

A4: Invitation Design Activity

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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?

You can point out details and give comments for improvements.

There are a lot of things that can be improved, and I will point those things out in bullet form.

- *Layout*

First most important thing to remember especially when creating invitation cards such as this, is the layout. Why? For reasons such as we must take into consideration how the information is going to be viewed in the eyes of the reader, from there it is important that they are grasping information that is in the right order and placements to avoid confusions. In the case above, it needs spaces within each information added. Placing the "You are invited..." in the middle can also easily rely the message of the card as soon as it is seen. Other information can be centralized as well, but it can depend on the design. Layout is also another important aspect to the overall look and design of the invitation (which is important) and give emphasis to the details to make sure readers cannot be lost.

- *Design*

Design is an important aspect that needs to be considered because readers heavily rely on the design and the elements of the invitation, to decide whether it is interesting or not. Design can directly showcase and represent the event, by just having the right application of color palette, usage of font, embellishments, etc., and being able to marry all of this elements and unite them into one, can make a huge difference rather than having it plain like the example above. I recommend popping up a bit of color and elements here and there, because it can help a long way. For example, it is an after-dinner party so why not add icons such as confetti, or anything just to entice the sense of sight.

Layout is an aspect under design but I separated it because I feel like you can have the right layout but the design can be off, and also if the design is great but the

layout is off, it can be intimidating to look at, thus affecting the overall impact of the invitation.

- *Emphasis*

Now that we have the layout and the design, we should take into consideration showcasing the details that are important and be able to highlight them in your invitation.

- *Theme*

We have already understood what to emphasize for the event and we have also understood the importance of relying the message, having a theme can create a picture of what the party is going to be like. Is it going to be formal? Or is it casual? And we can understand this by just basing on the theme of the invitation.

- *Correctness & Completeness*

Another important thing, since we are relying information, it is important that it contains all the right contents and details while also making sure that the ultimate goal is met; and that is to avoid the receivers having questions. Events such as this can be hectic and can take up a lot of time and if you have multiple number of guests then it can be hard to answer back to all of them. A recommendable feature that I think can replace the “*if you need directions, ping us*”- is to include a mini map or a QR code, if you’re feeling creative; or at least provide full address rather than just saying ‘The Pad’. But if organizers are being private with their location, they should at least share a contact information. Moreover, the invitation should be able to answer what, why, when, and where of the event. In the example above, there was no specified reason why they were going to have a party, so I feel like it is important to add that aspect as well.

Apart from the details; the grammar, spacing, capitalizations, punctuation marks, spelling, etc., should also be correct. Wrong formats can reflect poorly of the organizers.

2. What would be the objective function?

Tell me what the passage is all about. What is the objective?

The main objective of the passage is to invite guests to a *Robert and Alexandra’s delectable after-dinner party* that will be held in The Pad at 30th of June 2012, 9:30 pm. The invitation’s objective should persuade the receiver of the invitation to go. Not only to invite them, but to also share details as to what to expect, when and where it will take place, and why it is going to happen.

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

