

Project 4 Multi-Format Restaurant Designs
Using the restaurant brand and logo you created,
Design a menu, a laptop web page (*optional this term: design a phone version*).

Objectives Visual Themes
Establish a visual theme for all formats,
Use repetition of the visual theme to suit all formats (include minor variations if possible).
Image selection and reproduction

Format Menu: 8.5" X 11"
Laptop web page: 1280 X 800 px
Phone version: 3.02" X 6.30" (optional this semester) iPhone 15 Max (Apple's largest screen now)
Note about the phone size: Software formats double or triple pixel dimensions for high resolution screens.
This phone format is listed in inches so we can work with and present a reasonable file size for this project.

Copy Menu: Restaurant logo, address, 3-5 starters, 5-8 mains, 3 desserts
Laptop webpage: Restaurant logo, Address & Phone, Main Menu that contains: Menu, Hours, Directions
Phone version: Restaurant logo, Address, Phone, Reservations, three line menu icon (*hamburger menu*)

To start

- 1 Review your restaurant brand decisions
- 2 Think about your visual theme
- 3 Search for images: photographic or illustration
- 4 Identify one or two appropriate typefaces
- 5 Use your logo colors and one or two more
- 6 Establish a visual theme throughout: menu, laptop page, phone home page
- 7 Edit images in Photoshop then place into InDesign
- 8 Add copy in InDesign
- 9 Create an all type menu in InDesign

Final Presentation Display your designs in two (or three) separate pdfs using our standard naming conventions:
Last First Project 4 Final 1 Menu.pdf, Last First Project 4 Final 2 Web page.pdf, (optional: ...Final 3 Phone)

Schedule

04.04.24	Visual Themes Introduction to InDesign Submit Project 3 HW due next class: Read Chapter 7 & First draft Project 4 menu
04.11..24	Web Design Strategies Critique Project 4 menu HW due next class: Revise menu & First draft Project 4 laptop web page
04.18.24	Advanced InDesign, Photoshop Critique Project 4 web page HW due next class: Revise Project 4 web page and menu as needed
04.25.24	Presentation of Final Projects