

## Indesign Menu Project

Al Dente's is a fairly popular Italian restaurant in Brantford that (in my opinion) needs a revamp of their brand, identity & menu. This popular restaurant has been around since 1988 and has since had many items added to it's already crowded menu. The number of items on the menu has made it difficult for the chef and cooks to maintain a level of professionalism, speed, temperature of food and creativity that is needed in a fine dining establishment. The menu and logo are also dated and need to be revamped.

Your task is to act as a hired Chef Consultant and remove half of the items in each area of the menu. This will hopefully focus the cooks on fewer menu items, and will also save the owners money by not having to carry such a wide assortment of food on hand. Your task is also to act as a Graphic Designer and create a new corporate identity with a new logo and new menu.

### Requirements:

- Redesign the company's logo in Illustrator (follow all rules) and save a PDF file
- From the supplied PDF of the company's old menu, create a new updated menu that will fit with their fine/casual environment <http://www.aldentebrantford.ca/PDF/Dinner.pdf>
- When choosing menu items ½ the number of items in each category and kill all pizza options. (There are enough pizza places in Brantford that serve better pizza)
- Your new menu will be 4 pages long
  - ❖ Page 1 will include the logo of the company and anything else a fine dining menu may need
  - ❖ Page 2 & 3 will include Appetizers, Soups & Salads, Pasta, Main Courses (noticed I totally deleted pizzas and combined mains with the grill)
  - ❖ Page 4 will be reserved for drinks and wine selections (find another menu to get this information from, include: red & white wine, spirits, fountain drinks, Tea & Coffee)
- Your menu will have a page size of 9" by 14"
- Create uniform titles for each section and insure the menu has similar looking type (headings, body copy) all the way through
- Use 2 fonts for the menu (you may use different styles of each) Logo can be different
- Use style sheets in Indesign
- Use leader dots for menu pricing (align the decimals)
- Photographs of food should not appear within the menu of a fine dining restaurant.
- Print the four pages with crop marks scaled to fit letter sized paper.

Mark: \_\_\_\_\_/30

	<b>Level 4</b> Demonstrated a very high understanding of concepts completing all expectations	<b>Level 3</b> Demonstrated a high understanding of concepts and met expectations	<b>Level 2</b> Demonstrated considerable understanding of concepts, nearing expectations	<b>Level 1</b> Demonstrated limited understanding of concepts and ideas	<b>Achievement Not Demonstrated</b>
Simplifying the menu in an elegant fashion	10	8	6	5	0
Use of leading dots, tabs, style sheets	5	4	3	2.5	0
Typography, design and layout	10	8	6	5	0
Followed all instructions	5	4	3	2.5	0