UNIVERSITY INSTITUTE OF COMPUTING

PROJECT REPORT
ON
MENU CARD

Program Name: BCA

Subject Name/Code: Desktop Publishing Lab (23CAP-204)

Submitted by: **Submitted to:**

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Section: BCA – **3** (A)

ABSTRACT

Introduction:

A menu card is a printed or digital document that presents the food and beverage options available at a restaurant, café, or event. It typically includes categories such as appetizers, main courses, desserts, and drinks, with descriptions and prices for each item. A thoughtfully designed menu reflects the atmosphere and style of the establishment, often featuring attractive visuals like high-quality images or illustrations of dishes. Beyond serving as a guide for customers, the menu also acts as a marketing tool, enticing guests with appetizing descriptions and spotlighting special dishes or chef recommendations. The design and layout are essential in creating an inviting and enjoyable dining experience.

Technique:

Here are three techniques for creating a menu card in Adobe Photoshop:

Layering and Organizing: Use layers to separate different elements of your menu card, such as backgrounds, text, and images. Group related layers to keep your workspace organized, making it easier to edit individual components without disrupting the entire design. This approach helps streamline the editing process and keeps the design tidy.

Typography and Text Formatting: Play with different fonts, sizes, and styles to establish a clear visual hierarchy. Vary the weights and colors to differentiate sections like titles, item names, and descriptions. Adding effects like shadows or outlines to text can improve readability and create depth, giving the design a more polished look.

Incorporating Images and Graphics: Add high-quality images of food or decorative elements to make the menu visually appealing. Techniques like clipping masks can help blend images smoothly into the layout. Adjusting the opacity, applying filters, or using layer styles can ensure the images complement the overall design and enhance the menu's aesthetic.

System Configuration:

- **OS:** Windows
- **Processor:** Intel i5 or higher processor recommended
- **RAM:** 4 GB (minimum); 8 GB recommended
- **Development Environment:** Adobe Photoshop, and you can also use Photo PEA
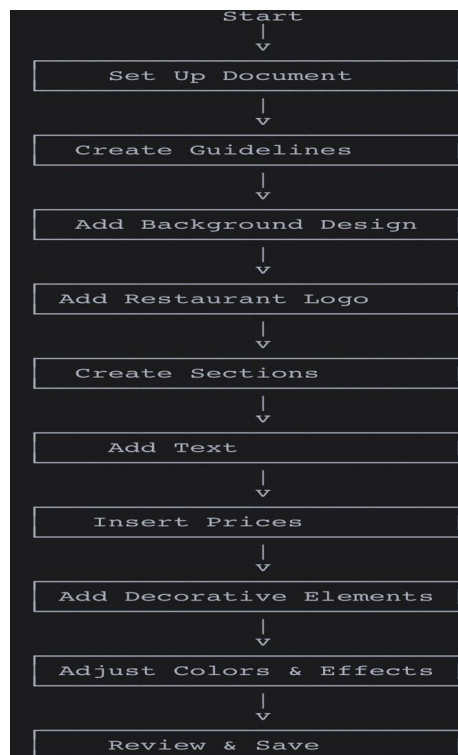
SUMMARY

Input:

1. <u>Restaurant Name and Logo:</u> Prominently display at the top.
2. <u>Tagline:</u> A brief description of the dining experience.
3. <u>Menu Sections:</u>
   - Appetizers: Items with descriptions and prices.
   - Main Courses: Variety of options with prices.
   - Desserts: Sweet treats with prices.
   - Beverages: Drinks available with prices.
4. <u>Specials:</u> Daily specials or chef's recommendations.
5. <u>Contact Info:</u> Address, phone number, and website.

Process:

Here's the flowchart that visually represents the steps to create a menu card in Adobe Photoshop.

Output:

Menu

CHICKEN

Tandoori Chicken	6,00
Chicken Tikka	11,00
Butter Chicken	8,00

PORK

Bacon	6,00
Pork Chops	11,00
Pork Momo	8,00

FISH

Sushi	6,00
Caviar	11,00
Tuna	8,00

SIDES

Burger	6,00
Fries	11,00
Tacos	8,00

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