



# White Space is Not Your Enemy

A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design

## MENU DESIGN

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In this exercise, you'll create a vertically folding restaurant menu, flat size 8.5 inches wide x 11 inches high, finished size 4.25 x 11. You'll need to design a cover, a two-page inside spread, and a back cover (optional). This is primarily an exercise in typesetting, so you'll need to demonstrate use of appropriate punctuation marks, space before/after paragraphs, indents, tabs and tab leaders, and whatever else is appropriate to your design.

You'll also design your own logo for your restaurant, using a vector graphic program.

We'll be creating a menu for a **formal** restaurant (what does this tell you about fonts, photo choices and colors?) Create at least three thumbnail sketches showing different design approaches. While using art (aside from your logo) is not required, you may choose to include one or more of the images from the class Web site or other stock images you can find.

When you are happy with your final design, turn it into a PDF and get it printed (at home on your inkjet is fine. Kinkos or any of the campus labs that print in color are options, too.) Be sure to save an editable copy in InDesign—you can't edit the PDF once you've made it.

Add any finishing touches you choose—an interesting paper, cover, whatever—and present your design in class. You'll need one mounted copy for presentation and one unmounted copy to turn in with your sketches.

### HOW YOU WILL BE GRADED

- Quality of your typesetting (attention to detail, no inconsistencies or typos)
- Overall design of the menu (appropriate font choices, color, compositional elements)
- Quality of your logo (meets the criteria for a "good logo" and fits the theme of your menu)
- Timeliness of submission (draft and final turned in on time)

- Completeness of project (follows all instructions, includes all parts—this means thumbnails at the start, not end, of the project!)

### PROJECT CHECKLIST

#### At the project start:

- At least three thumbnail sketches, due at the start of the lab session on the first day you work on the project in class. Failure to turn in sketches on time will result in the loss of one full letter grade per assignment.

#### For the Gallery Session:

- 2 un-mounted mock-ups of your menu, one to turn in, one to use for notetaking
- A digital version of your menu design to share on screen with the class for critique
- Your thumbnail sketches

#### For your final grade:

- An un-mounted mock-up of your revised menu