

Queens Head-Menu project

SPECIFICATION:

Project involves the renewal of a menu for a pub/restaurant located in the heart of South Korea, Seoul. Queens Head owns 2 different branches, the 1st branch in Suwon, Seoul, and the 2nd branch in Hong Dae, Seoul. Both provide a European pub like environment. They have a history of almost a decade specialising in microbrewery and European pub food as well as light Italian delicacies.

The pub has not modified or renewed the menu in any form since the beginning of their opening. After such a long time the menu is not only outdated but has been damaged worn down.

Client has requested a re-newal of the menu for both branches.

- Each branch has their own set of delicacies, therefore menus for each branch may differ slightly.
- New menu design must fit into the existing binder used by the pub. (A5 ring binder)
- Educational information regarding Queens Head and Microwbrewery will be reformatted for customers to access easily.
- Food and beverage images(photos) will be provided by Queens Head.

PROJECT PHASE:

Phase 1:

- Phase 1 will involve the re-design of the Hong Dae menu in Korean and English.

Phase 2:

- Phase 2 will involve the re-design of the Suwon menu in Korean only.

