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

4.09   Visual Themes & Introduction to InDesign
        HW: Read Chapter 7
        HW: Read the InDesign Introduction pp140-145
        HW: Create a first draft of the menu
4.16   Web Design Strategies & Advanced InDesign, Photoshop | Critique Project 4 menu
        HW: Refine the menu design and create a first draft of the laptop web page
4.23   UX/UI | Critique web page
        HW: Revise the web page and menu
        HW: Final revision of the menu and webpage(s)
        HW: Make two or three pdfs and upload to the Project 4 Final folder
4.30   Presentation of Final Projects