

Client Party/Event, Birthday, Grand Opening, Bridal, etc. Job # **GD-03-Invitation**
Desc/Title Invitation (print version + web version) Designer _____
Specs Print: 2-sided, Flat = 6" x 8" (+ .125" bleed, 300 ppi) ID # _____
Trim/Folded = 6" x 4"; 4C Process (or Spot colors) Deadline _____
Web: RGB, 72 ppi, 180px x 180px Start _____ End _____

Competency/Task:

Design and prepare an original color layout for print invitation (with a horizontal fold) and a small web ad version. Layout will be built in *InDesign*. Use other design/illustration/imaging applications or techniques for respective production needs.

Instructions

1. **Layout** a minimum of 15-25 thumbnails for each size.
2. **Discuss thumbnails/layouts** with instructor; choose the best concept, acquire approval. After concepts are chosen, **prepare/layout full-size *Print* version** using *InDesign*, *Illustrator* and *Photoshop* as needed. Then **prepare/layout a *Web* version**, (an edited "ultra-simplified" RGB invite @ 180px x 180px; 72 ppi. Basically this is a small banner ad based on using only a few elements and minimal copy from the front cover of the print layout).
3. **Build and Submit ALL for grading (provide working links within your website):**
 - 4C PDF (LoRes) of print layout = (High Quality Print, no marks, 150 ppi, @100%)
 - 4C PDF (HiRes) of print layout = (Press Quality, marks, 300 ppi, @100%)
 - RGB JPEG, or PNG, of web layout (180px x 180px; 72 ppi)

Criteria/Required Elements

Headline: Write original copy. Emphasize concept/message/event/theme/etc.

Subhead: *Print:* Write original copy as/if needed. *Web:* May, or may not, have room for this.

Body Copy: *Print:* Write original copy as/if needed. *Web:* Probably no room for this.

Other Elements: Event Details: Date, Time, Directions, Address, Phone and small, simple Map. Use logical discretion about what could/should actually be used in web ad. Space and legibility matter.

Other Considerations: Imagery: Build original art and vector illustrations via *Illustrator*. Modify and/or customize art/images (effects, blend modes, transparency, etc.) via *Photoshop*. *Beginning designer mistakes (with web banner ads) include:* trying to force/keep way too much copy in a too-small space; ignoring readability; using microscopic text; not minimizing the message. You must selectively edit your message/call-to-action. Only the most important point(s) can stay. Remember that small ads are only used prompt a user to jump to a website, email, or call for information.

Supplemental Information

Invitations are still considered an effective, personalized way to elicit a response (attendance) to an event or celebration. When properly created they are specifically targeted and well received by the recipients. The sooner you learn to take charge of editing your concepts and streamlining the message, to only what's needed, the sooner the end results will improve.