Intermediate Typography

Project 5

Project Title Order Up

Schedule 5/22 Review Menu Project
5/27 **No Class** *(Memorial Day)*
5/29 Menu Choices and Research Due
6/3 Menu Progress Review
6/5 Menu Progress Review
6/10 Menu Project Due

Project Description *"As designers we make fun — and it's usually the first thing we notice — of menus that use Comic Sans or Papyrus because it's an easy critique, like shooting really ugly fish in a tiny barrel with a shotgun. Oddly enough though, we rarely praise a good menu. We probably simply enjoy the fact that we can browse through the options without being distracted by silly fonts and we don't feel the need to comment further on it. But if you think about it, menus are the meeting point of otherwise widely celebrated design practices.*

Above all, a good menu is about expertly executed typography: It has to be clear, legible (sometimes just under candle light), and representative of the cuisine. Menus are a light version of data visualization and information design: Helping the diner navigate between courses, options, and prices. Menus are big canvases, much like the album covers we mourn with such despair. Menus are tactile, allowing designers to explore materials and finishes. At a restaurant, the menu is the ultimate ambassador for the establishment's identity: Logo front and center on the cover. A good menu adds to the overall brand experience.

But who are we kidding? A good menu should make you hungry. It should get your mouth watering. Hopefully it does it in a cool-looking way."
– from Under Consideration's The Art of The Menu

Project Goals For this project you will be designing a menu for the restaurant of your choice. It can be a real one or one you have invented but must have a full menu of items. If you wish you can find an existing restaurant menu and redesign it, in which case I encourage finding one that is badly designed for your remake. And remember that a menu is much more than just a price list, it is an extension of the brand and experience of the restaurant. There is one restriction, you **cannot use any** photography or illustration.

A great source of inspiration for this project is found on the Under Consideration, The Art of The Menu site: http://www.underconsideration.com/artofthemenu/

You will need to do your research before you begin any sketching, projects like this run smoother if you have all your content before you begin designing. Initial sketches must be done by hand either pen or pencil on paper. They do not need to be fully rendered but must depict a basic idea for each arrangement. **Final output will be printed in color at full-size**, you will not need to mount these to boards. Please submit a PDF and the digital web files on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – GD241 – ProjectNumber > *FLastname-GD241-Project5.pdf*