

# DESKTOP PUBLISHING: Menu Project Scoring Guide

Name of Restaurant: \_\_\_\_\_

Slogan: \_\_\_\_\_

Manager: \_\_\_\_\_

<b>Required ↓ Areas ↓</b>	<b><i>Oh, Great Job!</i> 10 points</b>	<b><i>Pretty Good Stuff</i> 8-9 points</b>	<b><i>Better Be More Careful!</i> 0-7 points</b>
<b>Organization</b>	Menu is divided into sections and sections are labeled and stand out	Menu is divided into sections, but may be difficult to locate	Menu is not divided into appropriate sections
<b>Features</b>	Advanced features are used: Drop shadow, reverse text, page border, dot leaders, appropriate fonts, font formatting, use of 2-colors and black, etc.	Only a few advanced features are used; more would have contributed to the overall design/theme	Very few advanced features are used
<b>Content</b>	All menu items are listed, and creative names and descriptions are used	Minor content issues, such as a description or two that are not "good enough," but most is okay	Some menu items have been left out, no descriptions are used, or descriptions are not adequate. Other items are added or prices are wrong
<b>Graphics</b>	A page border is used, good clear graphics are used, and graphics complement menu in a balanced way	Good graphics are used but may not be placed well or may be overused or underused	Graphics are of low quality, do not match each other, or do not contribute to theme. No page border is used
<b>Grammar/ Spelling</b>	No problems. Looks great!	Some minor errors in spelling or word use	Major errors or several minor errors which detract from the finished product
<b>Originality/ Creativity</b>	Menu looks unique, name of restaurant is original, theme is worked into all aspects of the menu, and menu looks appealing; <u>slogan</u> located on menu	Minor errors with regard to theme, but overall pretty good stuff	Menu looks gaudy, copied, or very plain and shows little creativity or planning
<b>Professionalism</b>	Menu looks "real"	Menu looks okay, but some areas need a little improvement	Menu does not look professional or looks more like a flyer or newsletter than a dining menu
<b>70 Points Possible</b>			

**Comments:**

- ⚙ Before turning in your final copy, have two peers check your menu and provide feedback on the drafts. Then, turn in a black and white copy to me for general feedback on layout and theme.
- ⚙ This sheet must be turned in to the basket when you turn in your final color copy. Points will be deducted for projects without a grade sheet!

**FINAL GRADE:** \_\_\_\_\_