

PROMOTIONAL GRAPHICS

DTP Task

Restaurant Menu

Nat 5 Graphic Communication

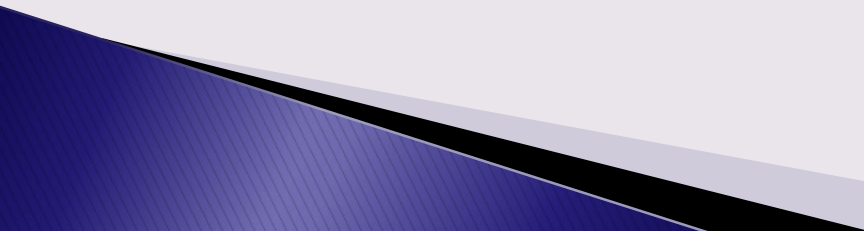
Promotional Graphics

What are promotional graphics?

These are graphics and documents that are used in **advertising** to promote a product.

Promotional documents often include an illustration with text and a background. The layout is carefully planned to create visual impact and is designed to appeal to a specific target market.

Examples include: Posters, brochures, booklets, banners, billboards, graphs and charts, web pages, etc...



Promotional Graphics

ADVANTAGES

- Easy to understand
- More realistic than production drawings, can view product in 3D
- Can convey information to the client/customer
- Can be created to appeal to a specific market
- Can help to sell a product

DISADVANTAGES

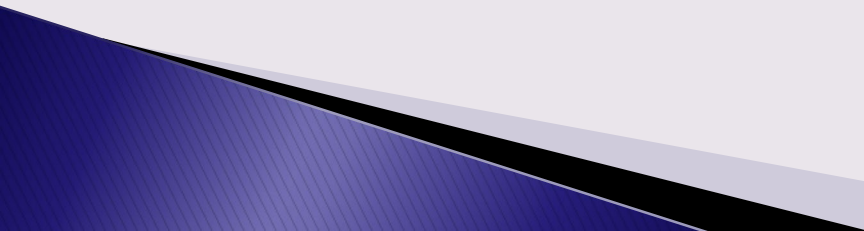
- Require skill to produce
 - Can give an unrealistic expectation of a product
 - Purely visual, no interaction
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The Brief

A new Michelin Star restaurant is opening in the local area called '**The Table**'

They have approached you to design their **restaurant menu**. You have been supplied with **images** of the restaurant and their **logo**, you must use at least **two** of the stock images provided.

The menu should reflect the **ethos** of the restaurant and client has requested that it is **tri-fold** (three sections).



The Brief

Outcome 1:

(4 marks)

Produce **two** preliminary **layouts/thumbnails** of the restaurant menu.

The layouts/thumbnails must include the design principle of **contrast** and at **least two other** elements/principles of your choice. The thumbnails must include the **restaurant name** and some **extended text** (more than a sentence). You must identify where you have used **contrast** and how you have achieved this.

Outcome 2:

(7 marks)

Produce a **final version** of your menu developed from your preliminary layouts with **annotations, restaurant name, extended text** and **chosen image** or images. Your final version should be full size or scaled to suit.

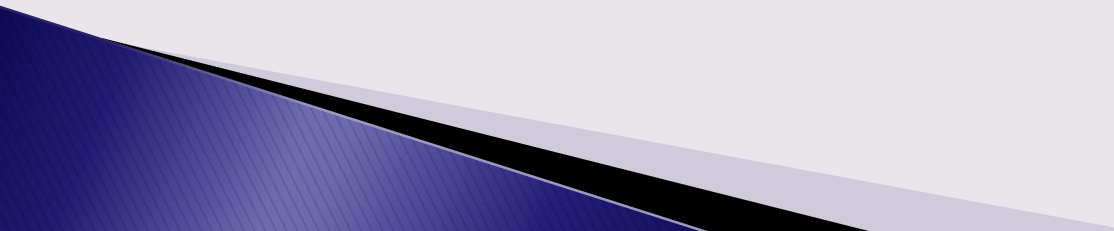
You must annotate this layout referring to two design elements/principles, other than contrast, that have been used and justify their use.

Both outcomes should be presented over **two A3 sheets**.

What Makes an effective menu?



What Makes an effective menu?

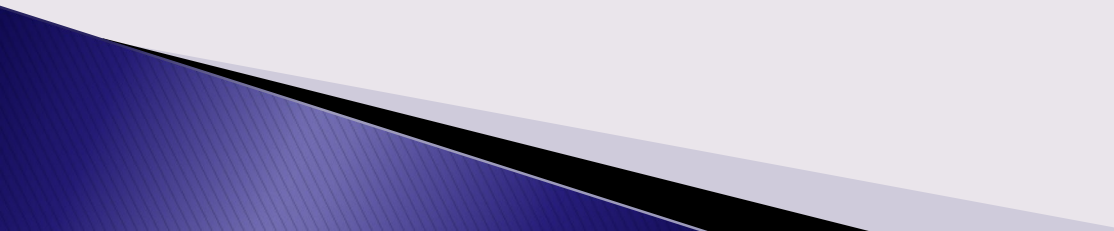
- Easy to understand
 - Easy to read
 - Clear headings
 - Suits the style of the restaurant
 - Visual (not all just text)
 - Gives key information (not too much detail that will confuse the customer)
 - Unique (X Factor)
- 

Task 1: Mood Board

You are going to create a mood board that illustrates the style of your restaurant.

What is a mood board?

an arrangement of images, materials, pieces of text, colour etc. intended to evoke or project a particular style or concept.



Exemplar

Target Market colours Images text



Classy



Floral



Elegant

Task 2: Now Research

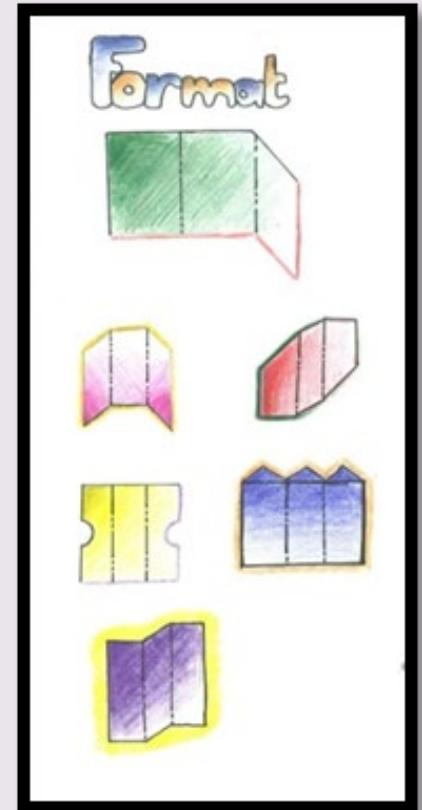


Research –How will you fold your menu?

Try and be creative with your folding!



- Will your menu have a **cut out** section?
- Try different formats.
 - Take **pictures** of your paper models and add these to your research.



Research

- Select a **minimum of 3** different example menu designs.
- Create **thumbnails** for each design.
- **Annotate** the thumbnails with the following information...
 - What colours have they used and why?
 - What typeface have they used and why?
 - How have they linked graphics with the text?
 - What DTP features have they used?
 - How have they achieved the DTP principles?

Task 3: Specification

You are going to produce an Outline Specification.

This outline specification will help you to carry out this task as you will identify all the constraints that have been set by the client.

The information for the specification should be taken from:

- The Brief
- Mood Board
- Research

Exemplar

Through discussion with the client and undertaking appropriate research I have discovered a number of requirements that I must adhere to. I have produced and Outline Specification prior to starting the design of the menu to ensure that my design will meet all of the requirements.

Outline specification:

- A: The menu must...
- B
- C
- D
- E
- F
- G
- H

Task 4: Thumbnails

Produce thumbnail sketches for a **minimum of 2** different designs clearly showing a plan of your menu layout.

Why do we create thumbnail sketches of our graphics?

- Generates ideas quickly
- Can produce lots of different ideas
- Allows us to evaluate our ideas before deciding on the final layout
- We can easily share our ideas with clients/colleagues

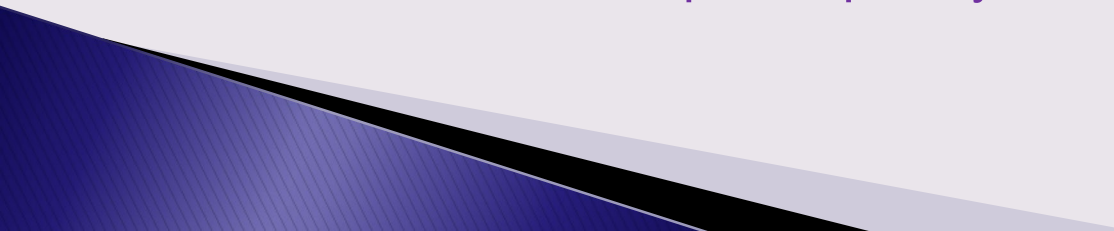
Task 4:Annotation

You should now annotate your Thumbnails.

What is annotation?

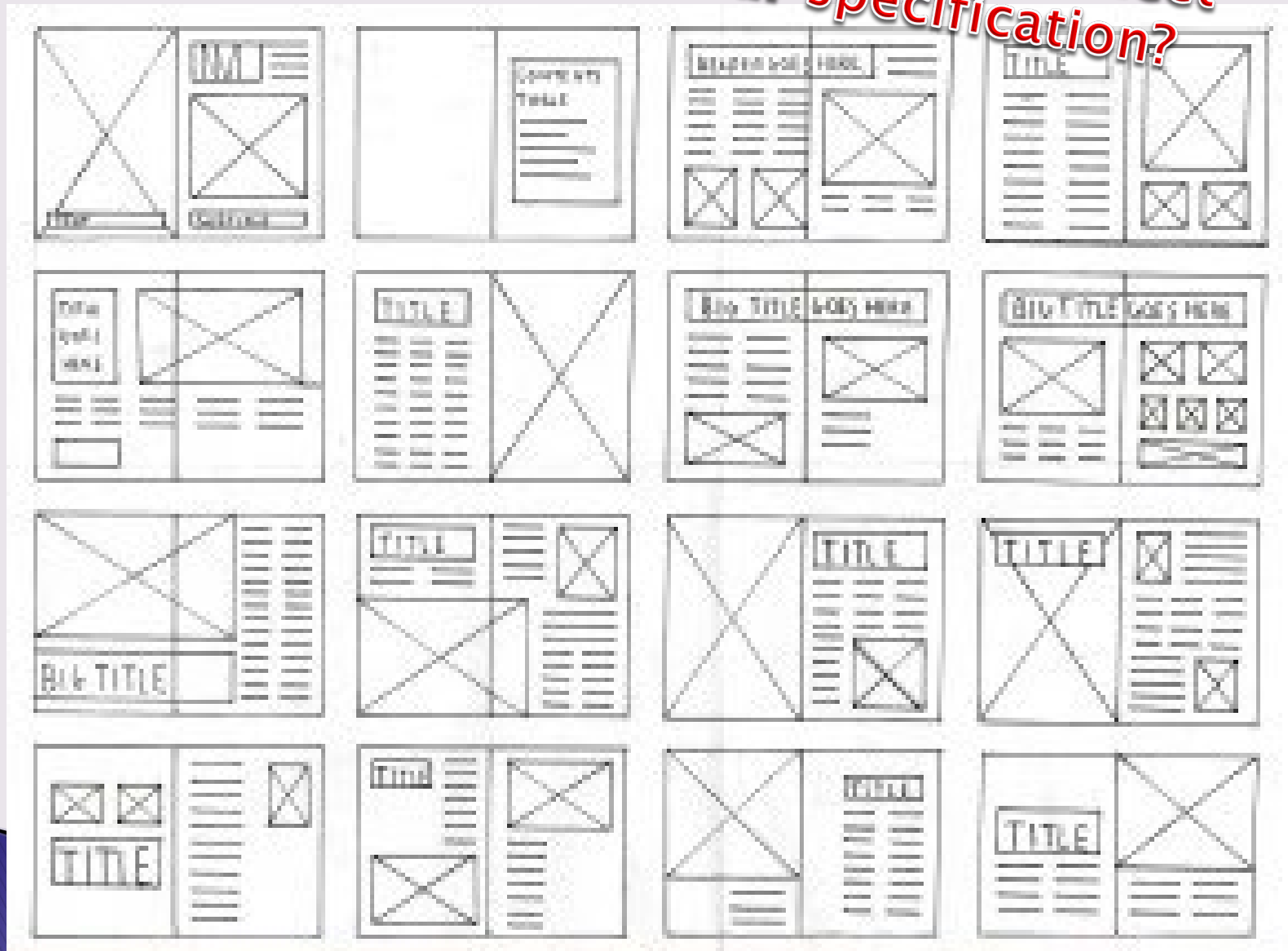
Annotation means writing key information along side your work.

Why do we annotate our sketches?

- It can help record our thoughts
 - It can keep you from repeating ideas
 - It can help to explain your ideas to others.
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Exemplars

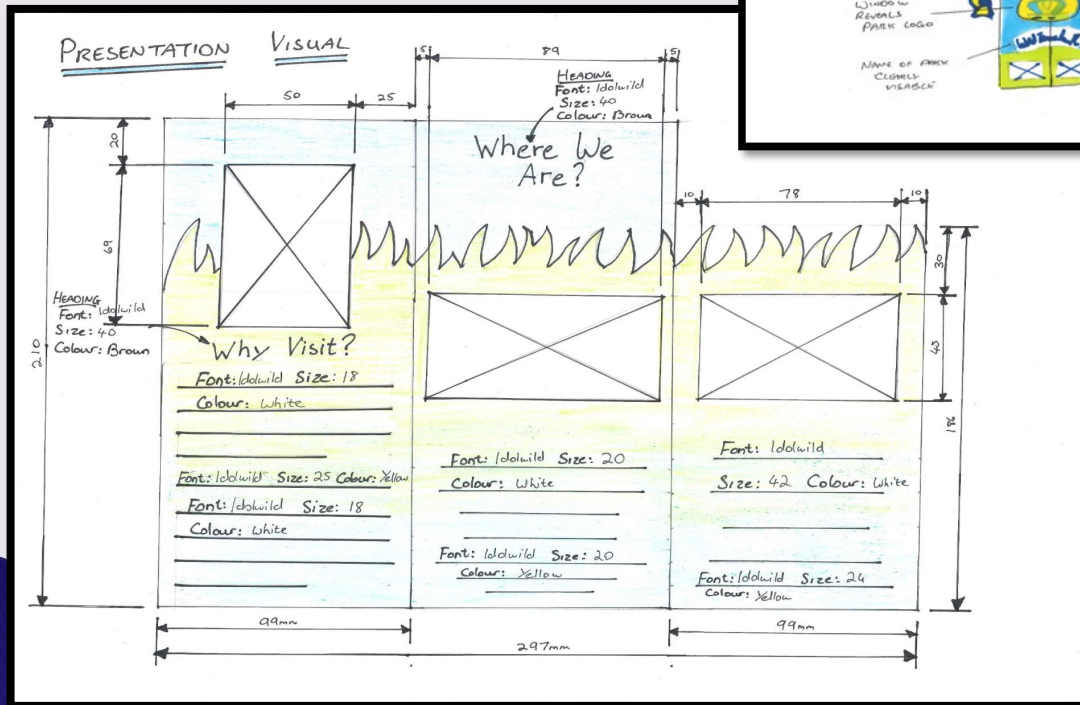
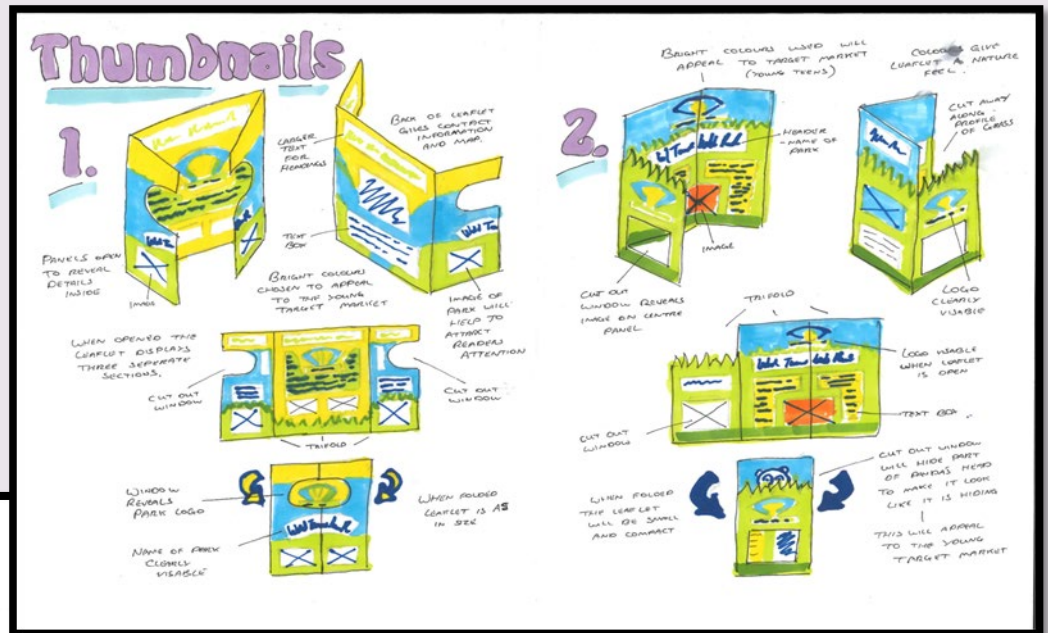
**Do your designs meet
Your specification?**



Task 5: Presentation Visuals

- ▶ This is the final stage of your DTP leaflet planning.
- ▶ **You will create a pictorial view showing how your leaflet will fold.**
- ▶ **You will create a detailed and accurate layout plan to a scale of 1:1.**
- ▶ Include: Dimensions of key feature (header, footer, title, text box, images etc.) should be include

Exemplar



Task 6: Produce your menu using a DTP package.

Why do we use DTP software to produce graphic layouts?

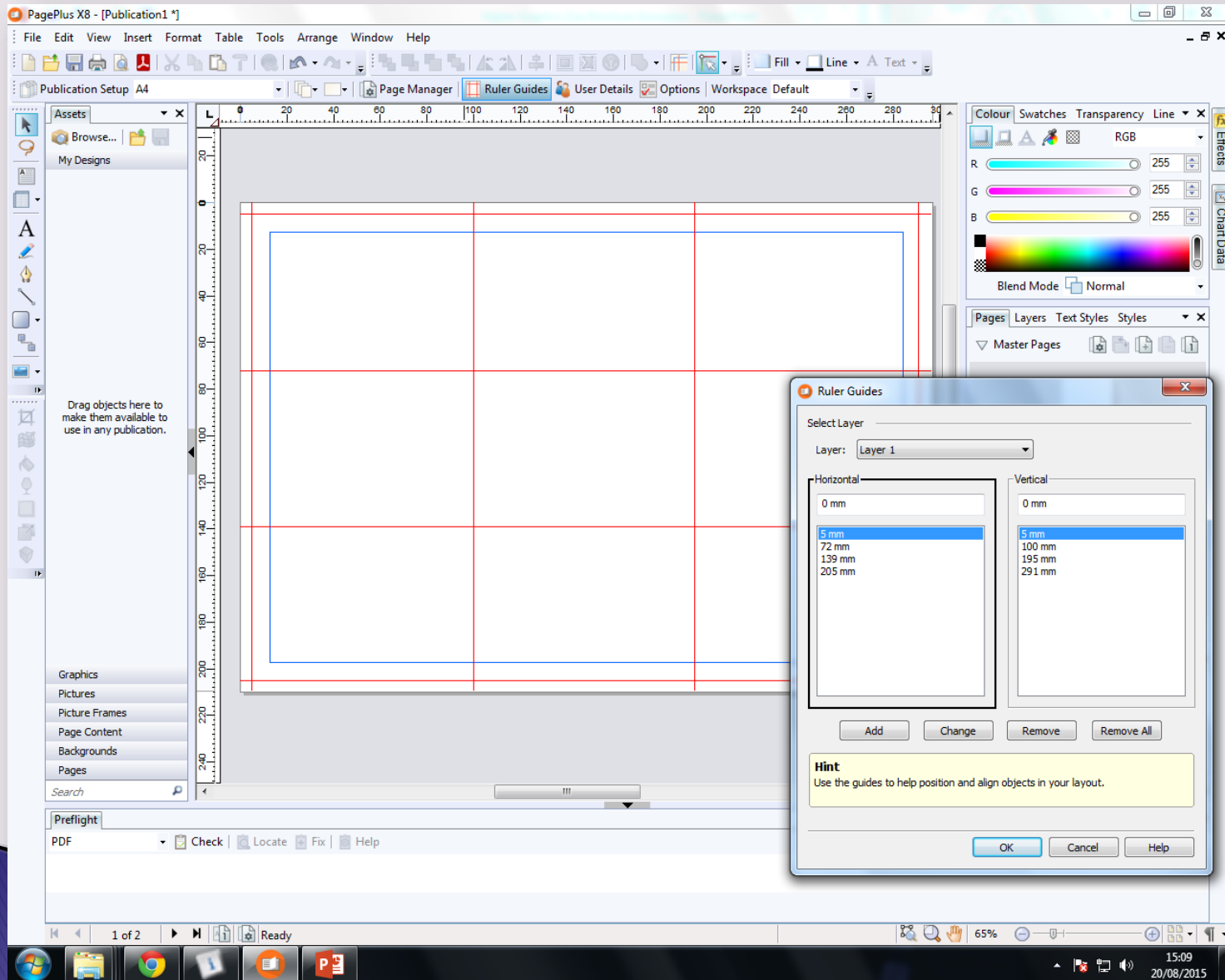
- Easier and faster to make changes/edit
- Graphics/images can be easily manipulated (changed)
- Grids and guides make it more accurate
- Files can be quickly and easily shared with clients and colleagues

Task 6: Produce your menu using a DTP package.

- **Must be tri-fold (3 sections)**



Serif PagePlus Setup:



Exemplar: Outside

Exemplar: Inside

Final Outcome:

Create two A3 presentations showing the following...

- ▶ Thumbnails with annotation, showing use of principles and elements.
- ▶ A pre-press proof of your leaflet. This will be a screenshot of your final leaflet as shown in Serif Page Plus. This should **show all guides and gutters** that have been used. This should be **annotated**. Your annotation should include the following:
 - What colours have you used and why?
 - What typeface have you used and why?
 - How have you linked graphics with the text?
 - What DTP features you they used?
 - How have you achieved the DTP principles?
- ▶ A scaled version of the final layout with annotation justifying your use of elements and explaining how you have achieved the principles.
- ▶ A4 Print out of the finished double sided leaflet (**no guides**) which should be trimmed, cut and folded accordingly.

Exemplar: