

Client Local Restaurant (Fictitious, Non-chain) Job # **GD-02-Menu**
Desc/Title Menu (2-sided, Economical Card Style) Designer _____
Specs Trims to 7" x 13"; .125" full-bleed; 4C/2S* ID # _____
Colors CMYK (aka 4C Process) Deadline _____
Start _____ End _____

**4C/2S = 4 color, 2-sided; sometimes written as 4/4 (meaning 4C process on both sides)*

Competency/Task

Design and prepare digital artwork and physical comp for an original 4-color menu.

Layout will be built in *InDesign*. Use *Illustrator* and *Photoshop*, as needed, for project (to maximize the quality and skilled control of logo design, images, graphical effects, etc.)

Instructions

1. **Layout** a minimum of 5-10 thumbnails. Consider the amount of text content required.
2. **Discuss thumbnails** with instructor; choose the best solution, acquire approval.
3. After selection of concept **prepare 1 full-size computer layout** in *InDesign*. Note: *InDesign Document Set-up* for a 2-sided layout requires 2, non-facing pages (for front and back). Bleed (.125") and trim marks should be indicated in the comp and mechanical.
4. **Submit outputs:** 4C full-sized comp; building it will require basic graphic production skills:
 - a) Output 300 ppi color lasers @100%, all printing marks, .125" bleed (if necessary). Due to the size of the menu (larger than letter size) a printer's tiling function will probably be required. Before printing pre-adjust and manually position each tile (in printer proxy) to allow for hand-cutting the overlaps.
 - b) Register/align/tape the overlapped, tiled color outputs together (a lightbox can help).
 - c) Cut through the overlapped sections (in an inconspicuous area where design/type/toner will be least affected). Use a blade (x-acto) and straight-edge/metal ruler for accuracy.
 - d) Abut and glue the perfectly-aligned output tiles to backing sheet and then trim entire comp to size (i.e. use trim marks to cut off the bleed edges).
5. **Submit digital files:** CMYK PDF (LoRes) = (High Quality Print, 150 ppi, no marks, @100%)
CMYK PDF (HiRes) = (Press Quality, 300 ppi, marks, @100%)

Criteria/Required Elements

Headline: Write original copy as/if needed. **Subhead:** Write original copy as/if needed.

Body Copy: Write/find copy: list at least 12-15 Entrees, Meals, Specials, and Beverages. Copy for each item listed must include brief description and a price. Sections/categories are a good idea for content.

Other Elements: Logo/Address/Phone/URL. Imagery can be graphics, illustrations or photos. Utilize, and demonstrate mastery of, *InDesign's* tabs and/or tables features to organize the copy in this layout. Take advantage of, and consider, the space on both sides while designing this piece. Think about the end user's needs and expectations; think about the logical placement of content and elements (for convenience and flow). *Style* may be: elaborate or simple, elegant or unsophisticated, expensive or inexpensive... it must represent the restaurant. In our scenario, this unbound, single sheet, economy menu would be printed on heavy card stock and then laminated for durability.

Supplemental Information

Menus are a unique opportunity for quality design to tell and sell a stylistic message. Typographic and imagery choices should be carefully considered to properly reflect the type, mood or style of a restaurant. A well-designed menu should be able to give clear clues about the level of formality (or informality), the atmosphere, the budget range, and even the management style of an establishment. Keep in mind; restaurants are often poorly lit which can greatly affect type legibility.

Pro Tips

Before building actual comps, always proof online first... and then hard copy (when available)... i.e. output b/w and review artwork. Avoid issues/surprises with odd/incorrect fonts, sizes, contrast, text/price misalignment, incorrect photo resolutions or color modes.

Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed