

## **Menu Design Lesson Plan - Unit 2: Introduction to Photoshop**

**Course:** Digital Design

**Project Title:** Menu Design

**Duration:** 5 Classes (1 hour each)

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### **Lesson Overview:**

In this project, students will be introduced to Adobe Photoshop, focusing on using tools such as the Pen Tool, Move Tool, and Text Tool to create a visually appealing menu. The lesson will emphasize design principles such as hierarchy, unity, contrast, and how to apply them in menu layout design. By the end of the project, students will submit a polished, professional-looking menu as a Photoshop file and a PNG image.

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### **Learning Objectives:**

By the end of this lesson, students will be able to:

1. Apply principles of design (hierarchy, unity, contrast) to create an effective menu layout.
  2. Use Adobe Photoshop tools (Pen Tool, Move Tool, Text Tool) to create menu graphics and text.
  3. Research and analyze various menu designs to inform their creative process.
  4. Produce a visually appealing and user-friendly menu.
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### **Materials Needed:**

- Computers with Adobe Photoshop installed
  - Projector/Screen for class demonstrations
  - Internet access for research
  - Handouts:
    - Written Directions/Steps Handout
    - Shortcut Keys Handout
    - Menu Help Handout
  - Student Examples (Past Projects)
  - Professional Menu Examples
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## Lesson Breakdown:

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### Day 1: Introduction to Photoshop & Menu Design Principles

1. **Introduction (15 min):**
    - Overview of the project and goals.
    - Brief discussion on the principles of design: hierarchy, unity, and contrast.
    - Show professional and student menu examples to demonstrate design principles.
  2. **In-Class Demonstration (20 min):**
    - Introduction to Photoshop workspace and tools:
      - Pen Tool (for drawing shapes and graphics)
      - Move Tool (for positioning objects)
      - Text Tool (for adding text elements)
    - Create a simple menu layout using these tools.
  3. **Activity - Research (15 min):**
    - **Do Now Assignment:** Students will research and analyze three menu examples (can be restaurant menus, online menus, etc.) and identify how hierarchy, unity, contrast, and other principles are applied.
    - Students will use the research to inform their own menu design decisions.
  4. **Discussion & Exit Ticket (10 min):**
    - Class discussion on the researched menus.
    - **Exit Ticket:** Brief survey asking what students learned from their menu research and how they plan to apply the principles in their own designs.
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### Day 2: Photoshop Tools and Layout Creation

1. **Recap & Instruction (10 min):**
    - Quick review of tools and principles from Day 1.
    - Demonstrate how to use the Move Tool, Pen Tool, and Text Tool in creating their menu layouts.
  2. **In-Class Work (30 min):**
    - Students start working on their own menus in Photoshop. They will use the tools to lay out the design, add text, and create graphics based on their research.
    - Instructor provides individual support, answering questions and offering tips.
  3. **Peer Review (10 min):**
    - Students pair up and review each other's work, offering feedback on design, hierarchy, and overall layout.
  4. **Exit Ticket (5 min):**
    - Quick reflection on the day's progress. What tools or techniques did students find most useful? Any challenges they are facing?
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### Day 3: Refining the Design

1. **Demonstration (10 min):**
    - Show how to refine the design, adjust text size, spacing, and alignment for better visual hierarchy.
    - Discuss how to add and adjust colors, swatches, and other design elements.
  2. **In-Class Work (35 min):**
    - Students continue working on their menus, refining their design, adjusting the layout, and ensuring their menu is visually appealing and readable.
    - Individualized support for troubleshooting or improving their designs.
  3. **Class Discussion (10 min):**
    - Discuss the importance of unity in a design and how students are incorporating this into their work.
    - Emphasize creating a cohesive visual experience.
  4. **Exit Ticket (5 min):**
    - Reflect on improvements made to the design today and any questions that remain.
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### Day 4: Final Touches & Exporting

1. **Instruction (10 min):**
    - Demonstrate how to finalize the design by adjusting alignment, adding finishing touches (shadows, borders, etc.), and reviewing the design for clarity and professionalism.
    - Show how to export the menu as both a Photoshop file and a PNG.
  2. **In-Class Work (35 min):**
    - Students finalize their menu designs and begin exporting their work.
    - Instructor assists students with finalizing their files and ensures they follow proper file-saving procedures.
  3. **Peer Feedback (10 min):**
    - Students present their menus to a partner for final feedback on clarity, readability, and visual appeal.
  4. **Exit Ticket (5 min):**
    - Reflect on the final design process. How did students decide when their design was complete?
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### Day 5: Final Submission & Reflection

1. **Final Adjustments (10 min):**
  - Students make last-minute revisions based on peer feedback.
  - Ensure all files are saved correctly as both Photoshop and PNG.

**2. Final Submission (20 min):**

- Students submit their final projects (Photoshop file and PNG file) via the course's submission platform.

**3. Project Reflection (15 min):**

- Students write a short reflection on their design process and the skills they've learned through the project.
- Optional: Discuss any challenges faced and how students overcame them.

**4. Wrap-Up & Conclusion (15 min):**

- Review the learning objectives and how they were met through the project.
  - Celebrate completed projects and discuss upcoming units.
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**Assessment:**

- **Formative:**

- Exit tickets after each day to gauge student understanding.
- Peer reviews to encourage collaborative feedback.
- Instructor observations and individualized support during class.

- **Summative:**

- Final menu design submitted as both a Photoshop file and a PNG file.
  - Reflection on design process.
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**Curricular Resources:**

- **Professional Menu Examples:** Showcasing different menu designs that illustrate hierarchy, unity, and contrast.
  - **Student Menu Examples:** Displaying previous student projects to inspire creativity.
  - **Video Tutorial:** Step-by-step guide on using Photoshop tools.
  - **Handouts:**
    - Written Directions/Steps Handout
    - Shortcut Keys Handout
    - Menu Help Handout
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**Framework Standards:**

- **Anchor Standards:** 1, 2, 3, 4, 10
  - **Massachusetts Arts Curriculum Framework Standards for Digital Arts**
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This lesson plan provides a structured approach to help students learn key design principles while mastering basic Photoshop skills. By the end of the unit, students will have created a professional menu design that showcases their understanding of both creative and technical elements.