For the Menu Project I decided to stick with a conservative theme, using a fair amount of white space. I tried to use other images but they refused to convert to pdf form. I used margin lines to help align my text so as to leave enough room for a fold and I used the character styles tab to create a template for the headings on my menu. I used a center format on the address to make it look crisp and aligned with the logo while repeating the address on the back panel to give the menu an ending on sorts. For the pictures I gave them a radial feather to help them blend in with the background.

I feel the client will be pleased with my menu. It’s very simple and gets its point across clearly. If I had more room, I would have placed pictures of food to give the inside panels some more color and appeal. Plus, people prefer to see pictures of the food that are about to eat. The client will also prefer the spacing and alignment of the menu options as I left enough room between sections while not keeping the words too close to the edges at the top and bottom.

Throughout this project I used many of the principles of design such as contrast, white space, and alignment. Each element has a specific purpose in the menu and all combine to produce an appealing and clean menu for the client.