



TYPOGRAPHY

PROJECT

2:

May we
“type”
your
order?

Assigned:
Feb 22

Due:
Mar 23

Design
Principles and
Practices
Conference
presentation:
Class affected
on Feb 24 & 29



Professionally well-designed menus are hard to come by. With many take-out menus notoriously known for grammatical and typographic mistakes, your task is to create a professional menu based on the beauty of the written words in which the names of the dishes are mesmerizingly described with words. The design of your menu is mainly a **typographically-driven design** and images are to be kept minimally or almost non-existent. As it is pointless to redesign a well-designed menu, search for a local restaurant (in New Albany or Louisville, KY) with take-out menus that you can redesign. You may choose from the following types of cuisines:

- Chinese
- Other Asian (Thai, Vietnamese, Japanese, etc.)
- European/Western (pizza, sandwiches,
- Latin American
- Vegetarian/Organic/Kosher-style/Halal

As it is mostly a type-driven design, experiment with different typestyles, character weight, character width, and the various type family which can all combine to add richness to your menu. The size of your menu can be as sizably large as 11” x 17” with minimum one or more folds to add visual interest as well as creating different sections for the cuisine of your choice.

You may also propose a different size but bear in mind that any design decision must be guided by a rationale which justifies your choice for the chosen size. Environmentally responsible papers cost more but if the choice for paper is aligned with an organic or vegetarian restaurant’s mission to promote awareness for social responsibilities, then you may be better off with a texturized paper which could add a level of richness or “flavor” to the menu. Likewise, the choice of colors must also be thought out. You are encouraged to pursue unconventional solutions if the solution befits the type of cuisine the restaurant serves or the direction which the restaurant intends to exude.

If there is no time and scheduling conflict, part of the requirement of this project is a collaboration with printmaking where we will create a stenciled design on a T-shirt or apron which spells out the name of the restaurant of your choice. If so, a date will be announced for you to bring any relevant materials.

As required for your 1st project, your final deliverable for this project includes the documentation of your design process from sketch to refinement to the final design plus a mockup of the menu.

Objectives:

- To immerse in the ubiquity of typography in which the nuances of type are overlooked by comparing what has been professionally produced to distinguish what makes a good or bad typography;
- To learn the tools available to produce good typography on paper;
- To explore typography on a multiple surface that involve folds;
- To apply knowledge from the course to produce a design that affords a comparison between the before and after a redesign;

To experiment with non-traditional ways of creating typography through experimentations

SCHEDULE

FEB 21	22 2 ND project introduced and explained.	23	24 Attending conference Class postponed. Collect a few take out menus to refer to Derive ideas to work from. Watch YouTube for layout preparation	25	26	27
28	29 Attending conference Class postponed. Continue to work on ideas.	MAR 1	2 Bring menu to class. Model your menu after the information from the menu. Continue working in class to finalize a direction. Critique. Bring sketches for next week.	3	4	5
6	7 Decide on fonts to use. Layout design in computer using InDesign	8	9 Continue working in class to finalize.	10	11	12
13	14 Printmaking demonstration using stencils on T-shirt or apron	15	16 Continue working in class.	17	18	19
20	21 Produce an actual mockup. Process notebook due next week Class presentation on Mar 23	22	23 PROJECT DUE 3rd project assigned.	24	25	26