

# 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/>

All

Major cities

Passion

Vacation Style



**Hokkaido**



**Tohoku**

Aomori  
Akita  
Iwate  
Yamagata  
Miyagi  
Fukushima



**Hokuriku Shinetsu**

Niigata  
Toyama  
Ishikawa  
Fukui  
Nagano



**Kanto**

Tokyo  
Kanagawa  
Chiba  
Saitama  
Ibaraki  
Tochigi  
Gunma



**Tokai**

Yamanashi  
Shizuoka  
Gifu  
Aichi  
Mie



**Kansai**

Kyoto  
Osaka  
Shiga  
Hyogo  
Nara  
Wakayama



**Chugoku**

Tottori  
Shimane  
Okayama  
Hiroshima  
Yamaguchi



**Shikoku**

Tokushima  
Kagawa  
Ehime  
Kochi



**Kyushu**

Fukuoka  
Saga  
Nagasaki  
Oita  
Kumamoto  
Miyazaki  
Kagoshima



**Okinawa**

<https://www.japan.travel/en/destinations/>

Nature & Outdoor

Tradition

Food & Drink

Art & Culture

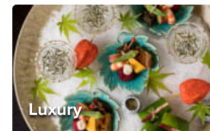
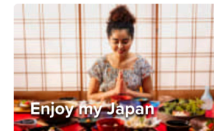
Cities

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





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