

<b>Project 4</b>	Multi-Format Restaurant Designs Using the restaurant brand and logo you created, Design a menu, a laptop web page and a phone version
<b>Objectives</b>	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
<b>Format</b>	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) <i>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.</i>
<b>Copy</b>	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 ( <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 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, Final 3 Phone
<b>Schedule</b>	11.14 Visual Themes & Introduction to InDesign HW: Read Chapter 7 HW: Read the InDesign Introduction pp140-145 HW: Create a first draft of the menu (p206) 11.21 Web Design Strategies & Advanced InDesign, Photoshop   Critique Project 4 menu HW: Revise menu & First draft Project 4 laptop web page 11.28 Phone page design strategies   Critique Project 4 web page HW: First Draft Phone page   Revise Project 4 web page and menu as needed 12.05 UX/UI & Advanced InDesign   Critique Phone Page HW: Revise menu, web page and phone page as needed 12.12 Presentation of Final Projects