

UNIVERSITY INSTITUTE OF
COMPUTING

PROJECT
REPORT ON
MENU CARD

Program Name: BCA

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

Submitted by:
to:

Submitted

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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 organizes offerings into sections like appetizers, main courses, desserts, and beverages, each with descriptions and prices. A thoughtfully designed menu card aligns with the establishment's theme and atmosphere, often featuring high-quality images or illustrations to showcase the dishes. Beyond guiding customers, it serves as a marketing tool, enticing diners with flavorful descriptions and spotlighting special items or chef's recommendations. The design and layout contribute significantly to creating an inviting and memorable dining experience.

Technique:

Here are three techniques used to create a menu card in Adobe Photoshop

- **Layering and Grouping:** Use layers to keep various elements of your menu card organized, including backgrounds, text, and images. Group related layers to streamline management, enabling you to edit specific components without impacting the whole design. This approach helps keep your workspace tidy and makes adjustments more efficient.
- **Typography and Text Styles:** Try experimenting with a variety of fonts and text styles to establish a visually appealing hierarchy. Use variations in size, weight, and color to differentiate between headings, item names, and descriptions. Adding text effects like shadows or outlines can improve readability and bring depth to your design.
- **Image and Graphic Integration:** Include high-quality images of dishes or decorative graphics to make the menu more engaging and visually appealing. Utilize techniques like clipping masks to integrate images smoothly into the design. Adjusting opacity, adding filters, or applying layer styles can help images harmonize with the menu card's overall aesthetic.

System Configuration:

- **OS:** macOS Sequoia
- **Processor:** Apple M2, 8-core CPU, 8-core GPU or higher recommended
- **RAM:** 4 GB (minimum); 8 GB recommended
- **Development Environment:** Adobe Photoshop, and you can also use Photo PEA

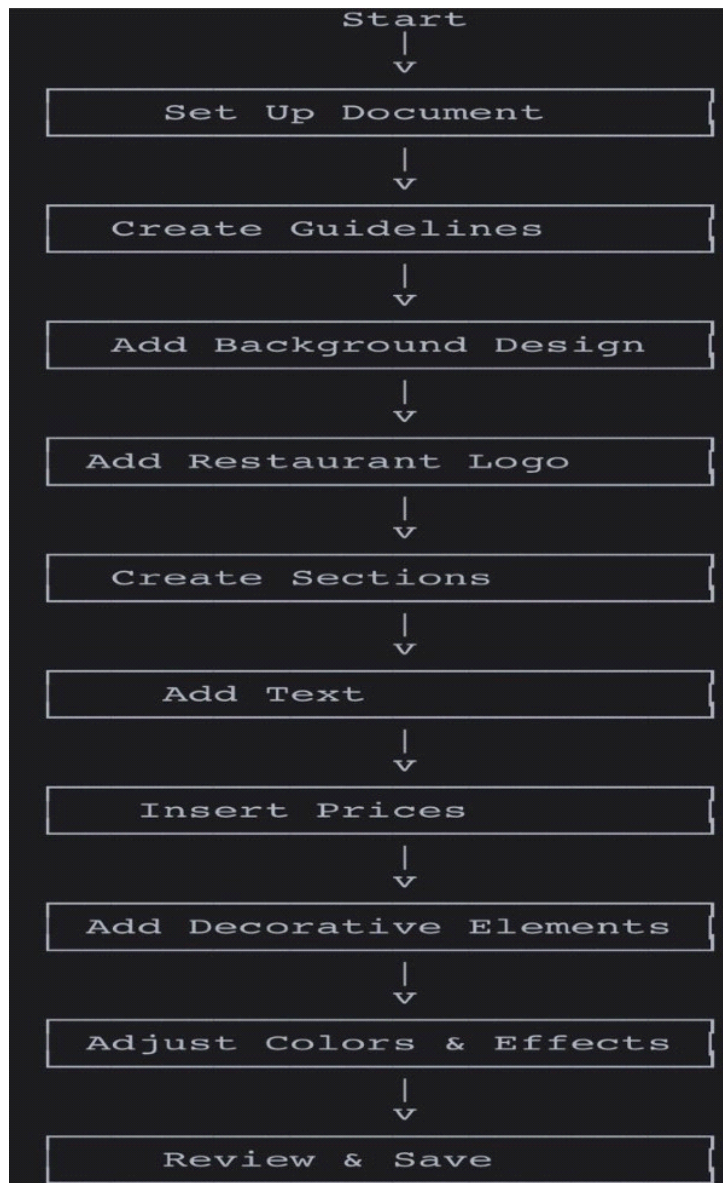
SUMMARY

Input:

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

Process:

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



Output:

SPECIAL MENU

Sloppy Joes \$10

These meaty, cafeteria-style sloppy joes have all the flavor of the sandwich you grew up on, but

Lemony Yogurt Cake \$10

Heart-healthy olive oil and protein-rich Greek yogurt take the place of butter in this lemony pound

Banana Smoothie \$10

If you've got just 5 minutes, you've got time to blend up this nutrient-packed, 5-ingredient

Breakfast Casserole \$10

Healthy cooking doesn't always mean using low-fat products. The full-fat Cheddar and Parmesan

Lentil Chili \$10

This hearty vegetarian chili is both nutritious and satisfying, thanks to the protein-packed navy beans and

Bacon and Egg Cups \$10

Everything you've ever craved from a diner breakfast is present in this Whole30-friendly recipe, which is

Vegetable Soup \$10

This soup is just as good for dinner as it is for lunch -- it's warming and comforting and perfect for a rainy

A healthy restaurant typically focuses on offering nutritious, balanced meals made from fresh,



*Healthy
& Tasty*
LUNCH