**Requirements for Frillio’s Pizza Menu:**

Of all the documents Mr. Frillio needs created, **the menu will be the most visible and highly profiled.** The menu will be the one document that every restaurant patron will see.

A **menu** is a list of food items offered by a restaurant. Menus take on a variety of shapes, sizes, and colors. Many menus are laminated to help protect them from food and drink spills. The typical menu consists of appetizers, main entrees, desserts, and beverages. **A menu is the signature of a restaurant.** It is the one document that every customer will see and read. Most restaurants hire professional graphic designers to handle the creation of their menus. Careful planning thought, and page layout is the key to successful menu design.

**Strategies and Design Tips to Consider:**

1. Try using at least two different typefaces (fonts). One font should be for the menu items and their prices, another for the subtext that describes the menu items.
2. Highlight the most important items using a boldface typestyle.
3. Keep the menu clean, uncluttered, and legible.
4. Use graphic images throughout the menu to bring the food items listed to life. Be careful not to overdo it. Too many graphics will become a distraction to the reader.
5. To enhance the appeal of the food items, use adjectives that trigger the senses of smell and taste. Example: “Try our perfectly-seasoned spinach pies.”
6. Try to create a balanced, symmetrical look throughout the menu.
7. Type should be kept to a maximum of 10 or 12 point sizes.
8. Experiment with using columns when working with the text in the menu. Try a layout that uses one column for the food item and a second column for the price.
9. Try using lines or border boxes to separate each category in the menu.
10. Consider where you are placing the menu items. Appetizers almost always go first on a menu because they tend to bring in a high profit for a restaurant, and they are usually the first food item customers order.
11. Experiment with different tab settings. Tabs will allow you to connect each menu item with its price while providing enough space between them for easy reading. Tabs set with **dot leaders** (a row of dots or periods) is an eye-friendly way to connect each food item to its price.
12. Obtain some samples of actual restaurants menus. Analyze the design and style of each, and use them as a guide to create your menu.
13. Hold a blank sheet of paper the long way (landscape) and fold it in half creating a booklet style format.

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The menu will be created using a booklet-style format printed on both sides of the paper. On both sides of the menu, **place vertical page guides at 5.25”, 5.5”, and 5.75”.** This will create a .5” gutter space where the menu will be folded. Do not place any contents inside the .5” gutter space on either side of the menu.

Include your name in a small textbook somewhere on either the front or back panel.

Save this as **Booklet Menu** in your Frillio’s Pizza folder.

Print the menu in color back-to-back. Fold it in half and turn it in.

**Outside Front Panel Requirements:**

* Place the word “menu” using a large text size in the top-center of the outside front panel.
* Include the Frillio’s pizza logo.
* Add the slogan “The best pizzeria in town”
* Add the text “All of our menu items are also available for takeout.”
* Add the following contact information:
* 111 Pepperoni Drive, Saucy, CA 92888
* 1-888-FRILLIO
* <http://www.frilliospizza.com>
* Add additional text, design elements, and/or graphic images that will help make the outside front panel of the menu look attractive and professional.

**Inside Left and Right Panels Requirements:**

* Add the Frillio’s Pizza menu items and prices (attached). If space is an issue, you may place a portion of the menu items and prices on the outside back panel of the menu.
* Add a boxed border to surround the menu items and prices to give the menu a neat appearance. You may use that border on each page or use one border that spans both pages.
* Add graphic images of various food items listed to enhance the visual appeal of the menu.

***Please note:*** *You may not make any changes to the menu items and their prices. You may, however, add catchy adjectives, phrases, and/or descriptions that make the menu items more appealing and appetizing. For example, under “Homemade mozzarella Sticks” you might add words like “Breaded, fried, and oozing with cheese.”*

**Outside Back Panel Requirements:**

* If more space is needed, you may use the outside back panel to list any menu items and prices not listed on the inside left and right panels.

***Caution:*** *Be sure to keep different categories of menu items together on the same panel. For example, do not separate the desserts onto two separated sided panels.*

* Place the Frillio’s Pizza logo near the bottom of the outside back panel and include a message that reads “Thank you for dining at Frillio’s Pizza. Please come again.”
* Add the Frillio’s Pizza Mission Statement which is

“To provide a courteous and pleasing atmosphere in which all restaurant patrons can enjoy high-quality food at reasonable prices.”

* Include the Frillio’s Pizza hours of operation

Monday – Thursday 11 a.m. – 9 p.m.

Friday, Saturday, & Sunday 11 a.m. – 10 p.m.

* Add the text “We accept MasterCard®, Visa®, and American Express® cards.” Include a graphic image of the MasterCard®, Visa®, and American Express® logos which are available on the Frillio’s Pizza web site.

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