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English 104
Analysis of Visual Communication

McDonalds as an Icon?

Do you want fries with that? For the last fifteen to twenty years, McDonald's has been an American icon. The large yellow M or the funny looking Ronald McDonald clown can identify McDonald's restaurant. The fast food restaurant that appears in over 70% of the cities around the United States are visualized both mentally and physically. There are different designs of McDonalds, but they are all suited to be convenient for the customers.

The designs of McDonald restaurants come in two different styles. First, there is the play place version with a restaurant. When you first enter the play area, there is a sense of germs floating through the air. Children are running and screaming as though there is someone chasing them. The play place versions have an extra added on room that is approximately 6500 square feet with at least a twenty-foot tall ceiling. There are tubes that allow children between the ages of two and 13 to crawl, climb, and slide at their own will. The tubes are multi-colored and twist around each other for an overwhelming playground. Comfortable benches for the parents to sit and watch their children play are located against one of the walls. The children are required to take their shoes off and put them in a cubbyhole until they are done playing.

The second design of a McDonald's restaurant is a basic eating area. Outside of the restaurant consists of bold colors that send the message of a welcoming restaurant, but is not anything catchy. The landscape is always in good shape, shrubs are evenly spaced with mulch or stone surrounding them, and the parking lot is kept cleaned. The building has a square shape with a flat roof. A sidewalk goes exactly half way around the

building, which makes easy access to the restaurant for the customers. There is a drive through curving around the south side of the restaurant. Once around the south curve, there are two windows, which are used in drive through purchases and transactions. The first window consists of one employee that collects the money for the food ordered. The second window consists of at least one employee who hands the food to the people.

The inside of the restaurant has a simple appeal to the eye. Doors are on the east and west ends of the restaurant. Each entrance has two doors for easy accessibility. Tables are located throughout the restaurant and will comfortably seat from one to four people. In the very center of the restaurant, a counter has napkins, soda machines, straws, ketchup, cups, and lids, for easy access. The kitchen is in the southeast corner and takes up about 25% of the space. Lighting appeared to be fluorescent and spaced about three feet apart. The walls consisted of posters and old signs that represented McDonalds. Tiled flooring, which can be cleaned easily after spills, is found throughout the restaurant. In the southwest corner of the building, there are two bathrooms. On the right, there is a women's bathroom and on the left there is a men's bathroom. In between the bathrooms, there is a large Ronald McDonald statue.

Prices of McDonalds are also something to make note of. You can get a lot of food at a low cost. However, the nutrient may not be the highest quality. McDonalds produces food in a very time efficient manner. They have started the dollar menu within the last few years. We also can use the meal plan to get a burger, fries, and drink for less than if we were going to buy them separately.

Driving down the road, McDonalds' can easily be recognized to the average eye.

The most common restaurant seen is McDonald's, however not all McDonalds will be the same. The restaurants will be designed differently throughout the next decade. Children of all ages to adults of all ages are able to associate McDonalds with cheap quick food. McDonalds will probably be an icon for a long time to come.