

A4: Invitation Design Activity

Instructions: Answer all the questions.



How can we improve this?

And what would be the objective function?

You are cordially invited to Robert and Alexandra's delectable after-dinner party. Wine and nibbles will be served. when: june 30th, 2012 at 9:30pm. Where: the pad. if you need directions, ping us. Kindly let us know if you'll be attending by june 1st.

1. How can we improve this?

First, I wanted to emphasize the date of the event and what event is it in order for them to know important details of the invitation. I wanted to do minimalistic technique so that their eyes will focus only on the important details of the event. It is important because those details will be the highlight of the invitation I created. Then I place all the other information in a simple style so they will notice it after reading more important information.

2. What would be the objective function?

The objectives are to invite people to a specific event and to provide a good design invitation so that the important details of the event will be emphasized and the user will easily focus to those important details of the event.

3. Create your own design/version of the passage.

Feel free to use any application; PowerPoint, paint, photoshop, Canva, and any other online tools that you prefer.



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**ROBERT AND
ALEXANDRA**

*invites you to
after-dinner party*

saturday
JUNE
30
2012

THE PAD

*at nine-thirty in
the evening*

*Wine and Nibbles
will be served.*

**Kindly let us know if you'll
be attending by June 1st.**

If you need directions, ping us.