

CS 2033

Multimedia and Communications II

Assignment 2

Restaurant Menu

Overview

You started the planning and branding for your new restaurant but there is still more to do! Your next tasks are to create a logo and a menu for your restaurant. You must continue from the plan you submitted in Assignment 1 – that is, you cannot change your restaurant name, cuisine style, dish list, colours and fonts, etc. However, you can (and in some cases, you **must**) add to the choices you came up with from Assignment 1. For example, the ten dishes you listed in Assignment 1 must all be included somewhere in your menu, but you will also need to come up with more dishes that fit the theme and cuisine of your restaurant. You must use the colours and fonts that you selected in your Assignment 1, but you are allowed to use additional colours and/or fonts if you wish.

Logo

The first part of this assignment is to create a logo for your restaurant using the following requirements.

The logo **must** contain the name of the restaurant.

You **must** use at least one of the fonts listed in your Assignment 1 somewhere in the logo. You **may** use additional fonts too.

You **must** use at least two of the colours listed in your Assignment 1 somewhere in the logo. You **may** use additional colours too.

The logo **must** be 300 pixels by 300 pixels (but you can 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 with diameter 300 pixels, you may make the 4 corner areas transparent.

The logo **must** be created with 72 DPI.

The layout of the logo is up to you. You can add images or shapes or sketches or anything that you want, but follow the Copyright rules if using an image that you didn't take or create yourself.

You **must** name this 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 optimal choice). The name of this file **must** be **either** logo_**username**.jpg **or** logo_**username**.png (where **username** is your Western username).

Menu

The main portion of this assignment is to create a menu for your restaurant.

The canvas size for the menu **must** be 792 x 1224 (or 1224 by 792) pixels and it **must** have a resolution of 72 DPI.

The menu must include the name of the restaurant, the location (as specified in Asst 1), and the logo you created in the upper portion of this assignment. You can change the size of the logo (it does not have to be displayed at 300 by 300 in the menu).

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: Beverages, Sweets, Salads, and Entrées. Or you could have Appetizers, Sandwiches, Vegetarian Meals, and Meat-Lovers Meals. The 4 sections are up to you. 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. The 10 items listed in your Assignment 1 **must** be included in your menu but of course you will have to create at least 10 additional items.

The title of each section **must** be large or clearly emphasized in some way.

Each item on the menu **must** have a price and a short description of the dish.

Within each section of the menu, you **must** include at least 2 pictures of the dishes or ingredients or something relevant to the items in that section. Follow the Copyright rules for these pictures.

You **must** create a clipping mask for at least one of your dish pictures somewhere on your menu. For example, you could have a picture of one of the dishes being shone through onto a diamond shape. You **may** do this for all your dish pictures if you prefer, but only one is required.

✓ You **must** use both fonts listed in your Assignment 1 somewhere on the menu. You **may** use additional fonts too.

You **must** use all three colours listed in your Assignment 1 somewhere on the menu. You **may** use additional colours too.

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. This would be a case of academic dishonesty.

Helpful Hints

- 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.
- 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), try to 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 down-sample them in a separate file and then import the smaller versions into your menu project.

References

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. Marks will be taken off 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. This link will have to be included in your submission on OWL 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 deducted marks. 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.

Submission

1. Follow the instructions above to create the following 4 files (where **username** is your Western username):
 - 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 files to Affinity Photo format (.afphoto) for submission. We will not accept .psd files.
2. Upload the 4 files for your logo and menu 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 4 files into the "menu" folder.
3. Verify that the file uploaded properly.
 - a. Open the following link (replacing **username** with your Western username): <http://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.
4. Submit the link on OWL.
 - a. Navigate into the CS2033 Assignment 2 page in OWL.
 - b. Copy the link to your "menu" folder into the submission text box (from Step 3a above)
 - c. Submit the assignment on OWL. Do not just save it and leave. Ensure that it is submitted! Check your email right away and look for the automatic OWL email verifying your submission. Keep this email in case of any discrepancy.