Graphic Design Virtual Learning

Grades 10-12/Menu Design

April 10, 2020

9-12/Graphic Design II
Lesson: April 10, 2020

Objective/Learning Target: Students Will Design a Menu - Day 1

Let's Get Started:

a. Look back at your notes from yesterday about the menu you plan to design
b. Sketch out what your restaurant's logo/names will look like
c. You can use some of the hand-drawn typography skills we learned earlier in the week.

Essential Tips For Menu Design:

Great restaurant menu designs can enhance a dining experience, help customers makes satisfying choices and stimulate appetite. However, a menu is more than just a list of the dishes a restaurant has available; it is an advertising tool capable of communicating a restaurant's identity and driving profit – if it's well designed.

1. Be aware of eye scanning patterns - For years, restaurants have been designing their menus under the assumption that customers' eyes are naturally drawn to the "sweet spot" in the upper righthand corner, and placing their higher profit items there. However, new research suggests that customers tend to read menus like a book, starting in the top left corner.

2. Divide the menu into logical sections - Make it easy for customers to search for dishes by arranging items sequentially and in logical groups, starting with the appetizers.

3. Use photos sparingly - Photos of food are more commonly associated with junk mail fliers and big chain restaurants like Denny's; not high-end restaurants. If you do use photos, they must be of extremely high professional quality. It's better to leave the quality of the food to the customer's imagination, because not all food photography will appeal to everyone.

4. Consider using illustration - Instead of photography, try using illustrations – they are more likely to be universally appealing and can help communicate the restaurant's personality.

Essential Tips For Menu Design:

5. Don't emphasize currency signs - Don't make customers overly aware of how much they're spending. Studies have shown that customers are more likely to spend more when currency signs are omitted.

6. Consider using boxes - Boxes draw attention to a group of menu items, and are often used by restaurant to promote dishes with the highest profit margins, like pasta and other carb-based items.

7. Typography - Effective typography will communicate a restaurant's brand and result in a legible menu. Selection of typeface may depend on a number of practical factors, such as the amount of text needed to comfortably fit on the page. Using more than one typeface – say, to distinguish the names and descriptions of menu items – may help to guide customers through the menu.

8. Choose appropriate colors - Select colors based on your target audience and the theme of the restaurant. Different colors have different psychological effects on a viewer, so your color scheme will help to set the mood of a restaurant as well as draws attention to certain food items. Maudie's Tex Mex Restaurant menu design is a fresh take on the warm color scheme that is usually associated with Mexican cuisine

Practice

Looking back at your Menu Planning notes and your logo sketch, we are going to design the menu over three days.

Day 1, today -
1. We know you most likely do not have access to the Adobe products/tools we use at school. Get online and explore online design programs that are available for free. If you cannot find a good option, feel free to use Google sheets/drawings/docs for your creation. Here are 10 online design programs - most are free. Explore and find one you like.
2. Design/Put together your logo using the online design program you chose

Resources/Other Important Articles on the Subject

[Other Examples (Both good and bad)](#)

[50 Menu Designs That Look Better Than Food](#)