

CS 2033A – Fall 2024

Graphic Assignment

Due: Monday, October 7, 2024

Overview

You are creating a new restaurant and it's up to you to decide what kind of restaurant it will be and all the details about it! You must come up with the information about the restaurant including its name, location, type of cuisine, etc. as well as designing a logo and menu for the restaurant.

Be creative with this. There are several requirements and restrictions but you are also given a lot of freedom to make this your own project so have fun with it and let your creative juices flow!

There are 3 components to this assignment:

1. Establishing the **branding** of your restaurant
2. Designing and creating a **logo** for your restaurant
3. Designing and creating a **menu** for your restaurant

Please read **all** the instructions carefully before beginning to work on anything. There are important requirements and reminders that must be considered when working on it to avoid having to undo or redo work. Do not leave this until the day or even week when it's due to do everything. It will take time and thoughtful consideration so begin early and give yourself time.

Branding Document

Branding is a formal way of describing the information about the restaurant, including its name, location, type of cuisine, as well as technical details like the colour scheme and fonts that are being used in the logo and menu. Branding is helpful in maintaining consistency in the structure and appearance of the different media produced by a business.

You will need to use the provided branding template and fill it out with the information you come up with for your restaurant. The branding should be the first component you work on, although you may modify it as you work through the other components.

The pieces of information that will go into your branding document are:

- Your name
- Restaurant name
- Location (make up any address and city in Canada)
- Type of cuisine (Japanese, Greek, Indian, American, etc.)
- 2 Fonts [must be web-safe/Google fonts] (to use in your logo and menu)
- 3 Colours [not black/white/gray] (to use in your logo and menu)

When you are ready to begin establishing your branding, download the provided file [brand_template.docx](#) from the assignment page on OWL and enter your information in that document. When it is finished (wait until you finish the other components in case you need to modify any part of the branding later on), export/save the template file as a PDF with the name [brand_username.pdf](#) (where **username** is your Western username). It may be easier (but not required) to rename the Word document to [brand_username.docx](#) so that when you export the document as a PDF, the name should already be formatted correctly. The completed branding PDF file (not the .docx file) is required as part of your assignment submission.

Logo

You must create a logo for your restaurant using the following requirements:

- The logo **must** be exactly 300 pixels by 300 pixels (but you may have whitespace around the edges if you wish – i.e. you don't have to fill all 300 by 300 pixels with colour/text/etc.). You **may** also have transparent areas, for example if the logo is a circle and the four corner areas are transparent, that is fine.
- The logo **must** be created with a resolution of 72 DPI
- The logo **must** contain the name of the restaurant
- You **must** use at least **one** of the fonts listed in your branding document (you may use additional fonts if you wish)
- You **must** use at least **two** of the colours listed in your branding document (you may use additional colours if you wish, including black/white/gray)
- The layout of the logo is up to you. You can add images or shapes or anything that you want, but you **must** follow the Copyright rules (see below) if using an image that you didn't take or create yourself
- You **must** name the native logo file as **logo_username.afphoto** (where **username** is your Western username)
- You **must** export the finished logo as **either** JPG **or** PNG (if you have any transparent portions of the logo, then PNG is the better choice). The name of this file **must** be **either** **logo_username.jpg** **or** **logo_username.png** (where **username** is your Western username).

Menu

The largest component of this assignment is to design and create a menu for your restaurant using the following requirements:

- The menu **must** be **either** 792 by 1224 pixels **or** 1224 by 792 pixels
- The menu **must** be created with a resolution of 200 DPI

- The menu **must** contain the logo you created for the restaurant (you **may** scale it to any appropriate size within the menu file)
- The menu must include the name* of the restaurant and the location matching the information written in your branding document
 - * If the name of the restaurant is clearly displayed in the logo, then you do not have to include the name as text directly in the menu
- You **must** use **both** fonts listed in your branding document (you may use additional fonts if you wish)
- You **must** use **all three** colours listed in your branding document (you may use additional colours if you wish, including black/white/gray)
- The menu **must** have at least 4 sections for different types of meals or groups. For example, you could have: Breakfast, Lunch, Dinner, and Desserts. Or you could have: Pastas, Salads, Entrées, and Kid's Meals. Or you could have Appetizers, Sandwiches, Vegetarian Meals, and Meat-Lovers Meals. These are just examples. The 4 sections are up to you.
 - The title of each section **must** be large or clearly emphasized.
 - Within each section, you **must** have at least 5 different items. This means you must have at least 20 items in total and they must be grouped into 4 or more sections each with 5 or more items.
 - In each of the 4 sections, you **must** include at least 1 picture of a dish or something relevant to an item in that section.
- Each of the 20 dishes **must** have a name, price, and a short description.
- You **must** create a clipping mask somewhere on the menu. It could be for one of the pictures of the dishes described above or for an additional picture. It could be a large title that has a background image showing through onto the text.
- The layout of the menu is up to you. Feel free to look on Google images for "menu template" for some ideas and inspiration. Do not download a template to build your menu though. That would be seen as plagiarism.
- You **must** name the native menu file as **menu_username.afphoto** (where **username** is your Western username)
- You **must** export the finished menu as a JPG. The name of this file **must** be **menu_username.jpg** (where **username** is your Western username).

Copyright Rules

For this course, you are **required** to use copyright-free images only. This means you will **not** be allowed to do a simple Google Image search and use any image that comes up on there. There will be strict penalties applied if you use copyrighted images.

The following websites are acceptable and encouraged as they have many copyright-free images that are high definition and free to use!

- Pexels <https://www.pexels.com/>
- Unsplash <https://unsplash.com/>
- Pixabay <https://pixabay.com/>
- StockSnap.io <https://stocksnap.io/>
- Negative Space <http://negativespace.co/>
- Life of Pix <http://www.lifeofpix.com/>
- Cupcake <http://cupcake.nilssonlee.se/>

If you find an image on a *different* website that you think is copyright-free, it is **your responsibility** to find the terms and conditions regarding copyright. Sites will usually have a page that explains their copyright policies. If you use an image from a site other than those provided in the list above, you will have to find the site's copyright policy and keep track of the link to that policy. Your assignment submission will have to include the link to this copyright policy or a screenshot of the policy so the TAs can determine whether or not your image is indeed copyright-free. Do not ask the instructor or TA to find this copyright policy for you. Failing to find a copyright policy will result in a penalty. The best option is to just use images from the sites above so that you won't have to look up their policies!

Example: The Pexels policy is found here: <https://www.pexels.com/photo-license/>

Note that Pexels is one of the acceptable sites listed above so you don't have to

provide this license link, but this is an example of the kind of policy page you will have to find if you decide to use an image from a site not listed above.

You are **not** allowed to use an AI image generating system or a text generating tool such as ChatGPT to create any portion of the assignment or the images used for it. Strict penalties will be applied for any use of a generative AI system regardless of how much it was used for.

Helpful Hints and Reminders

- It may help to use the Gridlines (View > Show Grid) and/or Rulers (View > Show Rulers) to help with positioning the elements on your menu.
- Save your work early on and continue saving regularly so you don't lose any work! Make backups on other drives/email to be safe. Losing work due to technical malfunctions is **not** grounds for an extension.
- You may wish to create folders/groups in Affinity Photo to keep the layers more organized. This is not a requirement but may be helpful.
- When downloading images (from copyright-free sites), avoid choosing overly large sizes of the images because this will bloat the Affinity file and may cause problems when uploading your files to the server. If your images are too large, you may have to downsample them in a separate file and then import the smaller versions into your menu project. Our servers have a limit of about 75 MB per file so make sure you keep your files below that. Adding too many large HD images will result in excessively large filesizes and the server will not support that.

Submission

The submission process consists of two steps: uploading files to the GAUL server and then submitting your link and relevant information into OWL.

1. Follow the instructions above to create the following 5 files (where **username** is your Western username):
 - brand_**username**.pdf
 - logo_**username**.afphoto
 - logo_**username**.jpg - OR - logo_**username**.png
 - menu_**username**.afphoto
 - menu_**username**.jpg

NOTE: If you use Photoshop, it is **your** responsibility to convert the .psd files to .afphoto for submission and ensure that they converted correctly. We will **not** accept .psd files.
2. Upload these 5 files to GAUL via FTP (WinSCP, FileZilla, etc.):
 - a. Log in with the host name cs2033.gaul.csd.uwo.ca and your UWO login information. The port is 2033 and use SFTP protocol. If you are using FileZilla, you may need to include sftp:// before the host name.
 - b. When logged in, create a folder in your root area on GAUL called "**menu**" and upload your 5 files into the "**menu**" folder.
3. Verify that the files uploaded properly:
 - a. Open the following link (replacing **username** with your Western username): <https://cs2033.gaul.csd.uwo.ca/~username/menu/>
 - b. You should see your files there. Click to ensure they open in the browser or download back to your computer.
 - c. If the link above does not work, it means you may have uploaded the files into the wrong folder or named the folder incorrectly. If the link does open but any of the files do not open/download when you click them, check if the filesize is too large (i.e. 75MB or larger) for any file and make appropriate reductions to fix it.
4. Submit the link on OWL:
 - a. Navigate to the **Assignment 1: Graphic Design** page in OWL (in the Assessments > Assignments page).
 - b. Copy the link to your "menu" folder into the submission text box (from Step 3a above)

- c. Include references to the websites from which you downloaded images (they **must** be copyright-free images!). If any are not from the list of pre-approved websites, you must also include a link or image of the license/policy page explaining that the image is copyright-free.
- d. Submit the assignment on OWL. Do not just save it and leave. Ensure that it is submitted and that the link is correctly working in your submission! Check your email right away and look for the automatic OWL email verifying your submission. Keep this email in case of any discrepancy.