

Creative Brief

Cindy Bu 03/26/2025

Project Title: Ramen Website

1. Project overview

The goal of this website is to be generally informational, presenting ramen as a signature element of Japanese cuisine. It will emphasize ramen's cultural significance and its regional evolution, showcasing how it has become a modern-day cultural phenomenon.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Ramen>, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board (mostly non-Japanese), but the audience won't likely include children, or people of higher than retirement age.

4. Message

The website will highlight ramen as both a cultural symbol and a gateway for outsiders to appreciate the diversity and charm of Japan's regional food traditions.

5. Tone

The tone should be an informative, respectful, and approachable tone that shows cultural appreciation and openness.

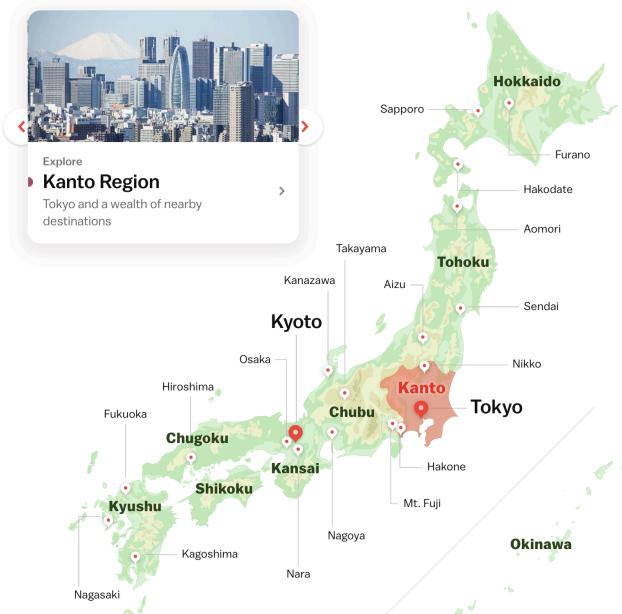
6. Visual Style

The design should reflect Japanese aesthetics—simple, clean, and minimal. A red and white palette can be used to reflect traditional Japanese colors, possibly warmed up to match the inviting nature of ramen. Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.



<https://www.kyuramen.com/>

Regions of Japan



<https://www.japan-guide.com/>

[Destinations](#)[Things to Do](#)[Plan Your Trip](#)[News](#)

Search

All

Major cities

Passion

Vacation Style

Hokkaido**Tohoku****Hokuriku Shinetsu****Kanto****Tokai**

Aomori
Akita
Iwate
Yamagata
Miyagi
Fukushima

Niigata
Toyama
Ishikawa
Fukui
Nagano

Tokyo
Kanagawa
Chiba
Saitama
Ibaraki
Tochigi
Gunma

Yamanashi
Shizuoka
Gifu
Aichi
Mie

Kansai**Chugoku****Shikoku****Kyushu****Okinawa**

Kyoto
Osaka
Shiga
Hyogo
Nara
Wakayama

Tottori
Shimane
Okayama
Hiroshima
Yamaguchi

Tokushima
Kagawa
Ehime
Kochi

Fukuoka
Saga
Nagasaki
Oita
Kumamoto
Miyazaki
Kagoshima

<https://www.japan.travel/en/destinations/>[Destinations](#)[Things to Do](#)[Plan Your Trip](#)[News](#)

Search

**Nature & Outdoor****Tradition****Food & Drink****Art & Culture****Cities****Relaxation****Featured**

Gastronomy
Local Cuisine Eastern Japan
Local Cuisine Western Japan
Local Street Food
Japan's Local Ekiben
Yakitori

Japanese Whisky
Vegetarian and Vegan Guide
Sushi in Japan Guide
Japanese Sake Breweries
Sake 101





横浜
YOKOHAMA

ミュージアムについて

展示・アトラクション

ご利用案内

ニュース

アクセス



<https://www.cupnoodles-museum.jp/ja/yokohama/attractions/theater/>