

Decision & Iteration Log: FreshBite Digital Menu

Student name: Marian Miker

Task: One-Page Digital Menu Design

1. Why I choose my tool

When task is to create a clean, modern design, one page digital menu for FreshBite Meals, selecting the tool bit hard, I experimented with Microsoft PowerPoint to build the menu but it just allowed me make one page with basic layout, I found the design not professional just basic and I wanted to achieve something I had in my mind,

I choosed Adobe Express as my primary tool. It offered me more assets to design it the way I wanted it give the digital menu better shapes, better background and text. It let me the final artifact to look more professional digital menu and design like I wanted.

2. What information I used

To get my idea to give the menu professional look, I done online research on restaurants menu, I specifically searched for layouts for the inspiration this search helped me to not use box grids and instead just to use layout assets and minimalize the menu text.

3. How I created my artefact

- Background. First, I created my horizontal blank page, then i choose dark green colour background as primary. This colour theme was chosen by the menu scenario because green show healthy and based on the FreshBite it perfectly fit the local food business.
- Making the assets. To add some visual attractive attention, I positioned the frame on the right corner to insert the business name. In the bottom left corner i placed large line art icon showing restaurant service.

- Then I add elements shape border on the top right of the menu and filled light green, with restaurant name and smaller text Lunch below. On the left I used Menu with tangerine front regular 87. Below that I add border line.
- Header and Branding. In the top right corner, I inserted a shape layer filled with light green, and inserted FreshBite with the text LUNCH placed bellow it. I choose my text fronts two different types for the menu, opposite on the top left I inserted “Menu” with Tangerine Regular font size 87. and inserted a line below it.
- For the menu details I used for the main category (Breakfast, Lunch, Drinks, Snacks) is Lora Bold Italic at size 19. For The food items I choose Lora Regular at size 17. All text was coloured into cream colour to ensure is visible, the “FreshBite” was in Tangerine Regular at size 78. Using dark green colour to be visible against the light green.

4. What changes I made.

I changed most of the design numerous times, first it was the colour text which didn't fit the background and wasn't visible until I found the cream colour and font which make it look clean and visible the way I wanted. fixing the spacing so it fit the details of the menu and prices.

5. Feedback I used.

My tutor explained how to use Microsoft Word to document my design process, by this I was able to use it clear heading, text spelling, and bullet points. It clearly shows that I am starting to manage the Microsoft word to write perfect log.

6. Final explanations.

This artifact was fully redesigned, in one Digital one page menu, for the new term, by presenting all items and pricing with clarity, this menu successfully achieves the goal set by FreshBite Meals, manager, N.De. this project show proof that how platforms like Adobe Express can help local businesses with digital menu, ensuring they are prepared for new terms to attract new customers with the new Digital Menu.

Menu

Fresh Bite

LUNCH

BREAKFAST

Porridge Bowl	£3.80
Breakfast Wrap	£4.20
Fresh Fruit Pot	£2.50

LUNCH



Chicken Salad Box	£6.00
Veggie Pasta Bowl	£5.50
Soup of the Day	£3.90

SNACKS

Granola Bar	£1.80
Greek Yoghurt Cup	£2.20
Banana Bread Slice	£2.50

DRINKS

Fresh Orange Juice	£2.80
Iced Coffee	£3.20
Herbal Tea	£2.00

