



Graphic Design Virtual Learning

Grades 10-12/Menu Design

April 13, 2020



9-12/Graphic Design II
Lesson: April 13, 2020

**Objective/Learning Target: Students Will Design a Menu -
Day 2**

Let's Get Started:

Open your logo. How do you feel about it? Do you need to redesign? What are you thinking of changing. If you need to make changes, do so now. If not, move on to the Practice part of this lesson where you will design.

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

Day 2, today

1. Open a blank document and create it for the specifications (pages, page size, gutter size, columns) you desire.
2. Start to put your logo and content on the page. Everything should be on the menu document now.
3. Begin to move around and design your content with your vision.

Resources/Other Important Articles on the Subject

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

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