

# MENU DESIGN

## INSTRUCTIONS:

Your assignment is to redesign a menu for either an existing restaurant or create a new menu for a restaurant that you make up. The menu should have a variety of foods, including appetizers, salads, entrée's and desserts. Design the menu for an affordable, family style restaurant, no upscale or hole in the walls restaurants.

## CRITERIA:

Restaurant Name: Logo of the restaurant

Size: 8.5 x 14 horizontal. Fold in half or in thirds.

Colors: Any colors relating to the type of restaurant it is, with margins or bleed..

Images: Illustration, clip art or photographs, one color photography, duotones or color.

Text: Menu Items

(you may use the menu items in the retrieve folder or create your own, time permitting)

- 4 Appetizers (4)
- Soups and/or Salads (4)
- Sandwiches and/or Burgers (3)
- Entrée's (4)
- Desserts (3)
- Beverages (non-alcoholic) (5)

Things I will be looking for when grading:

- creativity/design
- readability/legibility
- type arrangement (alignment and flow)
- color harmony
- all menu items and criteria present

## GRADING CRITERIA

Menu Design – 50pts

Menu Criteria – 50pts

**Total (100pts)**

A DIGITAL FILE OF THE MENU ITEMS IS LOCATED IN THE RETRIEVE FOLDER, (NO NEED TO RETYPE). YOU MAY USE THE MENU ITEMS I SUPPLY OR CREATE YOUR OWN, HOWEVER BE SURE TO HAVE THE CORRECT AMOUNT FOR EACH FOOD CATEGORY.