Desktop Publishing

Projects

Business Card

Making a Good First Impression for Your Business

Overview

Your business card is like a handshake that you leave behind after meeting someone.

A business card is a small, convenient way to share information about you and your business. It usually includes your name and title, business name and logo, address, phone number, e-mail address, website address, and any other contact information.

In this project, you will design your restaurant's business card. Since you will hand these out to current and potential customers as well as business contacts, it needs to be appealing and professional looking.

Strategies

- Since a business card does not offer much room, its design needs to be carefully planned out. Experiment with different card layouts on paper before creating it on the computer.

- A business card should give potential clients a reason to keep it. You don't get business from a business card unless the person you give it to keeps it long enough to either call or visit your establishment.

- A business card should stand out from the cards of competitors so that it gets noticed.

- The overall look and feel of a business card should match the type of business for which it is being designed.

- After the logo, your name should be the largest piece of information on the card.

Instructions

1. Open and print the **Project 20 Planning Form** file. Follow the instructions and complete the form.

   Refer to Amanda's sample for guidance. Do not copy the content or design of this sample.

2. Create a new desktop publishing document and set it up using the Page Setup instructions provided in **Figure 20**.

3. Save the document as **Project 20**.

4. At the top of your document, key your name and the project number and title.

5. Using your completed **Project 20 Planning Form**, place the contents of one of your business card designs within the rectangle on your page.

6. Format the size and placement of your text and other elements on your business card so that they are in proportion with each other and present a professional image.

7. Carefully proofread your work for accuracy, format, spelling, and grammar, then resave.

8. Print a copy of your document if required by your instructor.

Figure 20

Page Setup	
# of pages 1	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high, giving it a 1 pt. border. Place the rectangle in the center of your page. The contents of your business card design will be placed within this rectangle.
Dimensions 8.5 x 11 inches	
Margins 1 inch on all sides	
Orientation Portrait	

8.5"

3.5"

2"

Place the contents of your business card within this rectangle.

11"
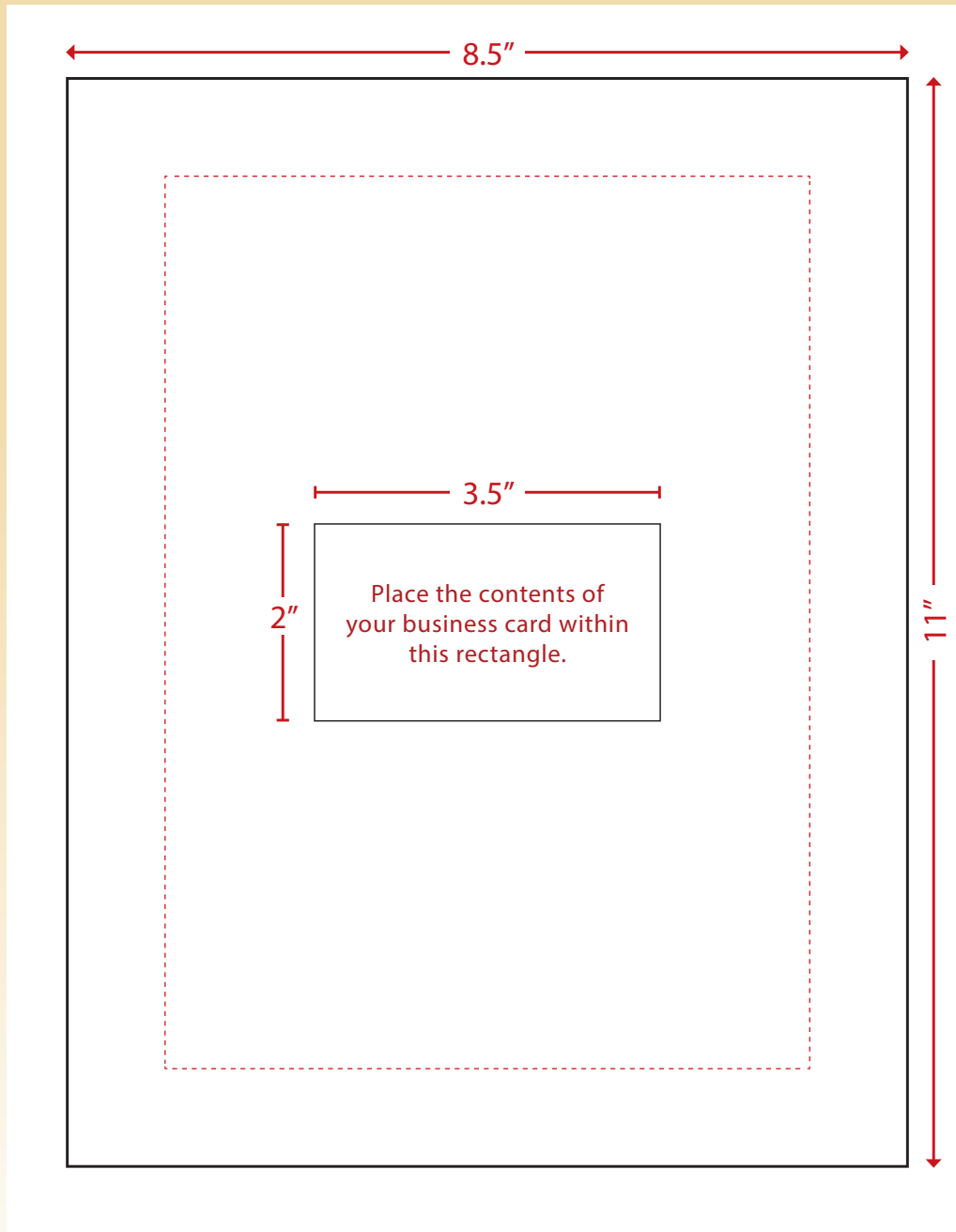
In the Kitchen with Amanda Sanchez

Amanda loved the restaurant logo she created for Wicked Kickn' BBQ and couldn't wait to use it in her business card design.

The **business card** that Amanda created for Wicked Kickn' BBQ is shown below.

Amanda Sanchez
Owner

amanda@WickedKicknBBQ.com
www.WickedKicknBBQ.com

1556 HWY 20
El Paso, TX 79902

P (915) 555-1234
F (915) 555-5678

Amanda Sanchez
Owner

amanda@WickedKicknBBQ.com
www.WickedKicknBBQ.com

1556 HWY 20
El Paso, TX 79902

P (915) 555-1234
F (915) 555-5678

Look at What Amanda's Cooked Up
Use Amanda's **business card** design as a guide for creating your own. Do not duplicate Amanda's work.

T-shirt

Getting Customers to Promote Your Restaurant

Overview

T-shirts can be a very effective form of advertising.

As a new business, your name needs to be out in public. During the grand opening of your restaurant, you will be handing out free T-shirts to the first 100 customers. As customers wear the T-shirt, your restaurant will be promoted around the community.

In this project, you will design a promotional T-shirt that will capture the public's attention and help them remember your restaurant. Your design should reflect your restaurant's unique style.

Strategies

- The name and logo for your restaurant should be clearly visible in the design.
- Use a catchy phrase, slogan, or tagline in the design.
- Incorporate your restaurant color scheme into the design.
- Make your design fun. People that like the T-shirt will remember your restaurant.
- Besides the name of your restaurant, be sure to incorporate other information you want people to see.

Instructions

1. Open and print the **Project 21 Planning Form** file. Follow the instructions and complete the form.

   Refer to Amanda's sample for guidance. Do not copy the content or design of this sample.

2. Create a new desktop publishing document and set it up using the Page Setup instructions provided in **Figure 21**.

3. Save the document as **Project 21**.

4. At the top of your document, key your name and the project number and title.

5. Using your completed **Project 21 Planning Form**, place the contents of one of your T-shirt designs on your page.

   Optional: *Place the contents of your T-shirt design inside images of blank T-shirts, if available.*

6. Format the size and placement of your text and other elements on your T-shirt so that they are in proportion with each other and present a professional image.

7. Carefully proofread your work for accuracy, format, spelling, and grammar, then resave.

8. Print a copy of your document if required by your instructor.

Figure 21

Page Setup		
# of pages	1	
Dimensions	8.5 x 11 inches	Place the contents of your T-shirt design inside a graphic image of a blank T-shirt (optional).
Margins	.5 inches on all sides	
Orientation	Portrait	

← 8.5" →

Place the contents of
your T-shirt design within a
similar graphic (if available).

11"
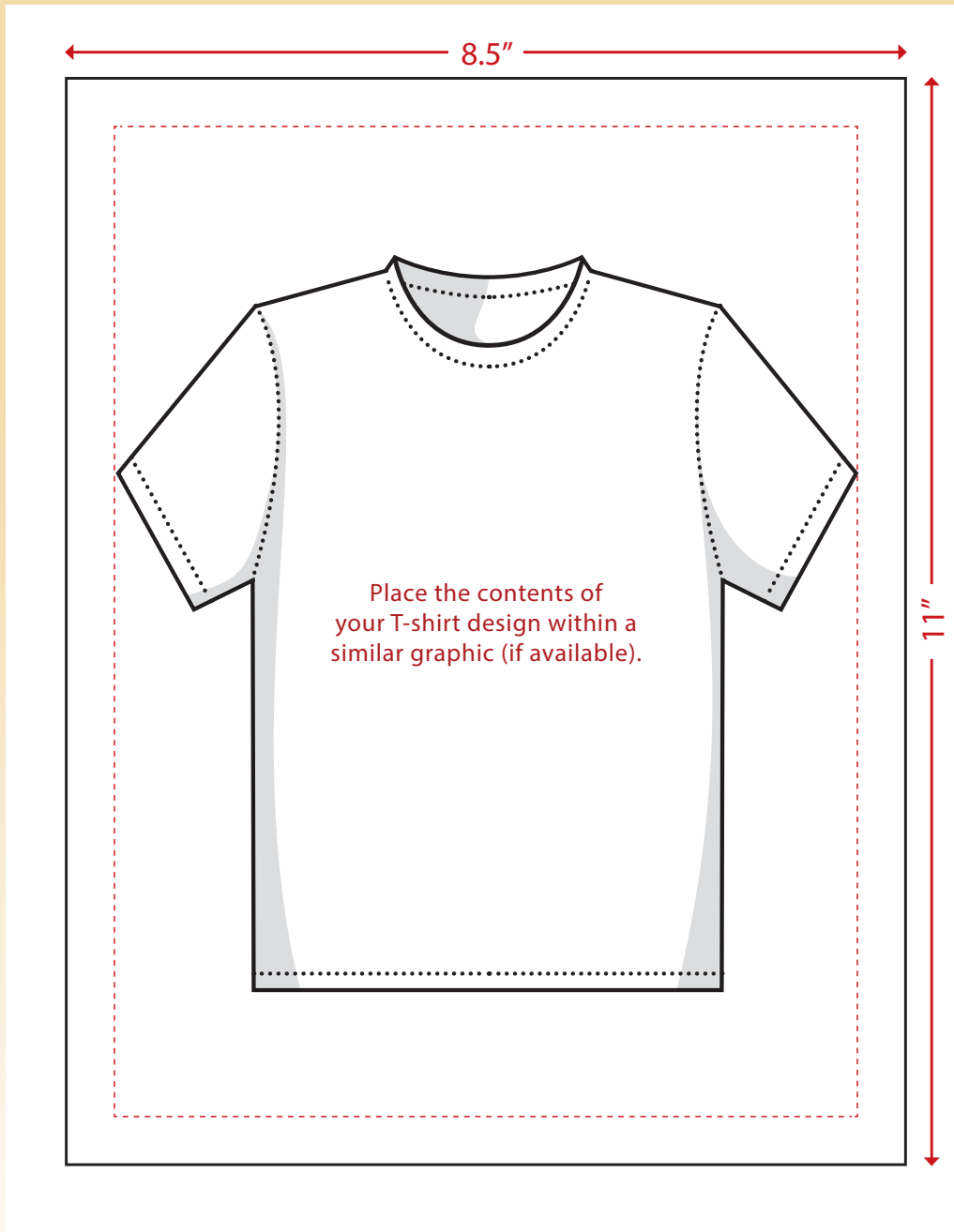
In the Kitchen with Amanda Sanchez

Amanda thinks that handing out free promotional T-shirts to customers at the grand opening is a smart idea. The fun design will definitely catch people's attention and make them remember her restaurant the next time they are hungry.

The **T-shirt** that Amanda created for Wicked Kickn' BBQ is shown below.

Look at What Amanda's Cooked Up
Use Amanda's **T-shirt** as a guide for creating your own.
Do not duplicate Amanda's work.

22 Floor Plan

Planning the Layout of Your Restaurant

Overview

A well-thought-out floor plan is necessary for a restaurant's success.

Serving great food is important, but so is having a space that is fun and relaxing for customers. An efficient floor plan will also help your employees be productive and stay organized.

In this project, you will lay out a floor plan so that the contractor can start working on your new restaurant. You will want to maximize the customer dining room, and keep enough space for the kitchen, other work areas, and storage.

Strategies

- Consider the genre or theme of your restaurant. Does your floor plan match a place for a buffet or for an elegant dining experience?

- Does your floor plan provide adequate space for romantic couples and for families with children? Families will need larger tables or booths. Couples will need smaller tables.

- Consider a floor plan that will make traffic patterns easy for your customers and employees to move around your restaurant.

- Your floor plan must include a legend to make it easier to follow.

Instructions

1. Open and print the **Project 22 Planning Form** file. Follow the instructions and complete the form.

    Refer to Amanda's sample for guidance. Do not copy the content or design of this sample.

2. Create a new desktop publishing document and set it up using the Page Setup instructions provided in **Figure 22**.

3. Save the document as **Project 22**.

4. At the top of your document, key your name and the project number and title.

5. Using your completed **Project 22 Planning Form**, place the contents of your floor plan design and legend design within the appropriate sections on your page.

6. Format the size and placement of your text and other elements on your floor plan so that they are in proportion with each other and present a professional image.

7. Carefully proofread your work for accuracy, format, spelling, and grammar, then resave.

8. Print a copy of your document if required by your instructor.

Figure 22

Page Setup	
# of pages 1	1. Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 7.5 inches wide by 8 inches high, giving it a 1 pt. border. Place the rectangle at the top of your page. The contents of your floor plan will be placed within this rectangle.
Dimensions 8.5 x 11 inches	
Margins .5 inches on all sides	2. Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 7.5 inches wide by 1.875 inches high, giving it a 1 pt. border. Place the rectangle at the bottom of your page. The contents of your floor plan legend will be placed within this rectangle.
Orientation Portrait	

8.5"

7.5"

8 "

11"

Place the contents of
your floor plan
within this rectangle.

Place the contents of your
floor plan legend
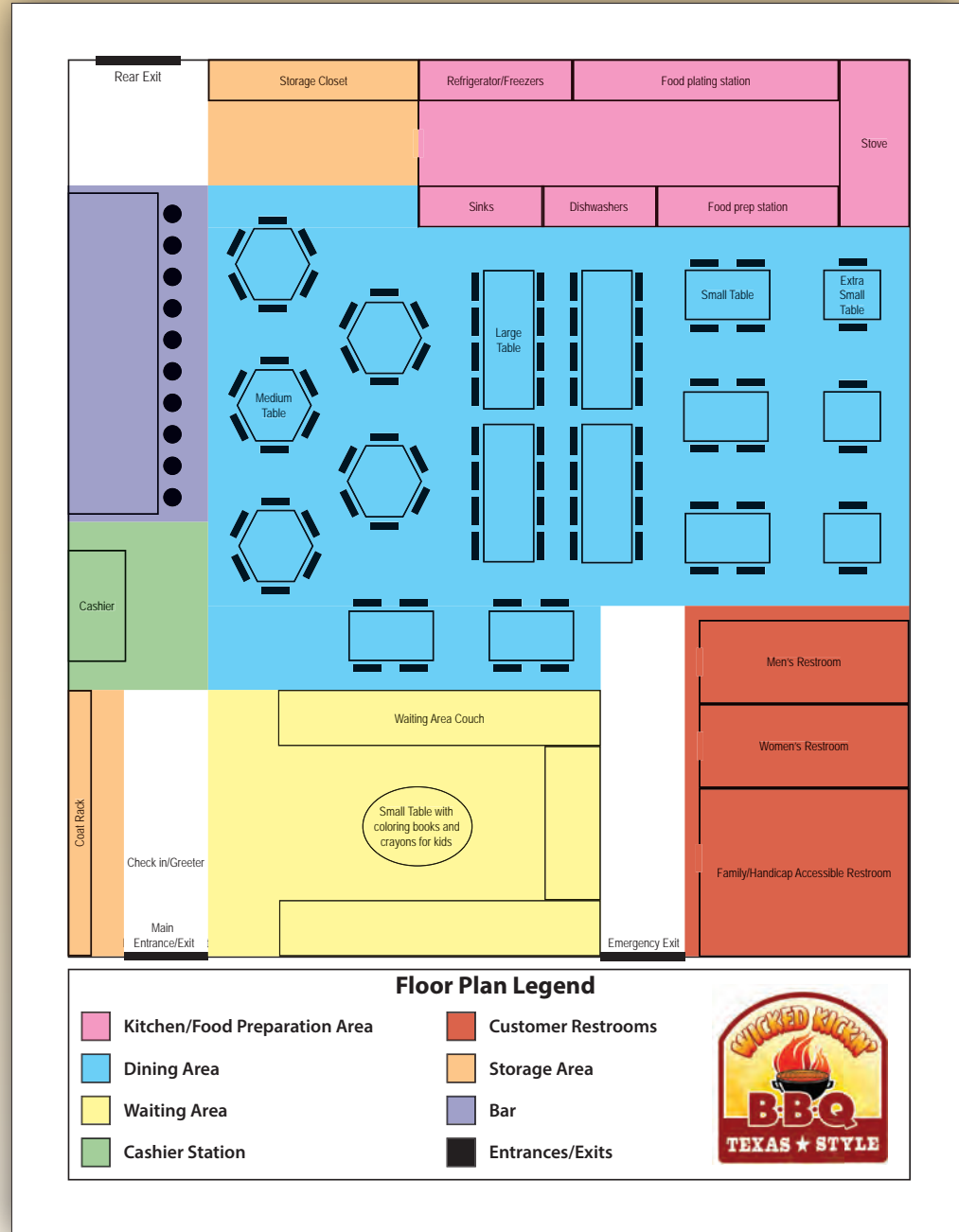within this rectangle.

1.875 "
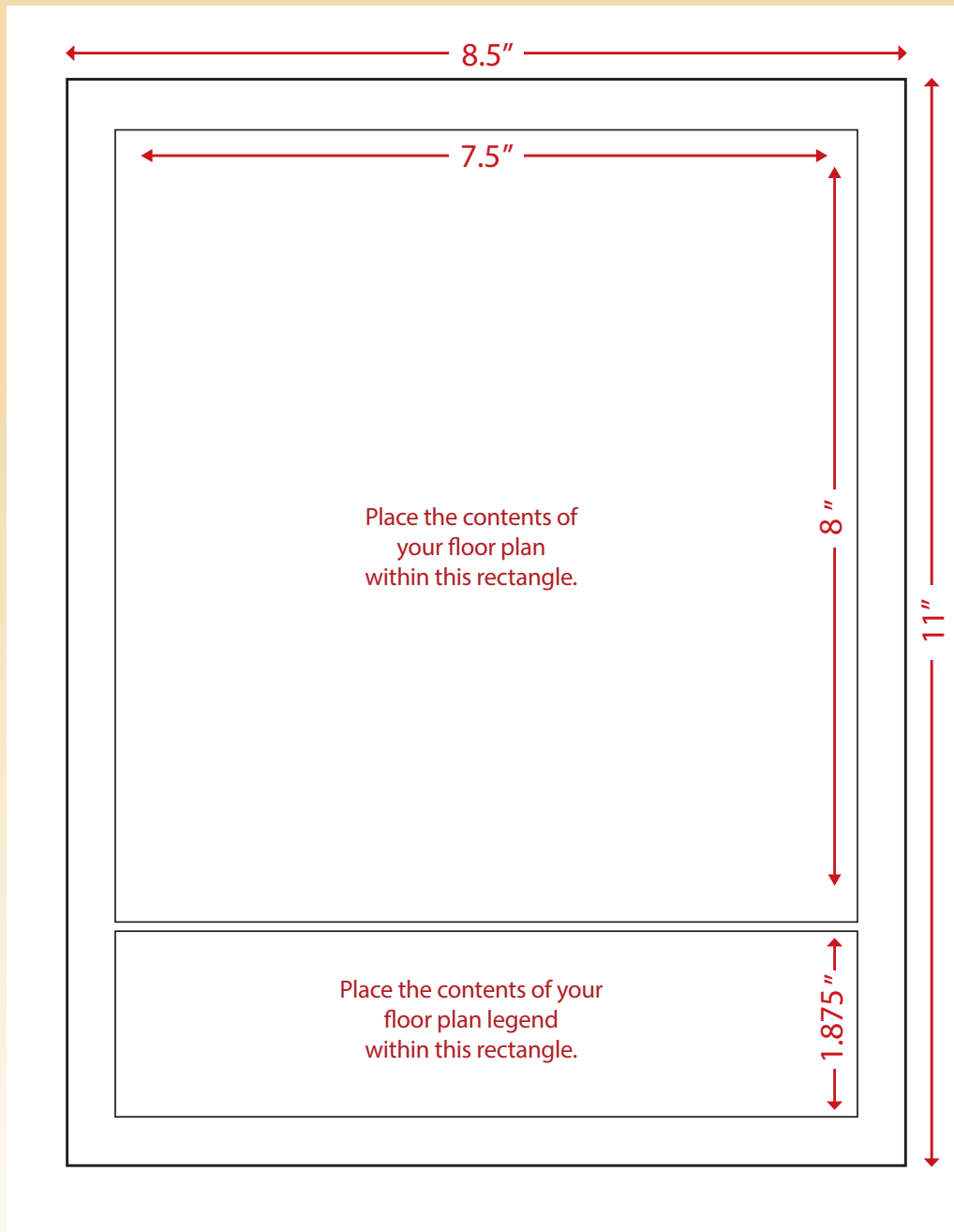
In the Kitchen with Amanda Sanchez

Amanda wants Wicked Kickn' BBQ to be a fun place for families to eat. After sketching out several different floor plans with paper and pencil, she finally settled on a design. She feels that it will maximize the space that she has to use, create a great dining area, and still give the restaurant space so it doesn't seem crowded. With her floor plan complete, the builders can start making Wicked Kickn' BBQ a reality.

The **floor plan** that Amanda created for Wicked Kickn' BBQ is shown below.

Rear Exit

Storage Closet

Refrigerator/Freezers

Food plating station

Stove

Sinks

Dishwashers

Food prep station

Large Table

Medium Table

Small Table

Extra Small Table

Cashier

Coat Rack

Check in/Greeter

Waiting Area Couch

Small Table with coloring books and crayons for kids

Main Entrance/Exit

Emergency Exit

Men's Restroom

Women's Restroom

Family/Handicap Accessible Restroom

Floor Plan Legend

Kitchen/Food Preparation Area		Customer Restrooms	
Dining Area		Storage Area	
Waiting Area		Bar	
Cashier Station		Entrances/Exits	

Look at What Amanda's Cooked Up

Use Amanda's **floor plan** as a guide for creating your own.
Do not duplicate Amanda's work.

Staying Connected with Loyal Customers

Overview

Giving customers a free and useful mobile app for your restaurant is a smart idea.

Since more and more people are using smart phones, you have decided to have a mobile app built for your restaurant. With a mobile app, customers can view your menu, make reservations, receive coupons, find you on a map, and stay connected on social media.

In this project, you will design a home screen for your restaurant's mobile app. Your app developer will use your design to build an app your customers will find useful and enjoy using.

Strategies

• Brainstorm several ideas for features that customers might want in a mobile app.

• Use the Internet to find information and examples of home screens for restaurant mobile apps.

• If you own a smart phone, explore mobile apps for restaurants that are similar to yours.

• Cell phone screens vary in size, but the common size is approximately 4 inches high by 2 inches wide. For design purposes, we will be creating a larger design.

Instructions

1. Open and print the *Project 23 Planning Form* file. Follow the instructions and complete the form.

Refer to Amanda's sample for guidance. Do not copy the content or design of this sample.

2. Create a new desktop publishing document and set it up using the Page Setup instructions provided in *Figure 23*.

3. Save the document as *Project 23*.

4. At the top of your document, key your name and the project number and title.

5. Using your completed *Project 23 Planning Form*, place the contents of your mobile app home screen design within the rectangle on your page.

6. Format the size and placement of your text and other elements on your mobile app home screen so that they are in proportion with each other and present a professional image.

7. Carefully proofread your work for accuracy, format, spelling, and grammar, then resave.

8. Print a copy of your document if required by your instructor.

Figure 23

Page Setup		
# of pages	1	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 4 inches wide by 6 inches high, giving it a 1 pt. border. Place the rectangle in the center of your page. The contents of your mobile app home screen will be placed within this rectangle.
Dimensions	8.5 x 11 inches	
Margins	.5 inches on all sides	
Orientation	Portrait	

8.5"

4"

6"

11"

Place the contents of your mobile app home screen within this rectangle.
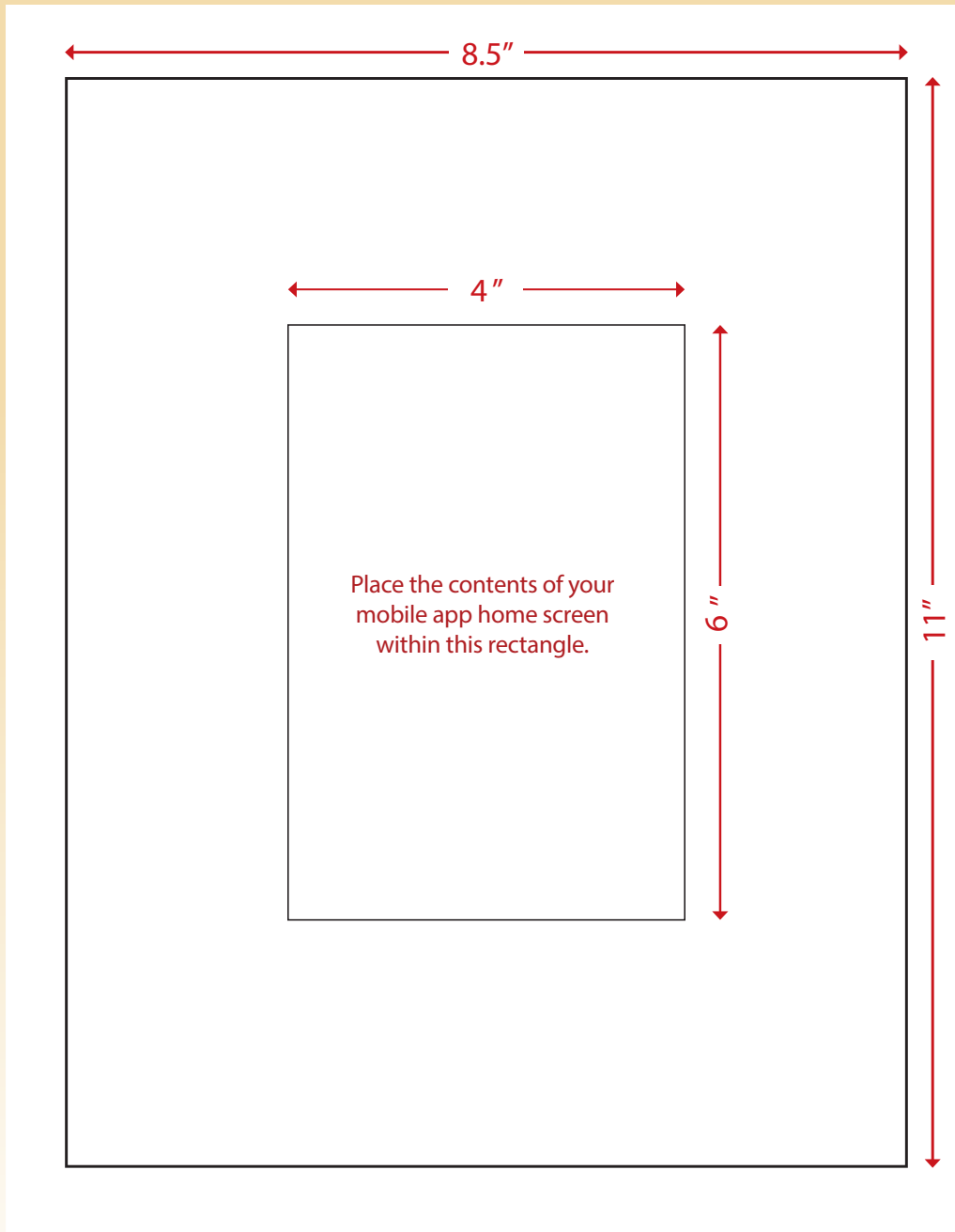
In the Kitchen with Amanda Sanchez

Given the popularity of mobile devices, Amanda has decided to invest in having an app developed for her new restaurant. The app will be used to keep customers connected with Wicked Kickn' BBQ events, new menu items, and special offers. Amanda spent a great deal of time planning and sketching ideas.

The **mobile app** that Amanda created for Wicked Kickn' BBQ is shown below.

Look at What Amanda's Cooked Up
Use Amanda's **mobile app** as a guide for creating your own.
Do not duplicate Amanda's work.

Takeout Menu

Creating a Handy Takeout Menu

Overview

A restaurant menu makes an important, lasting impression on customers.

A menu is a list of food items offered by an establishment that serves food. But a well-designed menu should also highlight your restaurant's identity and unique style. This is true even of a takeout menu because it becomes a form of advertising once it leaves the restaurant.

In this project, you will create a booklet-style takeout menu. Since this is a menu that customers will take home with them, it must include your restaurant's contact information and business hours.

Strategies

- 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 panels as shown in **Figure 24**.

- Use at least two different fonts: one font for the menu items and their prices and another for subtext that describes the menu items. Use fonts that are easy to read.

- Keep the menu clean, uncluttered, and legible.

- Use graphics throughout the menu to bring the food items to life.

- Consider where you are placing menu items. Appetizers almost always go first and desserts last.

Instructions

1. Open and print the **Project 24 Planning Form** file. Follow the instructions and complete the form.

    Refer to Amanda's sample for guidance. Do not copy the content or design of this sample.
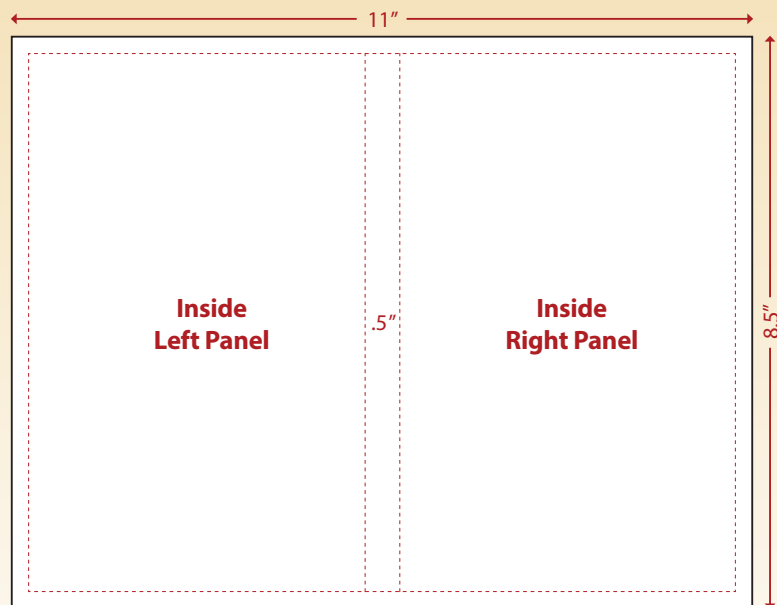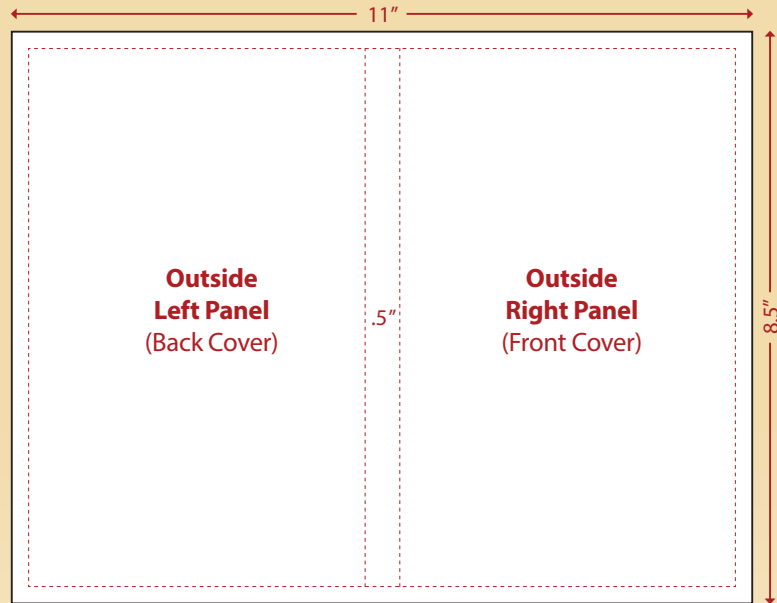
2. Create a new desktop publishing document and set it up using the Page Setup instructions provided in **Figure 24**.

3. Save the document as **Project 24**.

4. At the top of the front cover of your document, key your name and the project number and title.

5. Using your completed **Project 24 Planning Form**, place the contents of your takeout menu design within the appropriate sections on your pages.

6. Format the size and placement of your text and other elements on your takeout menu so that they are in proportion with each other and present a professional image.

7. Add a bordered frame around the information on the inside left and right panels to give your menu a neat appearance.

8. Carefully proofread your work for accuracy, format, spelling, and grammar, then resave.

9. Print a copy of your document if required by your instructor.

    Suggested: *Print both sides of the menu on one page and fold in half.*

Figure 24

Page Setup	
# of pages	2
Dimensions	11 x 8.5 inches
Margins	.25 inches on all sides
Orientation	Landscape

On each page, insert two column guides with a .5 inch gutter (to allow room for folding the menu in half). The menu should now be divided into two panels on each page as shown below. Note how the panels are labeled on each side. The contents of your takeout menu will be placed in their respective panels according to your completed planning form.

11"

**Outside
Left Panel**
(Back Cover)

.5"

**Outside
Right Panel**
(Front Cover)

8.5"

11"

**Inside
Left Panel**

.5"

**Inside
Right Panel**

8.5"

In the Kitchen with Amanda Sanchez

Amanda knows that the menu is one of the most important documents that she will design for her restaurant. This menu design must capture the attention of her customers and make their mouths water. She worked hard to design a menu that was not only well organized and easy to read, but also had detailed food item descriptions and eye-catching pictures.

The **takeout menu** that Amanda created for Wicked Kickn' BBQ is shown below.

★ Appetizers ★

Wicked Wings
Six jumbo wings with our signature BBQ sauce. **$5.95**

The Kickn' Combo
A combination of fried mushrooms, mozzarella cheese sticks, pickles, and potato skins. **$4.95**

Slammin' Jammin' Chili Cheese Fries
Our tasty French fries smothered in chili and cheese. **$4.95**

Wagon Wheel Onion Rings
Our giant onion rings battered and fried to perfection. **$4.95**

Don't Mess with Texas Nachos
Nachos with a Texas twist! Tortilla Chips, cheese, and your choice of shredded pork, chicken, or brisket mixed in. **$5.95**

★ Entrees ★

Rip Roarin' Ribs
A full-rack of finger lickin' baby back ribs smothered in your choice of BBQ sauce. Served with your choice of two sides, a salad, and a pickle. **$14.95**

The Lone Star State Sizzler
A 10-ounce sizzlin' sirloin steak grilled to your selection. Served with your choice of two sides, a salad, and a pickle. **$13.95**

Wicked Wing Platter
A dozen of our lip smackin' jumbo wings smothered in your choice of BBQ sauce. Served with your choice of two sides, a salad, and a pickle. **$10.95**

Grande Grilled Shrimp
Eight Texas-sized shrimp smothered in your choice of BBQ sauce and grilled to perfection. Served with your choice of two sides, a salad, and a pickle. **$13.95**

Western Style Catfish
An 8-ounce filet of fresh Texas c[...] perfection with a touch of your [...] of two sides, a salad, and a pickl[...]

Enjoy any of our appetize[...]
BBQ sauce: Kickn' Sa[...]

★ Sandwiches ★

Wicked Kickn' Chicken
The one that started it all. Our award-winning BBQ chicken sandwich. Shredded chicken piled high with your choice of BBQ sauce. Served with your choice of two sides and a pickle. **$8.95**

The Swimmin' Pig
Our fabulous pulled-pork sandwich swimmin' in your choice of BBQ sauce. Served with your choice of two sides and a pickle. **$8.95**

The Cowboy Combo
Can't decide? Have them both! A mix of our shredded BBQ chicken and pulled pork loaded into one sandwich. The only decision you need to make is your choice of BBQ sauce! Served with your choice of two sides and a pickle. **$9.95**

The Western Brisket
A tender beef brisket sandwich with your choice of BBQ sauce. Very satisfyin'. Served with your choice of two sides and a pickle. **$9.95**

The Texan
Looking for a good old-fashion burger? Try this 1/2 pound burger with all the fixin's. Served with your choice of two sides and a pickle. Cheese and bacon, add $.50 each. **$9.95**

★ Sides ★

Coleslaw A bowl of cool, crunchy, creamy coleslaw. **$1.95**
Chuckwagon Beans A bowl of baked beans mixed with brown sugar, ground meat, and bits of bacon. **$1.95**
Corn on the Cob A full ear of delicious sweet corn. **$1.95**
French Fries A basket of our hot and salty French fries. **$.95**
Sweet Potato Fries A basket of our fabulous sweet potato French fries. **$2.95**
Loaded Baked Potato A baked potato piled high with cheese, bacon, scallions, sour cream, and butter. **$2.95**

★ Desserts ★

Fresh Pie of the Day
Apple, Peach, Cherry, Very Berry, Blueberry **$4.95 (Ala Mode add $1.00)**
Texas Mud Cake
Try our classic—a luscious combination of sweet chocolate, crunchy pecans, and gooey marshmallows. **$5.95**
Nana's Peach Cobbler
Old fashion cobbler served warm with a scoop of ice cream. **$4.95**
Orchard Apple Crisp
Tasty crisp served warm with a scoop of ice cream. **$4.95**
Ice Cream Sundae
Choose from vanilla, chocolate, and strawberry. **$3.95**

★ Kid's Menu ★

Wicked Kickn' Junior
Chicken, pork, or combo. Served with fries, applesauce, and a drink. **$5.95**
Lil' Wrangler Hamburger
Hamburger on a bun. Served with fries, applesauce, and a drink. **$4.95**
Lil' Wrangler Hotdog
Hotdog on a bun. Served with fries, applesauce, and a drink. **$4.95**
Marvelous Mac and Cheese
A bowl of home-style mac and cheese. Served with fries, applesauce, and a drink. **$4.95**
Texas-Shaped Chicken Nuggets
Crispy chicken nuggets in the shape of the great state of Texas. Served with fries, applesauce, and a drink. **$5.95**

★ Beverages ★

Coke, Diet Coke, Sprite, and Mello Yello **$1.95**
Old-style root beer **$1.95**
Hand-squeezed lemonade **$1.95**
Sun-brewed sweet ice tea **$1.95**
Regular and Decaffeinated Coffee **$1.95**
★ Enjoy bottomless beverages with our free refill policy!

WICKED KICKN' BBQ TEXAS ★ STYLE

Takeout Menu

★ 1556 Hwy 20 ★
El Paso, TX 79902
P (915) 555-1234
F (915) 555-5678
www.WickedKicknBBQ.com

Hours:
Sun - Thurs : 4:00 - 11:30 p.m.
Fri - Sat: 4:00 p.m. - 2:00 a.m.

Look at What Amanda's Cooked Up
Use Amanda's **takeout menu** as a guide for creating your own.
Do not duplicate Amanda's work.