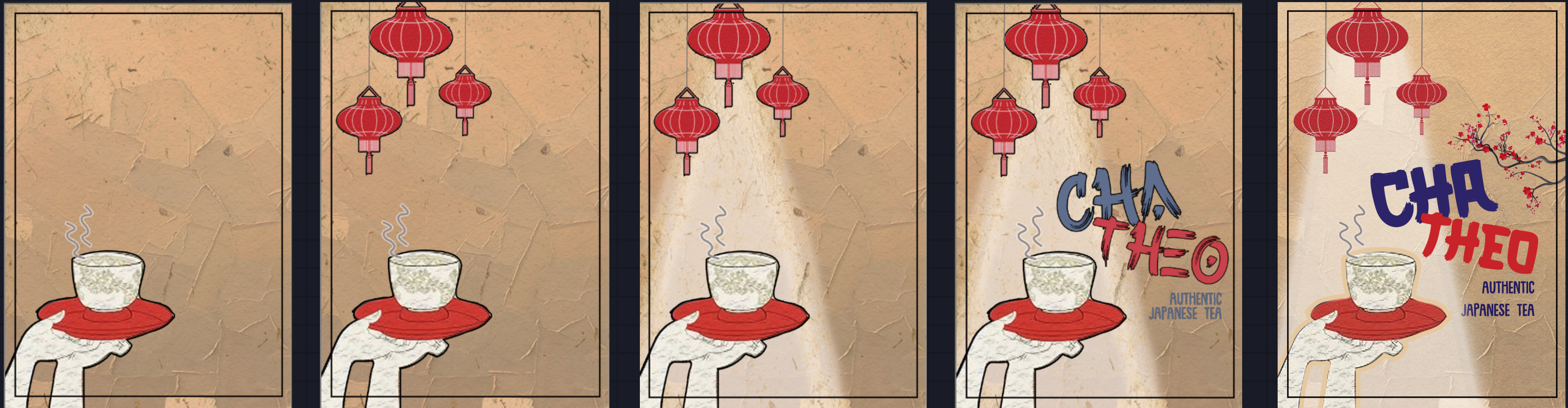


SKETCHING AND IDEATION



PROCESS NOTES

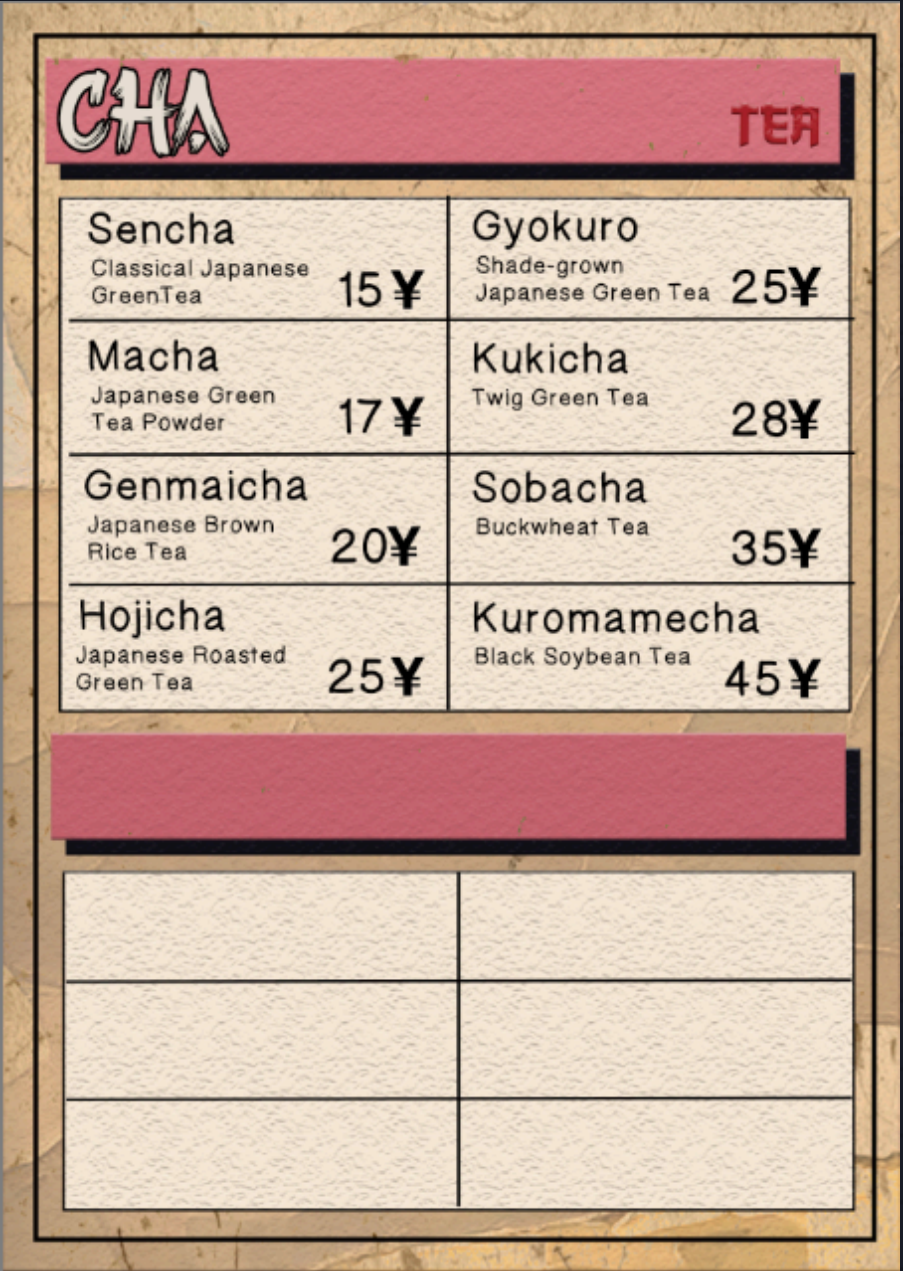
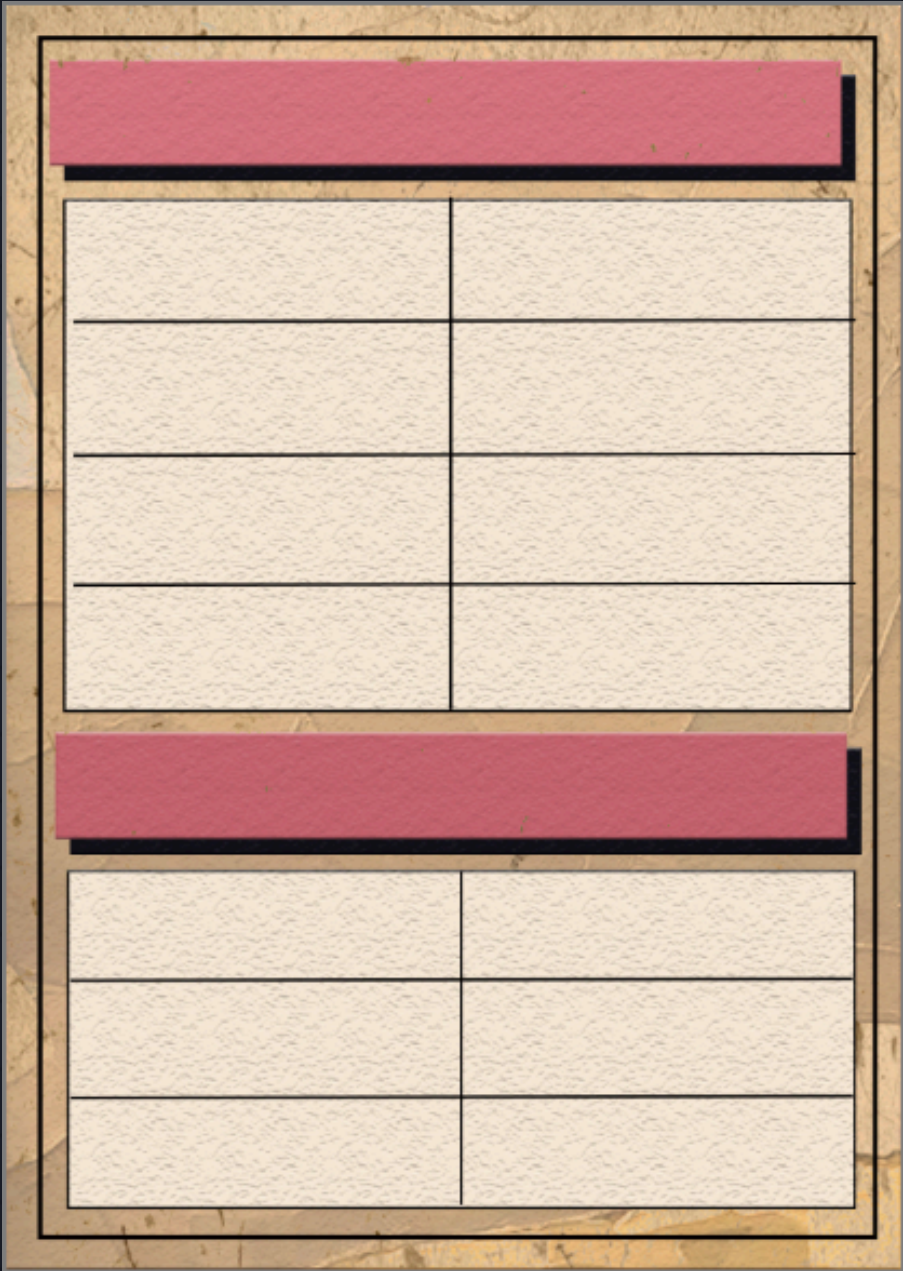
DIGITAL DOCUMENTATION



Variation made with different fonts and change in colors. (Not used as It was giving more of a playful vibe and colors did not match the aesthetic)

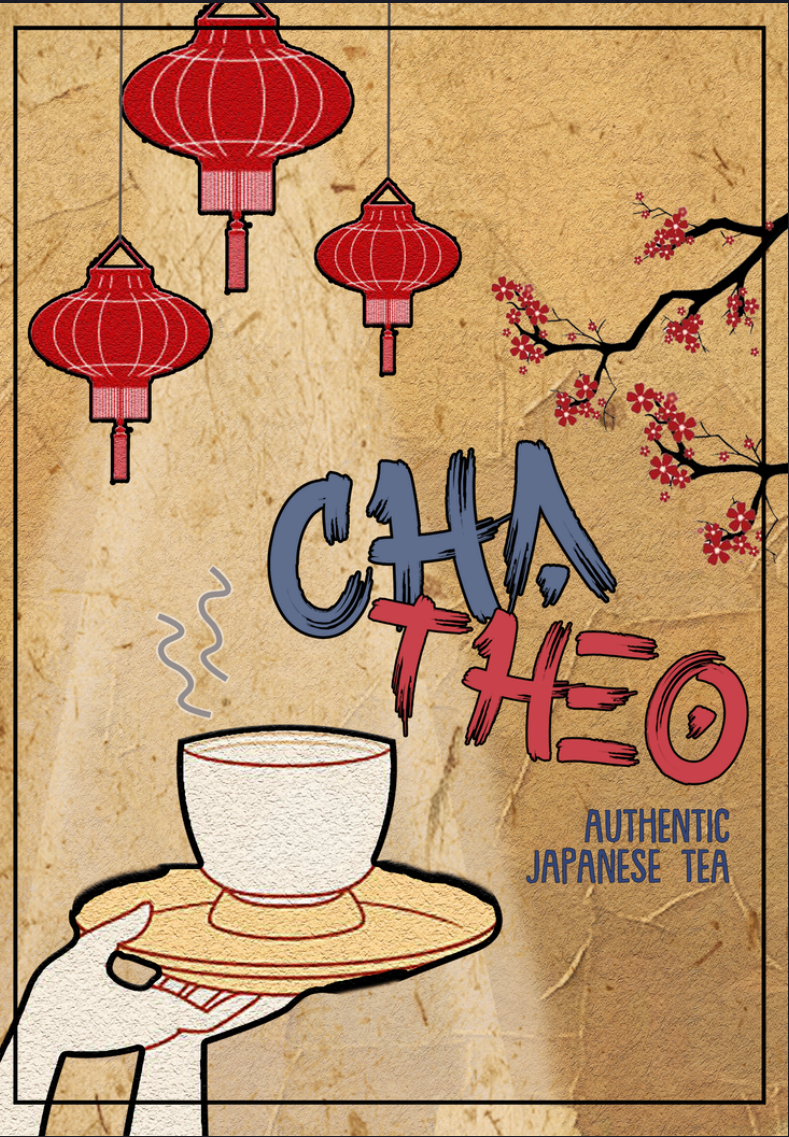
PROCESS NOTES

DIGITAL DOCUMENTATION



Variation made with different fonts and change in colors. (Not used as It was giving more of a playful vibe and colors did not match the aesthetic

MOCKUP & BRANDING



Menu card Design
and mockup

CHA		TEA	
Sencha	15 ¥	Gyokuro	25 ¥
Classical Japanese Green Tea		Shade-grown Japanese Green Tea	
Macha	17 ¥	Kukicha	28 ¥
Japanese Green Tea Powder		Twig Green Tea	
Genmaicha	20 ¥	Sobacha	35 ¥
Japanese Brown Rice Tea		Buckwheat Tea	
Hojicha	25 ¥	Kuromamecha	45 ¥
Japanese Roasted Green Tea		Black Soybean Tea	
OKAZU		SIDES	
Daifuku	20 ¥	Dango	48 ¥
sweet mochi with red bean filling		chewy mochi balls served on a stick	
Manju	25 ¥	Senbei	50 ¥
Buckwheat flour bean paste sweet		large rice cracker	
Dorayaki	32 ¥	Arare	55 ¥
sandwich bean paste		Matcha rice-based cracker	



CHA THEO

CHA THEO

AUTHENTIC JAPANESE TEA

OPEN FROM 8:00 AM TO 10 PM

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ŌSAKACHŌ 384, (ON) KARASUMA STREET, BELOW (SOUTH OF) GOJŌ

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CHA AND OKAZU

CHA		TEA	
Sencha Classical Japanese Green Tea	15¥	Gyokuro Shade-grown Japanese Green Tea	25¥
Macha Japanese Green Tea Powder	17¥	Kukicha Twig Green Tea	28¥
Genmaicha Japanese Brown Rice Tea	20¥	Sobacha Buckwheat Tea	35¥
Hojicha Japanese Roasted Green Tea	25¥	Kuromamecha Black Soybean Tea	45¥

OKAZU		SIDES	
Daifuku sweet mochi with red bean filling	20¥	Dango chewy mochi balls served on a stick	48¥
Manju Buckwheat flour bean paste sweet	25¥	Senbei large rice cracker	50¥
Dorayaki sandwich bean paste	32¥	Arare Matcha rice-based cracker	55¥

A3 POSTER



BIBLIOGRAPHY

Lesso (2023)

(Khan Academy, n.d.)

Richman-Abdou (2022)

(Asian Art Museum, 2020)

(Kitagawa Utamaro | Kitchen Scene | Japan | Edo Period
(1615-1868) | the Metropolitan Museum of Art, n.d.)

Smith (n.d.)

THANK YOU!