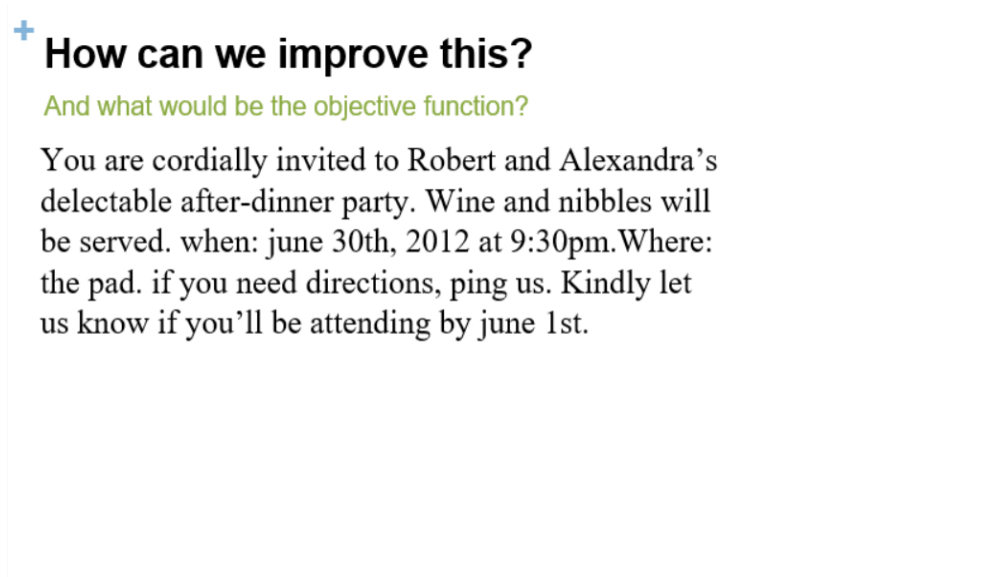


A4: Invitation Design Activity



(GIVEN)

The picture above is an invitation for after-dinner party of Robert and Alexandra. The image above can be improved by emphasizing the important details of the party by having different font size and placement in the card. It is just a one-paragraph with no proper design and when you look at it you can't find the purpose of the picture. We can further improve this by separating the information of the after-dinner party and here's the result: (Picture Below)

I centered the texts and use a different font style and size for the heading to emphasize the important. As you can see, I insert some pictures so that it will help the audience to think what will be the after-dinner party is, the picture is Wine and Nibbles so we can assume that the receiver are adults. I took the minimalistic approach and straightforward since I want to focus on what will be the party and don't lead them into another topic and the receivers are only limited to relatives and peers. I put a three dots on the upper left since it's after-party we can say that there will be a lot of conversations between the guests.



Robert and Alexandra's

after-dinner party

June **30** 2012
9:30 at night

The Pad

If you need directions, please ping us.



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

