

Objective 19

Job Sheet 3—Redesign a Steakhouse Restaurant Menu With Organized Text Using Menus and Panels

Name _____ Attempt Number _____

Date _____ Overall Rating _____

Evaluation Criteria	Rating
• Instructions were followed	_____
• Type on page showed correct use of organization and hierarchy	_____
• Appropriate alignment and spacing were used	_____
• Two font families and one color other than black were used	_____
• Display fonts and copy fonts were used correctly	_____
• Illustrator grid, rulers and guides were used	_____
• Logo included gradient, line and perspective	_____

Basic Skills



Instructions

When you are ready to perform this task, ask your instructor to observe the procedure and rate your performance using the evaluation criteria.

Equipment and Materials List

- Computer workstation and printer
- Adobe Illustrator (or illustration software available on site)
- Completed Assignment Sheet 1
- Menus collected for Assignment Sheet 1
- Sketch pad or blank paper
- Pencil, pen or marker

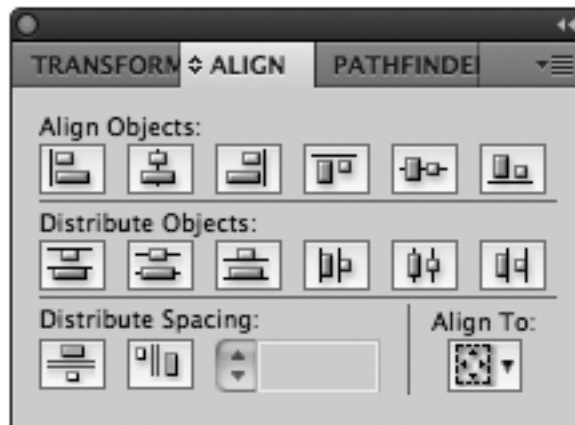
Procedure

✓ **Note:** The steps in this procedure should be modified to comply with the commands and prompts of the illustration software used on site.

1. Review the steakhouse restaurant menus that you collected and sketches you completed in Assignment Sheet 1 to establish layout ideas and a simple logo using gradient, line and perspective for your steakhouse restaurant menu.
2. Create a new 8.5" x 11" print document in CMYK color mode in Adobe Illustrator.

- 3. Adjust rulers and guides or grids to lay out the page.
- 4. Choose two font families (one display font and one copy font) appropriate to the theme of the restaurant and menu chosen.
- 5. Address hierarchy of section titles, copy, dish descriptions and prices in your menu layout.
- 6. Lay out all spaces from descriptions to prices in the same manner. Be sure to use equal spacing, if possible.
 - ✓ **Note:** The document should have a .25" border between the edge of the document and all type on the document. All section titles should have the same amount of space between them and the first copy presented in that section.
- 7. Create a simple logo for your steakhouse restaurant using gradient, line and perspective. The logo should use one or two of the same fonts used in the menu for design consistency.
- 8. Place the logo at the top of the document in the upper left hand corner, which is the first place the eye looks.
- 9. Coordinate the color scheme in the logo with the color scheme chosen for the typographic layout of the menu.
- 10. Enter each menu item as an individual text item or layer.
- 11. Select all.
- 12. Choose *Window > Align* to make the Align panel appear.
- 13. Show Options in the expanded menu.
- 14. Experiment with the Align panel to align all text entries and to space them evenly in the layout.

Figure 1—Align panel



- 15. Save the file as “Unit10_JS3_YourInitials_menu.ai”.
- 16. Experiment with alignment by choosing an option in the Align panel. After each application, choose *Edit > Undo Move* before you move onto trying each one.
- 17. Re-save the file.
- 18. Print the file and write your name and “Unit 10, Job Sheet 3” at the top back of the printed page.
- 19. Submit the file to your instructor, either by e-mailing as an attachment, posting to a course management system (CMS), or saving to removable media.

Evaluator’s Comments: _____
