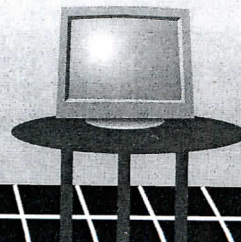
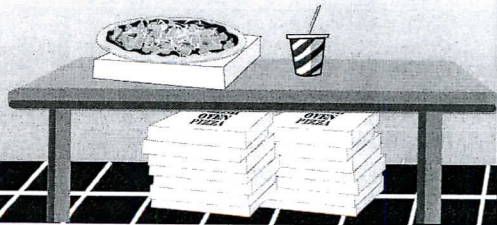
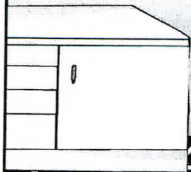
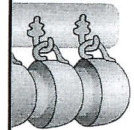
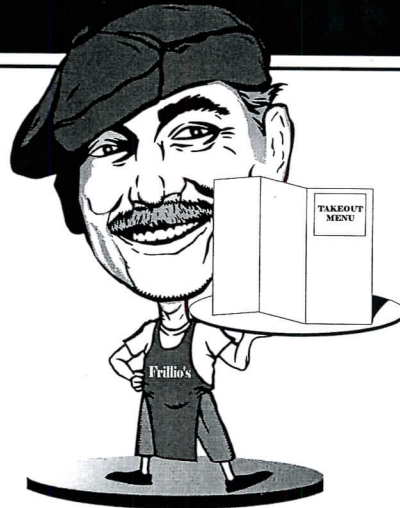


Part 8: Design the Frillio's Pizza Takeout Menu Brochure

Approximate Completion Time: 3-4 hours



Design the Takeout Menu Brochure



TASK AND PURPOSE:

To create and design a three-panel brochure that will serve as the Frillio's Pizza takeout menu. All of the items and prices from the Frillio's Pizza menu will be used to create the takeout menu.

Note: You can save time by recalling the menu document created in Part 5 and copying and pasting the menu items and prices to help you create the takeout menu brochure.

OPTIONAL MATERIALS SUGGESTED:

Colored paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

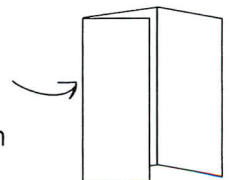
A brochure is a small booklet or pamphlet, often containing promotional material or product information. Brochures are usually folded into two, three, or four panels. Brochures are popular because they are relatively small when folded and take up less desk or file space. And, because brochures are two-sided documents, they can communicate a large amount of information in a relatively small amount of space.

In this case, the brochure will serve two purposes:

1. To advertise the Frillio's Pizza restaurant.
2. To provide customers with a takeout menu in a convenient size.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR TAKEOUT MENU BROCHURE:

1. Pay careful attention not to clutter the brochure. The design should have a consistent systematic flow that moves the reader from the outside front cover through the inside right panel.
2. Since you will be using the same items from the Frillio's Pizza menu previously created in Part 5, stick to the same theme and design scheme to establish consistency with the two menus.
3. Consider using a thin-line border on the inside three panels of the menu to "frame" the information contained on them.
4. To assist you in the layout and design of your takeout menu brochure, fold a blank sheet of paper, holding it the long way (landscape), into three equal columns. Label these columns as indicated in the page setup instructions and illustrations for this section. Sketch the brochure layout on this paper.



Part 8 Continued - Takeout Menu

CONTENT AND INFORMATION TO INCLUDE BEFORE CREATING YOUR TAKEOUT MENU BROCHURE:

When folded, the brochure will be divided into three equally sized panels on each side. The purpose of each panel of the brochure, as well as the information to include on each panel, is given below.



Outside right panel of the brochure:

When folded, this is the part of the three-panel brochure that is seen first, and it is the most important. It should entice the reader to open and read the brochure.

Include the following on the outside right panel of the brochure:

1. A headline that reads "Frillio's Pizza Takeout Menu." This text should be placed near the top of the brochure and should be the largest text on the panel.
2. The Frillio's Pizza logo and the slogan "The best pizzeria in town."
3. The Frillio's Pizza phone number (1-888-FRILLIO) and the Web site address (www.frilliospizza.com).
4. Use a graphic image of an arrow pointing to the right. Near or on the arrow, place text that reads "See inside for our menu."
5. Add additional text or graphic images that will make the brochure look attractive and professional.
6. Place your name, the document title, and "Part 8" on the outside right panel of the takeout menu brochure.



Outside middle panel of the brochure:

When folded, this is the back panel of the brochure and is usually reserved for contact information.

Include the following on the outside middle panel of the brochure:

1. The Frillio's Pizza logo.
2. Include the following contact information:

111 Pepperoni Drive, Saucy, CA 92888
1-888-FRILLIO
<http://www.frilliospizza.com>

Note: The logo and contact information should be placed near the bottom of the panel.



Part 8 Continued - Takeout Menu

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

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

4. Add text that reads "We Deliver Every Day and Night of the Week."
5. In small print, add the text "All of our menu items are available for delivery with the exception of desserts and beverages."
6. Add additional text or graphic images that make the brochure look attractive and professional.



Outside left panel of the brochure:

When the front panel of the brochure is open, this is the panel that faces the reader. It is usually seen second. The back left panel is usually reserved for a message that gets the reader to open the brochure.

Include the following on the outside left panel of the brochure:

1. Include a message and/or graphic images that entice the reader to open and read the rest of the brochure. Example: "Our takeout menu brings the Frillio's Pizza spirit right to your own kitchen."
2. Create a cut-out style coupon on the inside right panel of the brochure that includes the following:
 - A dotted-line border to create the appearance of a cut-out coupon.
 - Text that reads "Free appetizer with your next takeout or delivery order when you present this coupon."
 - In fine print, include text that reads "Limit: one coupon per customer."
 - A small graphic image of an appetizer menu item on the interior of this coupon..



Inside three panels of the brochure:

When the brochure is open, the inside three panels face the reader. The inside panels are reserved for the body of the brochure. The information included can be separated into three columns, or spread across two or three of the inside panels.

Include the following on the inside three panels of the brochure:

1. Include all of the Frillio's Pizza menu items and prices on the inside three panels of the brochure. The menu items and prices can be found on pages 52 and 53. Be sure to pay attention to the placement of each category. Stay consistent with the design that you used to create the menu in Part 5.
2. Repeat the following text several times in the footer (bottom) area of the three inside panels: "Call Toll-free 1-888-FRILLIO."

Part 8 Continued - Takeout Menu

3. Add additional text or graphic images that make the inside of the brochure look attractive and appeal to the senses of taste and smell.

Save the document as: Part 8 Takeout Menu

Optional Design-Defense Memo:

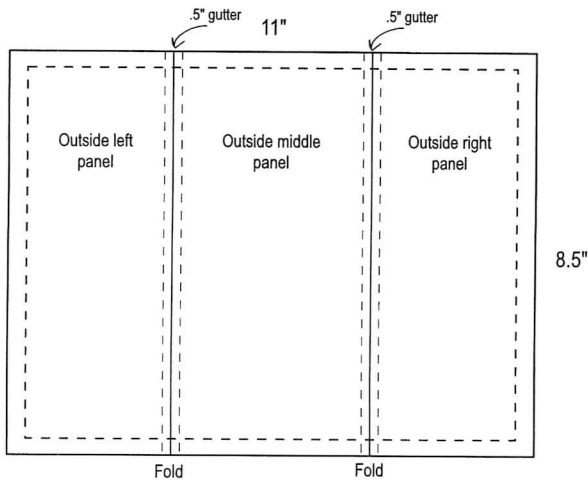
Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.



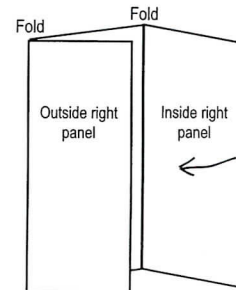
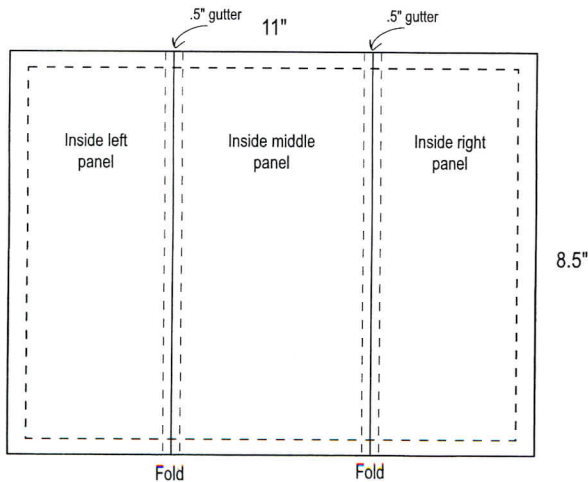
TAKEOUT MENU BROCHURE PAGE SETUP INSTRUCTIONS:

- # of pages:** 2
Dimensions: 11 x 8.5 inches
Margins: .25 inches all sides
Orientation: Wide (Landscape)
Other: Use page or column guides to divide both sides of the brochure into three equal panels. Leave a .5 inch gutter space between each column to allow for folding. Do not place any contents inside the .5" gutter space on either side of the menu (see the page setup illustration below for more help).
Printing Note: Print the takeout menu back-to-back (double-sided) on your printer or print both sheets separately and staple them together.

Page 1 - Outside of takeout menu brochure



Page 2 - Inside of takeout menu brochure



When folded, the finished takeout menu brochure should look like this