

SkillsUSA Contest

MENU DESIGN

Objective: Create a graphically designed dinner menu in Adobe InDesign or Illustrator

Assignment: You have been hired as a graphic designer by The National Restaurant Association. They want you to redesign a restaurant menu for one of their businesses. You are to follow the directions given by the project manager, read the project brief for details.

Creative Brief:

Your challenge is to design a menu for a cafe in Saline . It's called Slice of Saline. It's a new cafe. A friend of mine has just started this business. Here is a quote from her. Slice of Saline offers a home from home, rustic chic environment: comfy chairs, a wood burner, double shot coffees, and a wide selection of fair trade teas, alongside simple and stunningly delicious home cooked grub. That's what they're about. This is their tagline: locally sourced happiness. The whole ethos of the cafe is to use locally sourced ingredients, and to provide a hub for local people to meet.

What to turn in:

- 6 Thumbnail sketches
- Rough layout to size
- Comprehensive layout to size in full color
- Digital file (.pdf)

NO MENUS SHOULD APPEAR ON A WHITE BACKGROUND!

Save your InDesign or Illustrator file and as a PDF file. Submit the PDF file as last name + first name + menu. Hand in the PDF file on the team drive.

Grading Criteria Checklist

- 1- Create a document for printing. Work in inches:
Minimum page size 8.5x11, Maximum page size 9x12 with 1/4 inch margins and 1/8 inch bleed.
- 2 - You must be creative in your design and choice of fonts.
- 3 - Menu designed in a manner that is visually pleasing, balanced, and creates an interest in the topic
- 4 - All images cut out cleanly in Photoshop and placed into InDesign or Illustrator
- 5 - Menu includes: appetizers, salads, entrees, desserts, and beverages
- 6 - Font used that is appropriate for the target audience and easy to read
- 7 - Menu utilizes business logo and color scheme
- 8 - Menu is 4 pages - cover, two inside pages, back page
- 9 - Graphics file is exported as a PDF format as instructed
- 10 - No technical errors such as mismatched color profiles, broken links, or spelling mistakes

There will be 4 total pages

Page 1 - menu cover

Pages 2 and 3 - graphics and layout of food items, including brief descriptions.

Page 4 - Back Page

Menu must include appetizers, salads, dinner items, and desserts.

Use the assets provided for this project

