The Restaurant

Menu, Instagram Carousel, and Poster

Students will design three typographic compositions/deliverables for a fictional restaurant. Thinking typographically and systematically, students will consider hierarchy, composition, message intent, and context.

Deliverables:

1. Menu – A structured, detail-heavy piece laid out in InDesign
2. Oversized Poster – An expressive and informational companion piece printed tiled from Illustrator
3. Instagram Carousel, 3 slides – Application of system to digital media, with emphasis on typographic clarity

Learning Goals

Technical: Introduction to Adobe InDesign (text frames, paragraph/character styles, master pages, grids, alignment).

Use Illustrator for large-format, tiled output.

Typography: Hierarchy, rhythm, legibility vs. expressiveness, type pairing, scale.

Design Thinking: Translate an abstract restaurant concept into a typographic "voice." Think about design as a system.

Production: Understand constraints of scale and multi-page documents.

Parameters

ALL ITEMS:

Design Brief: As assigned in class

Type "Only": All designs must be type-only: No photography. No Imagery.

Rules, ornaments, glyphs may be permitted, let's discuss this if you are thinking about it.

Maximum of 2 typefaces from the approved typefaces list (one serif, one sans).

Limited color palette: maximum 2 colors + black/white/transparency

All three deliverables must visually relate to one another, while being distinct compositions.

Menu:

Content: Must include the restaurant name. Menu items/content appropriate for the restaurant specified in the design brief. (You decide what this includes.)

All Menus will be type-only.

Minimum of 2 facing pages (inside spread) plus a cover page. (3 pages!)

Must use a baseline grid and at least 4 levels of hierarchy (ex: category, dish, description, price, etc).

Minimum 4 paragraph styles and 2 character styles set up and applied.

Menus will adapt the same type system from poster/social media carousel, focusing on menu content clarity.

Must scale to 8.5"x11" when printed and assembled.

Printed, 3 pages, full color, full bleed

Menu will adapt the same type system from poster/social caorousel, focusing on clear organiization of detailed content, optimized for print

Poster:

Content: An announcement per the project brief generated in class.

All Posters will be type-only.

Digital Typefaces are limited to the Approved Typefaces list.*

Posters must include:

▪Announcement Content

▪Restaurant Name

▪Phone Number

▪Social Media @

Must scale to at least 24"x36" when printed and assembled.

Printed (full color) "tiled" and assembled manually

Poster compositions will adapt the same type system from menu/social media carousel, optimized
for large scale printing.

Instagram Carousel:

Content: Per the project brief generated in class, **3 slides, 1080px X 1080px**

Highlight the name of the restaurant plus one additional item from the brief—*other than the announcement*.

The name of the resaurant must appear in each slide.

Digital Typefaces are limited to the Approved Typefaces list.*

Each slide must function as part of a sequence (hierarchy should flow across slides).

Compositions will adapt the same type system from menu/poster, but optimized for screen-based viewing
(legibility at small scale, clear information).

Digital Deliverables:

All compositions will also be packaged and uploaded as .zip, **and** exported and uploaded to MyCourses as .pdf.

Project 2: The Restaurant
Menu, Instagram Carousel, and Poster

Project Timeline and WIP Deliverables

9/24 - Project Introduction
10/1 - Moodboards Due

     1-3 Possible Restaurant Names

     3 Moodboard Concepts, Each board should include:

         ·10-12 Images for Aesthetic Context

         ·Suggested Typography Pairing

         ·2 Suggested Color Palettes (two colors, plus black, white and transparency only)

10/13 - Sketches with Grids Due

     Minimum of 10 sketches per deliverable (30 total—or more if you want!)

10/13 - NO LAB (Fall Break)
10/27 & 10/29 - 50% Progress Crit

     Work-in-progress should be at least 50% complete, will be presented for in-class critique

11/10 - Final Deliverables Due for Submission