



PROJECT: Adobe InDesign Menu Design



MEETS FLORIDA STANDARDS:

01.01	Discuss the legal and ethical issues related to graphic design.	04.01	Identify the parts of a layout.
01.02	Apply the principles and elements of design.	04.02	Create thumbnail sketches.
01.03	Demonstrate a basic understanding of vector drawing programs.	04.03	Create roughs and comprehensives from thumbnail sketches.
01.04	Demonstrate a basic understanding of photo-editing / photo-manipulation programs.	04.04	Prepare computer roughs from pencil layouts.
01.05	Apply color theory (pigment versus light).	04.05	Prepare digital-ready artwork from comprehensives; prepare files that are print-ready and presentation-ready.
01.06	Sketch designs using pencil and ink.	04.06	Crop and scale artwork and/or photos for layouts.
01.07	Apply color for impact (color psychology) and demonstrate an understanding of color theory.	04.07	Use adhesives.
03.01	Identify and select typographic styles.	04.08	Demonstrate the use of effects or styles.
03.02	Determine and select lettering styles for layout sketches.	04.09	Explain layout and color trends.
		04.10	Locate and identify resource materials for inspiration; develop a file or idea bank.
		04.11	Design logos.
		04.12	Design stationery layouts.

TASK: Create (or Recreate) A Restaurant Menu

Your job is to locate a style of food you like or a restaurant you like and design (or redesign) their menu. You can use an existing roster if dishes, etc. from a

- *Really research the kind of restaurant and what images, styles and layouts would best match. Identify areas to improve upon if you're basing it off an existing menu.*

You're task is to create a one panel – two view menu for a restaurant of your choice. Look over menu examples online. As needed for this practice project, you can copy existing menu items, prices and descriptions, format the text and match their design style to the menu.

- Each page should contain any amount of columns
- Each page should contain a visual reference to the menu item (Photos –Illustrations – Graphic images)
- There should be sections for Appetizers – Sides – Salads / Soups
- Should be saved as an .INDD file in your folder and as a .PDF file
- Print your pages. Laminate them w Mrs. Thompson

Adobe InDesign Menu Creation Grading Rubric

Points will be given for each completed task:

1. The menu is complete as asked for and incorporates the logo you created
2. The font and look of the menu reflects the colors and style of their web site
3. The menu is arranged in an easy to understand design. Foods are clearly labeled.
4. Fonts are easy to read. Images provided for each dish.
1/2 point will be removed for each obvious instance of poor design. This means misspellings, leaving elements out, design and look does not match. Layout is incoherent. Items asked for are missing.
5. The final is saved in the correct file format and image size and was printed

WORK FLOW:

- Spec Sheet with minimum of 3 styles you like
- Concept sketching
- Text formatting. Gathering assets. Watch tutorial videos. Look at design styles. Match identities of the restaurant and the menu photos, typography.
- Layout pages.
- Place photos and text
- Make the menu at least two pages. That means a front, inside, third page and a back. It can be more pages if needed.
- Laminate your final with Mrs. Thompson

RESOURCES:

- Restaurant Menu Design Tips: <https://www.thebalancesmb.com/restaurant-menu-design-2888583>
- Must Have Menus: <https://www.musthavemenus.com/category/restaurant-menu.html>
- Menu Fails: [7 Restaurant Menu Design FAILS](#)
- Menu Fails: [10 Menu Design Issues](#)
- [How to Make a Restaurant Menu Template in InDesign](#)

OUTCOME:

Students will practice the Design Process, Concept Sketching, Layout Design, Use of Adobe industry Software, color theory, text formatting and much more.

PRE-PRODUCTION

Brainstorm and gather information related to your restaurant.

1. Determine what kind of restaurant you'd like to work with. Choose one or see Mr. Juul for the secret super happy restaurant style challenge. *(TIP: 2 Game Points For Your Design Team)*
2. Gather a [design styles example sheet](#) for like restaurant menus.
3. Visit the Websites on the first page for any menu tips, words, information that could inspire a design
4. Sketch a minimum of three layout ideas for your menu.
5. Critique with Mr. Juul
6. Either make recommended changes, start again or proceed to production

PRODUCTION & POST PRODUCTION

Production.

1. Using Photoshop for concept art or Adobe Illustrator for specific text, design your best idea.
2. Your menu needs to be:
Minimum of 4 pages (2 front and back)
3. Demonstrate a clear design style appropriate to a restaurant
4. Once you have these finished, peer critique process.
5. Either make recommended changes, start again or proceed to your final artwork.

Post Production

7. You will be asked to export your menu and laminate this with Mrs. Thompson
8. Create a menu layout on Legal size paper. 14" w x 8 ½" high. Display your four pages (includes the cover). Print this. Save this as a .png file.

Grading Rubric – 5 points

An **A** grade will look like: 5 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 4 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 3 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 - 2 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.