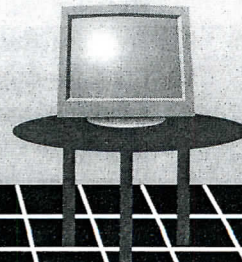
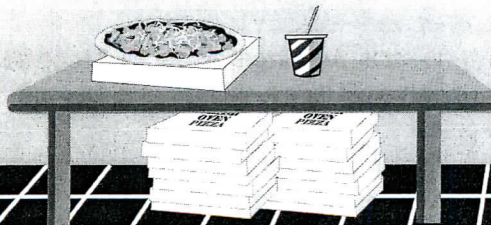
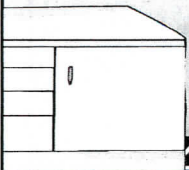
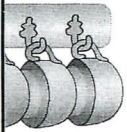
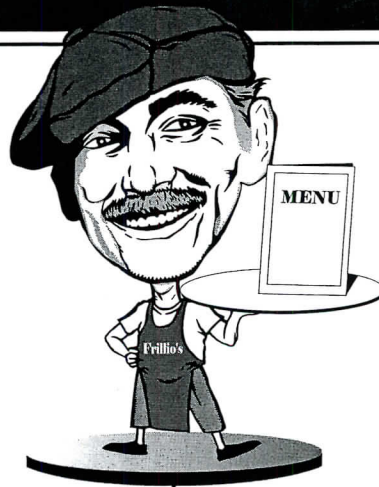


# Part 5: Design the Frillio's Pizza Menu

Approximate Completion Time: 3-5 hours



## Design the Frillio's Pizza Menu



### TASK AND PURPOSE:

To create and design a booklet-style menu for Frillio's Pizza. 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.

### OPTIONAL MATERIALS SUGGESTED:

Colored paper.

### GETTING TO KNOW WHAT YOU'RE DESIGNING:

A menu is a list of food items offered by a restaurant. Menus take on a variety of shapes, sizes, and colors. Most 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 BEFORE CREATING YOUR MENU:

1. Try using at least two different typefaces (fonts). One font should be for the menu items and their prices, another for a 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



## Part 5 Continued - Frillio's Pizza Menu

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 restaurant 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. Sketch a thumbnail design of your menu on this paper.



### CONTENT AND INFORMATION TO INCLUDE ON YOUR MENU:

**Note:** The menu will be designed using a booklet-style format printed on two sides. When folded in half the long way (landscape), the menu will be divided into four equal size panels. The information to include on each panel is given below.

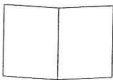
#### Outside Front Panel:



1. Place the word "Menu" using a large text size in the top-center of the outside front panel.
2. Include the Frillio's Pizza logo on the outside front panel.
3. Add the Frillio's Pizza slogan "The best pizzeria in town" to the outside front panel.
4. Add the text "All of our menu items are also available for takeout."
5. Place the following contact information on the bottom center of the outside front panel:  
  
Address: 111 Pepperoni Drive, Saucy, CA 92888  
Phone Number: 1-888-FRILLIO  
Web site: <http://www.frilliospizza.com>
6. 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:



1. Add the Frillio's Pizza menu items and prices. See pages 52 and 53 for a complete listing of the menu items and prices.
2. If space is an issue, you may place a portion of the menu items and prices on the outside back panel of the menu.
3. Add graphic images of various food items listed to enhance the visual appeal of the menu.

**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 the menu item "Homemade Mozzarella Sticks" you might add a description that reads "Breaded, fried, and oozing with cheese."

## Part 5 Continued - Frillio's Pizza Menu

4. Add a boxed border to surround the menu items and prices to give the menu a neat appearance.

### Outside Back Panel:



1. 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 side panel. For example, do not separate the desserts onto two separate sided panels.

2. 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."

3. 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."

4. Include the Frillio's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm  
Fri, Sat, & Sun 11 am - 10 pm

5. Add the text "We accept MasterCard®, Visa®, and American Express® cards." Include a graphic image of each of the MasterCard®, Visa®, and American Express® logos. You can download these logos from the Frillio's Pizza Web site at [www.frilliospizza.com](http://www.frilliospizza.com).

6. Place your name, the document title, and "Part 5" on the menu.

**Save the document as:** Part 5 Booklet Menu

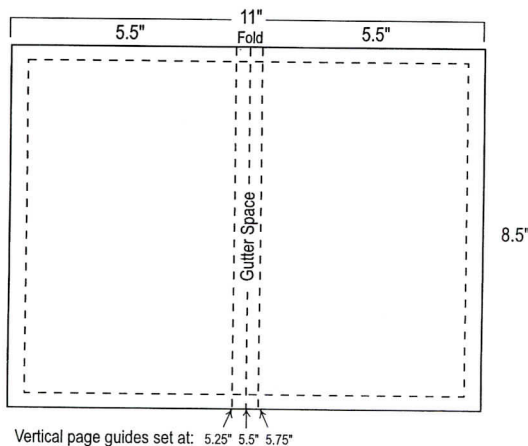
### Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

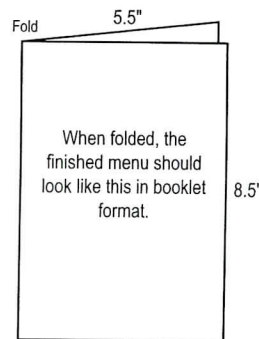
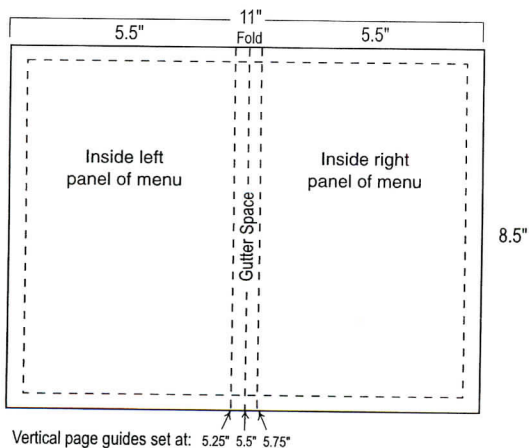
## MENU PAGE SETUP INSTRUCTIONS:

- # of pages:** 2
- Dimensions:** 11 x 8.5 inches
- Margins:** .25 inches all sides
- Orientation:** Wide (Landscape)
- Finished size:** 5.5 x 8.5 inches
- Other:** 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 (see the illustration provided below for more help).
- Printing Note:** Print the menu back-to-back (double-sided) on your printer or print both sheets separately and staple or tape them together.

Page 1 - Outside of Menu



Page 2 - Inside of Menu



# Frillio's Pizza Menu Items and Prices

MENU ITEM	PRICE
<b>Appetizers &amp; Side Orders</b>	
Soup of the Day .....	Cup \$1.75 Bowl \$2.50
Homemade Mozzarella Sticks .....	\$4.95
Side Salad .....	\$1.95
<i>Dressing choices: House Italian, Ranch, Parmesan Peppercorn, Fat-free Honey Mustard, Blue Cheese, Balsamic Vinaigrette</i>	
Soup and Salad Combo .....	\$5.25
Garlic Bread .....	\$2.50
Chicken Tenders .....	Sm.(4) \$4.50 Lg.(8) \$7.95
French Fries .....	Sm. \$1.50 Lg. \$1.95
<b>Pizza</b>	
The Famous Frillio's Pizza	
Cheese Only .....	Sm. \$5.99 Med. \$7.99 Lg. \$10.99
<i>Additional toppings (add .50 per topping): pepperoni, sausage, mushrooms, peppers, olives, meatballs, extra cheese, anchovies, onions, sliced tomato</i>	
<i>Add Frillio's special secret sauce to any pizza for \$1.50 extra.</i>	
<b>Submarine Sandwiches</b>	
Steak & Cheese .....	Sm. \$3.75 Med. \$4.50 Lg. \$5.99
Meatball & Cheese .....	Sm. \$2.90 Med. \$3.45 Lg. \$4.60
Italian Cold Cut .....	Sm. \$2.75 Med. \$3.10 Lg. \$4.25
Ham & Provolone Cheese .....	Sm. \$2.75 Med. \$3.10 Lg. \$4.25
Turkey Breast & Cheese .....	Sm. \$2.75 Med. \$3.10 Lg. \$4.25
Frillio's Special Sandwich (secret recipe) .....	Sm. \$3.00 Med. \$3.40 Lg. \$4.60
<i>All submarine sandwich orders come with choice of fries, cup of soup, or side salad.</i>	
<i>All sandwiches are served on a 7-inch bulky Italian roll. Add lettuce and tomato at no extra charge.</i>	
<b>Dishes</b>	
Spaghetti & Meatballs .....	\$7.95
Chicken Parmigiana .....	\$8.95
<i>Comes with your choice of spaghetti or pasta</i>	
Pasta Primavera .....	\$7.95
Homemade Stuffed Shells .....	\$7.95
<b>Burgers &amp; Sandwiches</b>	
The Frillio Burger .....	\$7.95
Garden Burger .....	\$5.95
Chicken Sandwich .....	\$7.95
Gourmet BLT .....	\$5.95
<i>All burger, chicken, and BLT sandwich orders come with choice of fries, cup of soup, or side salad.</i>	
<i>Add a topping: provolone, white American cheese, blue cheese, cheddar, jalapenos or BBQ sauce for .50 extra.</i>	
<i>All sandwiches are served on a fresh bulky Italian roll.</i>	

Continued...

## Frillio's Pizza Menu Items and Prices

MENU ITEM	PRICE
<b>Pies</b>	
Spinach or Broccoli Pies	
Plain .....	\$1.75
w/ cheese & pepperoni .....	\$2.50
<b>Beverages</b>	
Coke®, Sprite®, Pepsi®, Root Beer, Diet Coke®, Lemonade, Chocolate Milk .....	Sm. \$1.50 Lg. \$1.75
<b>For The Kiddies</b>	
Chicken Fingers & Fries .....	\$3.95
Hot Dog & Fries .....	\$3.95
Grilled Cheese & Fries .....	\$3.95
<b>Desserts</b>	
Ooey Goopy Brownie .....	\$3.50
Ice Cream	
1 Scoop .....	\$1.00
2 Scoops .....	\$1.75
<i>Choice of homemade vanilla, chocolate, or strawberry topped with hot fudge and whipped cream.</i>	