

Project 2 Menu Design

overview

Typography is the voice of graphic design. Understanding how to use type aesthetically, conceptually and legibly may be the most important aspect of your graphic design education. The most successful designers are also typographers. Working with type and image, or type alone is at the heart of the design profession. InDesign is the program of choice for any printed piece.

objectives

- to learn how to create layouts using InDesign
- to develop an understanding of typestyles and their use
- to explore how meaning can be conveyed through type
- to learn alternative methods of arranging type on a page
- to understand the power of axial relationships and negative space in organizing elements
- to generate creative solutions for single-page layouts and publications

terminology

- | | | | |
|--------------|--------------|-------------------------|------------------------|
| • typography | • alignments | • balance | • scale |
| • typeface | • format | • unity/contrast | • weight and value |
| • font | • bleed | • typographic path | • formal relationships |
| • baseline | • proximity | • legibility | |
| • leading | • closure | • spatial relationships | |

warmup exercise

Design three distinctly different layouts in InDesign, using the same(provided) text and image in each layout. In layout one focus on typographic hierarchy. In layout two create an internal relationship between type and image. For the first two layouts use a letter format horizontally or vertically. In layout three, the format is your choice. Create a layout that is type-dominant on a grid system (axial relationships). Print all three layouts for critique. Revise and print final layouts.

project: Menu Design

Design a menu for a restaurant. Choose between three types of restaurants: a café, a breakfast restaurant or a restaurant that specializes in soups. Name your restaurant, then use the text provided for the menu items. You may add images, illustration or iconography of your choice.

phase I: Initial Research

Research menu design online as well as in person. Many restaurants will allow you to take a menu home. When conducting your online research, you will see sites that offer templates for menu design... avoid them! Indicate in your process book what inspires you while you research professional menu design. Is it color? layout? imagery? typestyle? format?

phase II: Explore Concepts

initial critique _____

Mind Map: Begin by brainstorming and creating a mind map for your chosen restaurant. It may also help you come up with a name for your restaurant.

Format Dummies: Using plain paper, construct a number of format “dummies” to help you

determine the size and structure of your menu.

Thumbnails: Explore thumbnails in your process book.

Type trials: Create type trials(in InDesign) using sections of the text provided with a name for your restaurant). Bring all of the above to class for an initial critique.

phase III: Initial Design

first finish critique _____

After the initial critique, begin to build your menu in InDesign, using the provided text and imagery (your choice). Print your design actual size (on the laser printer). Trim, fold and bring to class for first finish critique.

phase IV: Final Design

final critique _____ **final presentation** _____

Final crit: After the first finish critique, make revisions and changes, manage the typography, then print and assemble for final critique. Make final changes to your menu and have someone proof it for errors.

Final work: Print your final on good paper stock, using the Epson lab printers. Trim and assemble carefully for presentation.

menu research resources

<http://www.underconsideration.com/artoftthemenu/>

<http://bpando.org/2015/11/20/the-best-menu-designs/>

<https://99designs.com/blog/creative-inspiration/restaurant-menu-design-inspiration/>

<http://www.creativebloq.com/design/creative-menu-designs-1131620>

written self-assessment

On the form provided, describe your conceptual meaning(s) behind this project. Explain your process for arriving at the concept(s), describe (research, materials, sketches, brainstorming).

readings

chapter 6: The Elements and Principles of Form

chapter 7: Type and Typography

chapter 8: Proportion System Grids and Alignment