

## GRAPHIC DESIGN

## PROJECT 2

*Project Title* Food Truck Design and Menu

**PROJECT DESCRIPTION**

What originally lures customers to walking up to food trucks for a tasty taco or wood-fired pizza is well-executed, thoughtful design (and, okay, probably hunger too).

Food truck companies need smart design and branding as they face fierce competition from other trendy food trucks—not to mention sit-down and drive-through eateries. Because a food truck is an all-in-one mobile dining experience, food truck design is comparable to package design—that is, package design on a large scale.

For this part of the project you will need to design a mock-up of what your food truck will look like to the public, as well as a design for your menu which will be integrated the truck's graphics. Your menu will also need to be a separate design at full-size.

To make things a bit easier I am supplying you with a mock-up for a food truck on Blackboard. You are not required to use this mock-up but if you choose not to you will need to find something of comparable quality.

**FINAL:** The finals need also be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project2.pdf*

SOME EXAMPLES

*Coy Sushi*



*Curry Up Now*



*FoodFurgon*



Falosophy



Recess Ice Cream (Exterior)



Recess Ice Cream (Menu)

