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| <b>Project 4</b>          | Multi-Format Restaurant Designs<br>Using the restaurant brand and logo you created,<br>Design a menu, a laptop web page ( <i>optional this term: design a phone version</i> ).   |
| <b>Objectives</b>         | Visual Themes<br>Establish a visual theme for all formats,<br>Use repetition of the visual theme to suit all formats (include minor variations if possible).<br>Image selection and reproduction   |
| <b>Format</b>             | Menu: 8.5" X 11"<br>Laptop web page: 1280 X 800 px<br>Phone version: 3.02" X 6.30" ( <i>optional this semester</i> ) iPhone 15 Max (Apple's largest screen now)<br><i>Note about the phone size: Software formats double or triple pixel dimensions for high resolution screens.</i><br><i>This phone format is listed in inches so we can work with and present a reasonable file size for this project.</i>  |
| <b>Copy</b>               | Menu: Restaurant logo, address, 3-5 starters, 5-8 mains, 3 desserts<br>Laptop webpage: Restaurant logo, Address & Phone, Main Menu that contains: Menu, Hours, Directions<br>Phone version: Restaurant logo, Address, Phone, Reservations, three line menu icon ( <i>hamburger menu</i> )  |
| <b>To start</b>           | <ol style="list-style-type: none"><li>1 Review your restaurant brand decisions</li><li>2 Think about your visual theme</li><li>3 Search for images: photographic or illustration</li><li>4 Identify one or two appropriate typefaces</li><li>5 Use your logo colors and one or two more</li><li>6 Establish a visual theme throughout: menu, laptop page, phone home page</li><li>7 Edit images in Photoshop then place into InDesign</li><li>8 Add copy in InDesign</li><li>9 Create an all type menu in InDesign</li></ol>   |
| <b>Final Presentation</b> | Display your designs in two (or three) separate pdfs using our standard naming conventions:<br>Last First Project 4 Final 1 Menu.pdf, Last First Project 4 Final 2 Web page.pdf, (optional: ...Final 3 Phone)  |
| <b>Schedule</b>           | 11.09 Visual Themes & Introduction to InDesign<br>HW: Read Chapter 7<br>HW: Read the InDesign Introduction pp140-145<br>HW: Create a first draft of the menu (p206)<br>11.16 Advanced Software   Critique Project 4 menu<br>HW: Refine the menu design and create a first draft of the laptop web page<br>11.23 No Class   Happy Thanksgiving<br>11.30 UX/UI   Critique web page<br>HW: Revise the web page and menu<br>HW: Final revision of the menu and webpage(s)<br>HW: Make two or three pdfs and upload to the Project 4 Final folder<br>12.07 Presentation of Final Projects |