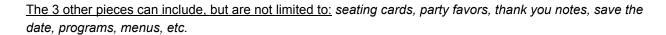# Party Planning

Image from: Papersource.com

Challenge: Create a series of party pieces that are unified by the design. You must create an **invitation** and **3 other pieces** for your party.

Your event can include, but not limited to: *wedding, bridal shower, baby shower, graduation party, thanksgiving, holiday party, halloween, birthday party, baptisms, bar/bat mitzvahs, retirement party, corporate event, mad hatter tea party, etc.*

The 3 other pieces can include, but are not limited to: *seating cards, party favors, thank you notes, save the date, programs, menus, etc.*

Vocabulary: Unity - According to Alex White, author of *The Element of Graphic Design*, to achieve visual unity is a main goal of graphic design. When all elements are in agreement, a design is considered unified. No individual part is viewed as more important than the whole design. A good balance between unity and variety must be established to avoid a chaotic or a lifeless design.

Limitations:

   NO clipart or images taken from the web and placed on your invite. *YOU MUST DESIGN EVERYTHING!*

Things to think about:
- Size of invitation (the size is limited by the size envelopes you can buy, use the paper source website for all kinds of envelope sizes.)
- Color Scheme throughout all of the pieces
- Unity between all 3 pieces (Through color, design, type)
- Font Choices (Are you using the right font for the party?)

Things to Include on the invitation:
- What (kind of party)
- Who (who is the party for?)
- Where (Place & address)
- When (date & time of party)
- RSVP (phone #, email & deadline to rsvp by)

Criteria:

COMMUNICATION & EXPRESSION
- You solved the problem thoughtfully, setting up a unified visual interpretation for the event.
- You tried different approaches for your solution, taking risks, and choosing ideas that weren't trite or clichéd.
- Your designs were chosen carefully, you sketched out ideas and really thought about how to best

design each piece for the event

DESIGN, LAYOUT & COMPOSITION
- ○ The text (font choice) was considered and added to the intent of each design
- ○ Your placement of text, space, and color added to the intent of the overall design
- ○ You created a visual entry point for the viewer & considered the visual balance of your designs
- ○ You focused on a unified text, font and overall design for each piece for the event.

CRITIQUE & REFLECTION
- ○ You clearly articulated your artistic and technical intentions and processes.
- ○ You sought feedback on your work during and after studio, and considered suggestions.
- ○ You contributed to group critiques, offering clear and insightful comments and constructive, respectful feedback

PROFESSIONALISM
- ○ You always stayed on task without reminders.
- ○ You thoroughly and carefully completed all assigned work.
- ○ You adhered to all deadlines without reminders.
- ○ You consistently cared for all materials and equipment.
- ○ Through all stages of the process, you always demonstrated focus and set goals.

Resources:
http://ohsobeautifulpaper.com/, http://fourthyearstudio.com/, http://www.albertinepress.com/, http://www.pistachiopress.com/