Project 4. **Menu Design**

Overview

For our final project for the semester we will analyze and redesign a menu from a local restaurant, Paradise Creek Brewery (see images below). Our main concerns will be as follows:

• **Typographic Style & Hierarchy**: Type style(s), size, use of space, and alignment. Is it easy to read the menu and does the overall design seem to suit the restaurant?

• **Grid Model:** Use of grid to organize layout: Does an underlying grid structure help keep the different sections of the menu organized?

• **Color:** How is use of color appropriate for a menu design? How can it help establish hierarchy? Does color have specific food associations?

• **Paper:** What paper proportions will be used? What paper stock will be used? How can you be both economical, knowing the restaurant needs to print many copies, but also send the proper message for this eating establishment? Will the menu fold in half or be a single sheet? Do you need to utilize double-sided printing?

• **InDesign Skills:** Use of Paragraph and Character styles. Once you have decided on what type styles, alignment, sizes, etc. you will use for each section of the menu, save them as Paragraph or Character styles and give them appropriate names.

Readings

Hierarchy and *Grid* chapters (Lupton/Phillips)

Review *Color* chapter as needed (Lupton/Phillips)

Final Portfolio

On Thursday, December 11:

• **Final print** of menu design, trimmed and folded
• **Digital files:** InDesign file, *saved for CS6*, *AND* saved as PDF
• **Exploratory Work:** Drafts that demonstrate your creative process

APPETIZERS

FISH TACOS
four street-style cod tacos
w/ avocado sour cream & house pico............12

BUTTERMILK FRIED CHICKEN
breaded chicken breast strips with southern mustard pickle sauce..... 8
hand-cut potatoes on the side....3

PUB PRETZEL
w/ three mustards......6

BASKET OF FRIES
A BIG BASKET OF OUR
HOUSE-CUT POTATO WEDGES
...........4.50

MAC & CHEESE
BOWL OF OUR COUGAR GOLD
MAC AND CHEESE
...........6

FRIED MOZZARELLA 8
W/ CREOLE DIPPING SAUCE

BEER BACON CHEESE DIP...............9
made with Cougar Gold, served w/ fried tortilla chips

HUMMUS with pita & pickled veg.......................8
locally harvested garbanzos from Hinrichs Trading Co.

POUTINE.......................8
house-cut potatoes topped w/ Cougar Gold cheese chunks & brown gravy

SOUP OF THE DAY
cup...3 bowl...6

head chef.....chris aagesen
brewmaster....tom handy
lead bartender......OSWALD

BURGERS & SANDWICHES

CLASSIC HALF-POUNDER
hand-patted ground chuck, lettuce, tomato, onion, mayo..............10
add cheddar...0.50   add peppered bacon...1

CURRIED LENTIL
lentil patty, lettuce, curry aioli,
tomato & cucumber......10

SUBSTITUTE OUR
LENTIL BURGER PATTY
INTO ANY OTHER BURGER
TO MAKE IT VEG-FRIENDLY!

GREEK LAMB BURGER
lamb patty, arugula, feta, house-made tzatziki,
mayo & red onion................................16

BBQ BURGER
beef patty, bbq sauce,
mayo, pepper jack,
fried onion strings, bacon,
lettuce & tomato....... ...13

BUFFALO BLEU
beef patty, spicy buffalo sauce,
bleu cheese spread,hot peppers,
mayo, lettuce, tomato & onion 13

the PASTRAMI
pastrami, porter mustard,
sauerkraut, Swiss cheese
.... 12

GRILLED CHEESE
Cougar Smoked Cheddar &
Gold cheeses,
peppered bacon &
caramelized onion ... .10

CHICKEN PESTO WRAP
grilled chicken breast w/
parm, arugula, grilled
onion, tomato and pesto
aioli..........11

The Sides
BURGERS & SANDWICHES COME
W/ OUR HOUSE CUT
POTATO WEDGES, OR YOU CAN
SUB-IN ONE OF THE OTHER SIDES
FOR AN EXTRA DOLLAR.

House-Cut
POTATO
WEDGES

SOUP
of the
DAY

Cougar Gold
MAC &
CHEESE

SIDE
SALAD

RANCH
CAESAR
BASIL VINAGRETTE
CREAMY DIJON

*Consuming raw or undercooked meats poultry,
shellfish or eggs may increase your risk of foodbourne illness.

ENTREES

BLACKENED SALMON
Coho salmon filet, cajun-seasoned & pan-fried,
served w/ sides of house-cut potatoes & sauteed veggies.. 17

BACON-WRAPPED PORK LOIN
beer-braised & bacon-wrapped pork loin roasted with
brown sugar mustard sauce served with sides of
house-cut potatoes & sauteed veggies 15

PASTA PRIMAVERA
sauteed squash, zucchini, cauliflower,
carrots and red pepper tossed with a
creamy basil pesto and diced tomato
....13
add grilled chicken breast..........2

HANGER STEAK
sliced and served with sides of horseradish dipping sauce,
house-cut potatoes and sauteed veggies....... ...18

GREEN SALADS

GARDEN
spring mix, shallots,
tomato, cran-raisins,
sunflower seeds,
Cougar sweet basil
cheese & basil vin.....9

CAESAR
ROMAINE, GRILLED
CHICKEN, TOMATO,
CROUTONS, PARM
AND CAESAR
DRESSING.....10

COBB
mixed greens, bacon,
egg, feta, tomato,
avocado, cucumber
& creamy dijon.....11