

DESKTOP PUBLISHING: Menu Project

Create a dining menu for a theme restaurant.

You first need **a Theme, a Name and a Slogan and at least 2 items created in illustrator that you will place inside of your menu.**

Your mission is to come up with descriptions of each food item and creative names for the food items. For example, if I used a golf theme, I might have the Driver Burger with Tees as the creative name and "Half pound hamburger loaded with tomato, pickles, onions, and our special green sauce. Served with tasty curly fries." as the description. You can "enhance" an item (specify toppings, special sauce, etc.).



Your menu will be graded based on originality, creativity, consistency and accuracy... see rubric for full details. They may be printed on colored paper, or other paper of your choosing. Your menu should be a standard sheet of paper—you may choose to have it fold or tri-fold—This is up to you—**both the front and the back of the paper must be used. BIGGEST HINT!!! PLAN AHEAD!!! Make your Masters and Styles.**

You would also need GOOD descriptions for MOST of the items—Minimum 4 Different Sections with Minimum of 20 Different Items Total (not including beverages but must have beverages)

You need to make sure that you PLAN out your menu on a sheet of paper...you do not have to have all of the menu items, but some...and the rough draft will be worth 25 points.

Due _____

Must use whole sheet of paper and lay out your design... Include, Name of Restaurant, Slogan.. a thought on logo... Sections: Example. Appetizers, Salads, Main Dishes, Desserts, Surf and Turf etc... Then list at least two menu items, plus description...Do your Entrée's come with sides? a salad? Rolls? Muffins? Chips? This is your time to think about what it is you are selling.

You must use pictures... no minimum, but they must be effective, not too big, not too small... Try boxes, shading, dot leaders, Capital, lowercase...

Take extra time and care with your font size, selection and placement.... USE THE CHARACTER PANEL and the STYLES panel!!!! CONSISTANCY IS KEY!!!! If you put a period at the end of a description do it for all...if not don't do it for all...

DESKTOP PUBLISHING: Menu Project Scoring Guide

Name of Restaurant: _____

Slogan: _____

Manager: _____

Required ↓ Areas ↓	<i>Oh, Great Job!</i> 10 points	<i>Pretty Good Stuff</i> 7-9 points	<i>Better Be More Careful!</i> 0-6 points
Organization	Menu is divided into sections and sections are labeled and stand out Enough items and sections for authenticity.	Menu is divided into sections, but may be difficult to locate	Menu is not divided into appropriate sections
Features	Advanced features are used: Drop shadow, reverse text, page border, lines, shapes, dot leaders, <u>appropriate fonts</u> , font formatting, use of complementary colors etc.	Only a few advanced features are used; more would have contributed to the overall design/theme, problems with font,	Very few advanced features are used/major font issues- font is not readable or inconsistent.
Content *2	At least 20 menu items are listed, and creative names and descriptions are used. Above items and sections	Minor content issues, such as a description or two that are not "good enough," but most is okay—used minimum amounts	Some menu items have been left out, no descriptions are used, or descriptions are not adequate. Other items are added or prices are wrong
Graphics	Consistent, good clear graphics are used, and graphics complement menu in a balanced way	Good graphics are used but may not be placed well or may be overused or underused	Graphics are of low quality, do not match each other, or do not contribute to theme.
Grammar/ Spelling	No problems. Looks great!	Some minor errors in spelling/punctuation/capitalization or word use	Major errors or several minor errors which detract from the finished product
Originality/ Creativity *2	Menu looks unique, name of restaurant is original, theme is worked into all aspects of the menu, and menu looks appealing; organized and not boring <u>slogan</u> located on menu, items designed in illustrator	Minor errors with regard to theme, but overall pretty good stuff, only one item designed in illustrator	Menu looks gaudy, copied, or very plain and shows little creativity or planning, Nothing designed in illustrator
Layout	Masters and/or Style used— Consistent Colors/Theme/Fonts-Used Design elements and principles	Masters and styles were created/ but not utilized all the time- Minor Inconsistencies, Lack of design elements/principles	Masters and or styles were not- Not clean, Inconsistent Colors/Theme/Fonts, Ignored Design Elements and Principles.
Final Product	Menu is full, not a blank page, printed out correctly front and back to color, maybe used special paper, special techniques cut off white etc.		Did not print out correctly, and or printed to black and white printer, menu has a lot of empty space.

Comments:-- Make sure you put your name small somewhere on the back of the menu.

⚙ Before turning in your final copy, Print out a black and white copy and have one-two peers check your menu and provide feedback on the drafts. You will turn in the black and white copy and the Color.... Peers should check spelling, layout, alignment... what is...isn't appealing?

⚙ Turn this sheet in for 5 extra points with your project.

FINAL GRADE: _____/100 Points