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FMX 499 – Senior Project

May 2019

Artist's Kitchen Explanation

Artist's Kitchen

The whole idea behind this senior project was to create a full bodied piece of artwork that encapsulated everything that I have learned while being a Digital Arts Student at The University of Tampa. I wanted to create something that showed me abilities to illustrate, design, conceptualize, model, and present. I am very passionate about my artistic ability and also have a very strong love for the hospitality industry, which was how I came up with creating the Artist's Kitchen.

The Artist's Kitchen is a family-friendly restaurant concept where people can come and eat off of a completely customizable menu while admiring the submitted artwork that hangs on the walls of the interior. The space acts as a restaurant and a gallery, appreciating the art of both food and design. There are three floors of the restaurant, including a rooftop bar. I catered this space to my interest as well as practicality and enjoyment of a restaurant of this nature.

I started this project with, of course, creating the name and logo. I wanted to use the name "The Grub Gallery" but had found out that it was already trademarked. I then came up with my name, The Artist's Kitchen, and soon thereafter created my logo. I played around with logo

design with the name for a while and decided that the "drafting" style with the lines in the background and the measurements of the curves really connects to the concept of the project. I even created my own marble texture for the logo design and inverted it to have more than one option to play around with.


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After I had my name and logo down, I began to draft up my working menu. As mentioned above, I wanted the menu to be completely customizable so that whoever came to eat there could be the artist of their own meal. There have been countless times in my serving experience that people love to customize their dishes anyways, so this avoids all the hassle. I

split the menu up into categories that most restaurants have: chicken tenders, pasta, salad, and sandwiches. You really cant go wrong with any of them. I used the Adobe Program InDesign for my menu layout, which was a program that I was not very familiar with, so it was a nice challenge to get the hang of it. I used my logo and the textures I created for it as the base of the menu design, while playing around with fonts and spacing. Menus need to be easy to read and follow, which is why I had my layout spaced out between two pages.

Once my menu was complete, I then decided that I need a business card for promotional reasons. I based my business card off of my menu design and played around with the contrast of the two logos. I wanted the design and layout of the card to be sleek and minimal. I wanted it to make people curious about what the business was, which would make them inquire for more information.
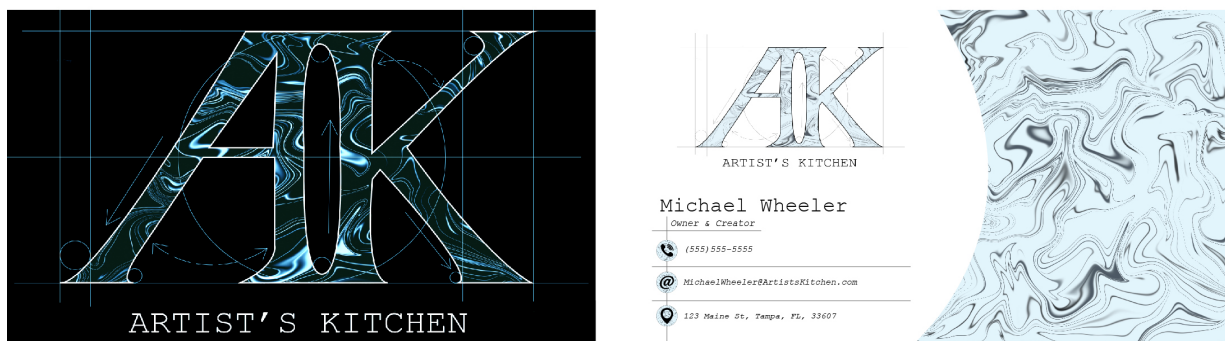
Next on the list was creating a character that would resemble the restaurant and to showcase my illustration and character design skills. I went with the idea of a paintbrush that is also a cook, which symbolizes that people that come to the restaurant; They are the artist and the cook of their experience. I used Adobe Illustrator for the character. The character was a fun additional piece that I was going to use for an infomercial, but it ended up being too adolescent while the overall theme of my restraint was more sleek and sophisticated. It was still a good addition to my project.
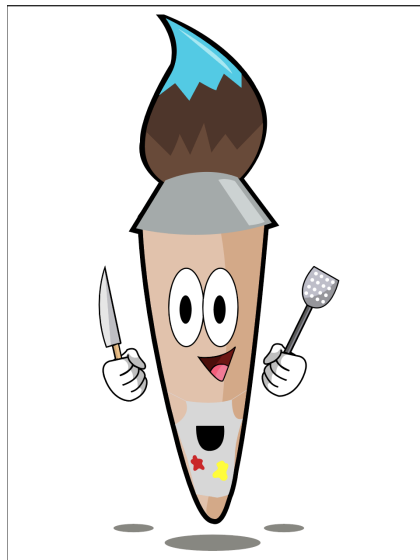
The last thing on my list for this project was creating a full 3D model of the Artist's Kitchen. This was by far the hardest and most time consuming part of my project. I can actively admit that 3D modeling is my weakness when it comes to digital art, so this was a way that I could push myself beyond my own artistic boundaries.

I used Google SketchUp Pro for this 3D model. I wanted the restaurant to have fun shapes and textures, which is why I used the circle, triangle, rectangle structure. I then created large windows on all sides of the building to create a feeling of openness and light for the guests. I originally had put the kitchen on the rooftop of the building, but then decided that it would be

better out of sight, out of mind. I sent it to the underground and threw in an elevator for the staff to use. In replace of the kitchen on top, I set a rooftop bar to make the restaurant cater to a broader crowd.
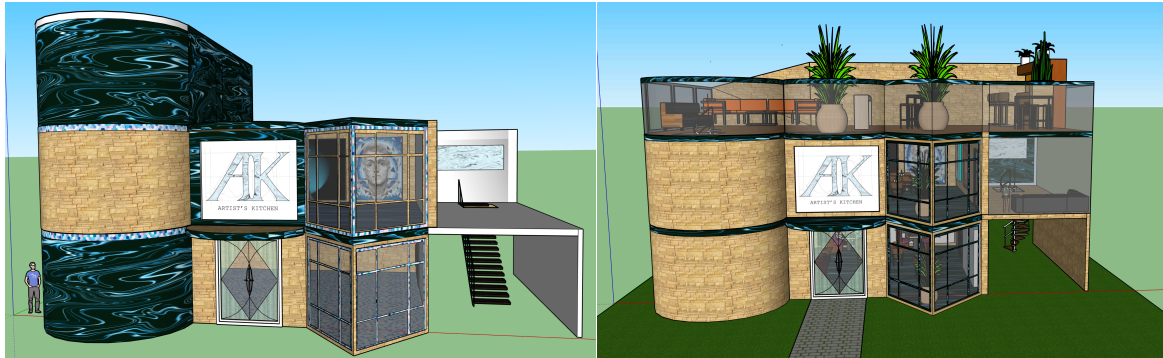
I then started putting textures all over the building, using my own textures on the interior floor and the exterior bevels. I then put all of my own artwork on the walls of the restaurant as shameless self promotion for my project. Once the building was complete, I used the free model generator that SketchUp offers to furnish the restaurant. If I had more time to complete this project, I would have made all of my own tables, booths, chairs, and accessories.

Once the model was completely finished, I used a rendering software called Twilight Render to render out my final photographs to present.