MENU / PAMPHLET *project*

Today you will be creating a menu or pamphlet. You may choose the service in which you decide to create this project for. Some examples would be:

- Hair Salon Menu
- Restaurant Menu
- Spa Menu
- Oil, Lube & Tires Menu
- Tool Pamphlet
- Graphic Design Menu

Job Requirements:
- Must be done in InDesign.
- Must be an ORIGINAL document. This is a test of your creativity as well as skill.
- This is an INDIVIDUAL project. You may seek OPINION or FEEDBACK from your classmates, but you may not ask them to do the project for you - or with you.
- All specifications must be followed.

Job Specifications:

FLAT - 8x9'' but folded, will be 4x9''
.3125'' margins
.125'' bleed
full color
two sided
proper naming convention

You may print proofs for yourselves in black and white, but you may only print this in color ONCE. Each time your print in color after your one color allowance, will result in a 2 point deduction of the total project grade so make sure that you are ready to print in color before you do.

What I will need turned in:
1. Final Project printed in color, cut out, pasted together and folded (a mock-up)
2. A Packaged file of the document
3. A PDF of the file with crops and bleeds

I will be here to help you figure out how to do things, but for this project will offer no assistance with design. I will also not tell you if I think you are doing poorly, or well. It will be up to you to rely on your co-workers for their opinions and constructive criticism. Good Luck!

You will be graded on the following criteria:

_____ Creativity (10)

_____ Originality (10)

_____ Completed ON TIME (10)

_____ Good Use of Class Time to complete project (10)

_____ Proper Margins & Bleeds (5)

_____ Use of Tabs, need at least one section to include tabs (5)

_____ Use of Paragraph OR Character Style, need at least one section to include a style sheet (5)

_____ 3 Font MAXimum (5)

_____ Alignment, need to see TWO different alignment choices throughout document (5)

_____ Any and ALL images need to be CMYK color (5)

_____ PMS Colors - need to see at least TWO PMS colors in the document (solid uncoated) (5)

_____ PDF is in correct format (5)

_____ Packaged file was prepared correctly (5)

_____ Printed mock-up was correct (5)

_____ Folds properly (5)

_____ SPELLING (5)