> menu

> objective(s):

Students will create a menu for an existing restaurant that matches its overall mood/motif.

> curricular focus:

This lesson focuses on font selection and advanced typesetting of menu items and descriptions for high legibility. It also incorporates thematic design elements (backgrounds, borders, header graphics, etc.).

> specifications:

save as: Menu_LastnameF
dimensions: 8.5"x14"
units: inches
artboards: 2
bleed: 0.125"
mode: CMYK

> instruction:

- review the MHSCG Typography Guide
    - go to http://www.mhscomputergraphics.com/typography-resources.html
    - review categories of fonts, basic architecture, body copy and alignments
- discuss menu cover design
    - logo
    - additional info (not required)
        slogan, address, social media, etc.
    - thematic design that visually ties into restaurant's motif
        background, border, etc.
- discuss interior pages
    - section headers
        such as Appetizers, Salads, Sandwiches, etc.
    - item names
        such as Mozzarella Sticks, Caesar Salad, Hamburger, etc.
    - item descriptions
        such as Fresh mozzarella, breaded and fried golden brown. Served with zesty marinara.
    - price location
        opposite item or at end of description
    - thematic design
        such as borders, backgrounds, section header graphics, supporting graphics (hot, vegan, etc.)
- discuss font selection and hierarchy
    - font selection should match mood/motif of restaurant
    - one or two total families (listed in order of size)
        section headers-
            deco or body copy font (graphically enhanced through case, style weight and/or color)
            visually ties back into restaurant motif
        item names-
            smaller version of section header font or larger version of description body copy
        item descriptions-
            body copy font (mandatory due to smaller size)
            use contmporary sans serif or serif font

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- discuss typesetting
  - designer must analyze number of items and length of item descriptions to determine typesetting approach
    - remember! *content dictates design*
  - determine columns
    - single column, double columns (most common), and triple columns (usually for lists such as beverages)
  - determine alignment
    - left, center or justified
  - determine price locations
    - right aligned on same line as item or included at the end of item description
- discuss use of text blocks
  - will be using for item names and descriptions
    - section headers will not need text blocks
- review how to use the Character window in Illustrator
  - how to change Size, Leading and Tracking
- review how to use the Paragraph window in Illustrator
  - change alignment and indent

> procedure:

STEP ONE: Select Restaurant
- choose restaurant and approve with instructor
  - select a restaurant that has a distinct theme that you can play off of visually
    - for example: Outback- Australian or Cracker Barrell- old country/Americana
- download hi-res (large format) image of restaurant's logo
  - search for a PNG that is already properly cut out
- COB logo (if necessary)
  - re-watch How To COB a Logo on mhscomputergraphics.com (https://youtu.be/d18QmvF35jk)
    - save as a PNG

STEP TWO: Download Menu
- find menu online
- copy and paste or retype selected restaurant's menu into a Google Doc or Microsoft Word document
  - this text will be copied and pasted into your actual menu artwork file

STEP THREE: Font Selection
- determine your restaurant's 'motif'
  - based on restaurant's decor, menu items, advertisings, etc.
- go to Adobe fonts
  - see *How to Use Adobe Fonts* on page ??
- choose fonts (1-2 total)
  - use one font for header and one for items/descriptions or one font for all three (varying size, style, etc)
    - section headers-
      - deco or body copy font (graphically enhanced through case, style weight and/or color)
      - visually ties back into restaurant motif
    - item names-
      - smaller version of section header font or larger version of description body copy
    - item descriptions-
      - body copy font (mandatory due to smaller size)
      - use contmporary sans serif or serif font
- approve font selections with instructor

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STEP FOUR: Determine Typesetting Approach
• decide on section headers
- aligned to left edge or center of section?
• decide on columns for items and descriptions
- single, double or mix?
mix example: one section works best with one column while the next needs two
• decide on item name treatment
- how will you make it stand out compared to their descriptions?
you can alter size, case, style (weight) and/or color
• decide on price location
- right aligned on same line as item or included at the end of item description?
• decide on item description alignment
- left, center or justified?
see *Alignment* on page ??
• decide on item description indentation
- will desciptions align left to the item name or be indented?
• approve all decisions with instructor

STEP FIVE: Sketch Cover Design
- minimum two different designs
- design must include logo and complete thematic design background based on determined motif
may use photography on cover
- may include additional information like slogan, website, social media, address, etc. (not required)
- approve with instructor

STEP SIX: Sketch Graphics Needed
- consider the following
graphics and/or photos to accompany section headers
graphics to potentially separate sections (boxes, trim lines, etc.)
graphics for food notes (spicy, vegan, etc.)
approve with instructor

STEP SEVEN: Sketch Complete Section
- section header
must include supporting graphics and/or trim lines to separate from items
- item names
determine how many columns you need
this can be section specific
must stand out compared to item descriptions through font size, style, weight, capitalization and/or color
write out section head as font/treatment will truly appear
label all fonts
- item descriptions
determine if the text is flush left with the item name or indented
may be scribbles to indicate body copy
please be accurate to number of decks you predict for each item (lines of text)
- add additional graphics (spicy, vegan, etc.) as needed
- approve with instructor

> **menu**

STEP EIGHT: Create Cover
• open Menu Template.ai
    - save as: Menu_LastnameF
    - cover goes on the left, interior page on the right
• place logo PNG
    - go to File: Place and select file
    - select Embed in the Control panel (above) to make image a permanent part of the document
    - scale and locate properly using Transform coordinates
• create artwork according to approved sketch
    - you may use Photoshop for particular elements then bring them into Illustrator
        remember to embed any images you bring in
• approve with instructor

STEP NINE: Create Internal Page
• turn on Smart Guides
    - there are individual locked layers for each column need
        go to View: Smart Guides or Ctrl + U
• enter all text
    - section headers do not require text blocks (you may find it easier if you don't)
        simply click and let go with the Type tool and enter text
    - use text blocks for item names and descriptions
        simply click and drag with the Type tool using Smart Guides to make sure edges snap to column guides
    - be consistent with headers, items and item descriptions
        size, weight, color, alignment, etc.
        the Eyedropper tool works on text
    - length of columns should be exactly the same or within two lines of text from each other
• create supporting graphics and background
    - you may use Photoshop for particular elements then bring them into Illustrator
        remember to embed any images you bring in
• approve with instructor

STEP TEN: Create Companion JPG and PDF
• create PDF
    - go to File: Save As and change Save As Type to PDF
• create JPG
    - go to File: Export: Export As and change the Save As Type to JPG
        set Color Model to RGB
        set Quality to 10
        set Resolution to 300

> menu requirements

> menu cover requirements

- logo/name
  - must be the first and most noticeable visual on the cover
- background
  - contains self-created artwork that enhances the logo and supports the overall restaurant motif
- additional information (not required)
 - slogan, website, social media, etc. does not compete with logo and restaurant name

> menu page requirements

- external spacing
  - external margins (top, bottom and left and right) are consistent
- internal spacing
  - distance between section title and first item is consistent
  - distance between item name and description is consistent
  - distance between items is consistent
  - multiple columns (if used) are centered together on the document
- headers
  - graphically enhanced font that visually ties back into restaurant motif
  - consistent in font, style, size, alignment and color
- item names
  - can be smaller version of section header, larger version of description body copy, or different family
  - consistent in font, style, size, alignment and color
- item descriptions
  - body copy font (mandatory due to small size) that visually ties into overall motif
  - consistent in font, style, size, alignment and color
- composition
  - page design visually reflects theme/motif established on the cover
  - internal margins must be filled effectively with text content
    - no awkward 'empty' areas

> how to use adobe fonts

> choose font:

- you may only use an Adobe font
  - (optional) watch the How to Use Adobe Fonts (https://youtu.be/sWHOWH9434c)
- go to fonts.adobe.com
  - select All Fonts (top left menu) or Browse All Fonts (top middle button)
- search for appropriate fonts
  - enter your text into the Sample Text field
  - use the Filters to help narrow your search effectively
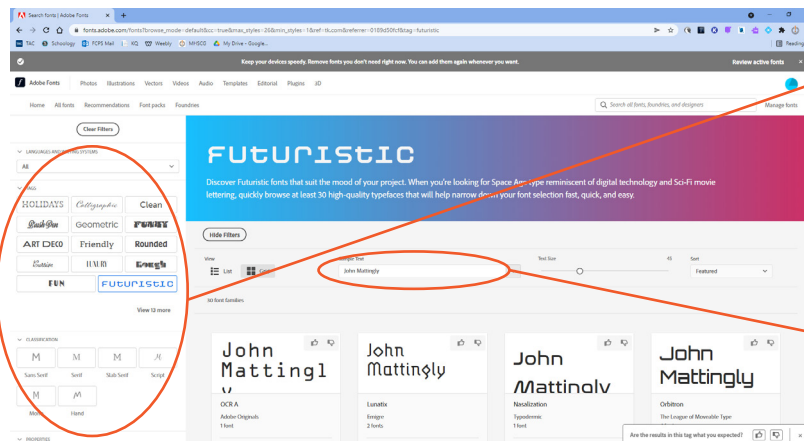
select Filters

enter Sample Text

- open each font possibility in a separate tab
  - right click on View Family and select Open Link in New Tab
- narrow selections down to your top 2-3 choices
- approve with instructor
  - call instructor over to discuss final selection of font family and specific individual fonts within the family
- activate your selected font for use in your file
  - it may ask you to log in
    - click on Continue With Google
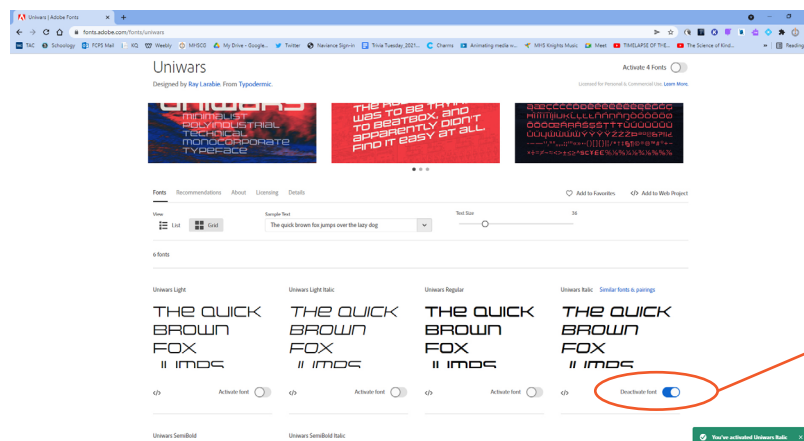
activate font selection

> alignment

> left aligned
- flush left, ragged right
- most menus avoid hyphens (and if you do use hyphens, never hyphenate proper nouns)

Southwestern Chicken Pasta $14.25
Blackened chicken sautéed with spicy andouille
sausage, diced ham, bell peppers, and sweet onions.
Finished with a white wine and cream sauce then
tossed with tri-color penne pasta.

> justified
- flush left and right with last line left aligned,
  program spaces out letters/words over the width of the column
- must be careful that the spacing does not look distracting
  the wider the text block the better the spacing adjustment looks

Southwestern Chicken Pasta $14.25
Blackened chicken sautéed with spicy andouille
sausage, diced ham, bell peppers, and sweet onions.
Finished with a white wine and cream sauce then
tossed with tri-color penne pasta.

> center aligned
- ragged left and right
- must keep lines similar in length
- fancy restaurants may use this with a single column
  with plenty of white space on each side of the column

Southwestern Chicken Pasta $14.25
Blackened chicken sautéed with spicy andouille
sausage, diced ham, bell peppers, and sweet onions.
Finished with a white wine and cream sauce then
tossed with tri-color penne pasta.

> price location

> opposite item
- price is aligned using custom Tabs to the right edge of the text block

Southwestern Chicken Pasta $14.25
Blackened chicken sautéed with spicy andouille
sausage, diced ham, bell peppers, and sweet onions.
Finished with a white wine and cream sauce then
tossed with tri-color penne pasta.

> end of description
- price is located at the end of the body text

Southwestern Chicken Pasta
Blackened chicken sautéed with spicy andouille
sausage, diced ham, bell peppers, and sweet onions.
Finished with a white wine and cream sauce then
tossed with tri-color penne pasta. $14.25

> typography basics

> what is a font?

A font is set of glyphs (or images) that represent a complete series of alphabetic and numeric characters, punctuations and symbols in a particular size and style (such as bold, italic or bold italic).

> what is a point?

Font size is measured in points, which equal 1/72".

> what are the categories of fonts?

serif: fonts that have counterstrokes, or "feet," on the ends of main strokes of text
Times New Roman (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

sans serif: fonts that do not have serifs, or "feet," on the ends of main strokes of text
Arial (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

script: fonts that resemble hand-written text and can be formal or informal
Formal: Script MT Bold (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)
Casual: Bradley Hand ITC (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

decorative: fonts that a graphically enhanced for visual impact; should *never* be used in small sizes (body copy)
Jokerman (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

> what is body copy?

Body copy is informational text comprised of sentences, paragraphs or more. It is presented in smaller font sizes. Due to its extended length and smaller size, body copy requires clean, easily readable fonts such as Arial or Times New Roman.

All fonts work fine in large sizes, but only body copy fonts should be used in small sizes. But some deco fonts have serifs while others have only slight graphic enhancement. It can often be hard to tell the difference between deco and body copy fonts. So how do you know the difference? Simply answer this question: *"Can I imagine reading an entire novel in this font with ease?"* If the answer is no, it is a **deco** font. See the examples below...

Body Copy (Times New Roman)
Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Deco (**Aardvark**)
Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

> what are the parts of a font?

size: the total height of the text, measured in points, from the highest part of any character to the lowest

baseline: the imaginary line on which text seems to rest upon [the distance between baselines is known as "leading"]

capline: the imaginary line uppercase letters seem to reach

mean line: the imaginary line lowercase letters seem to reach

x-height: the height of lowercase letters (without ascenders) measured from the baseline to the mean line

ascender: the part of lowercase letters that rise above the x-height (meanline)

descender: the part of lowercase letters that drop below the baseline

mean line capline ascender
size **Knight** x-height
baseline descender

leading **Knight**
Knight