



Process Book

# Wedding Invitational Package

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# Introduction

## Project Overview

The primary goal of this project is to design a wedding invitation package consisting of:

- **Save-the-dates**
- **Invitations**
- **Response cards**
- **Reception cards**
- Wedding programs
- Menu cards
- Place cards
- Thank-you cards

The primary purpose of working on this project is to explore the subject of products/stationary sharing a common and a cohesive design.

## Audience

There are multiple types of weddings around the world base on cultures and religions, with each wedding having different kinds of receptions, aesthetics, events, etc. In this specific project, the wedding invitation package will be designed around audience who would attend to a modern, western wedding. Audience includes but not limited to the:

- couple who prefers a western wedding and is planning for it
- the marrying couple's family and friends as they would be the receivers of these materials

## Production

This theme of this invitation package will be a modern seaside wedding. Each of the items within the package will have a different message that serves the purpose of that specific item. For the typeface, an elegant script typeface combined with a san serif typeface would be a possibility that suits the occasion. The reason behind this selection relates to the theme of the wedding being modern yet maintains its elegant style of it being a seaside wedding.

The following programs would be used in this project:

- InDesign: To create a cohesive layout for all the cards involved in thee package.
- Photoshop: To create necessary graphics and patterns for the design as a whole.

## Deliverables

### Save-the-dates

- **A7 5" x 7"**
- **RGB, 144**
- **0.25 margin**

### Invitations

- **A7 5" x 7"**
- **RGB, 144**
- **0.25 margin**

### Response cards

- **A2 4.25" x 5.5"**
- **RGB, 144**
- **0.25 margin**

### Reception cards

- **A7 5" x 7"**
- **RGB, 144**
- **0.25 margin**

### Wedding programs

- **4" x 9.25"**
- **RGB, 144**
- **0.25 margin**

### Menu cards

- **4" x 9.25"**
- **RGB, 144**
- **0.25 margin**

### Place cards

- **5"x5"**
- **RGB, 144**
- **0.25 margin**

### Thank-you cards

- **A7 5" x 7"**
- **RGB, 144**
- **0.25 margin**

# Research: Product Deliverables

## Designer's Thoughts

As a designer from an Asian background, I don't have nearly as much knowledge with weddings outside of the traditional Chinese weddings. Therefore, this research is heavily focused on materials and aesthetics in Western weddings, specifically American and British weddings.

## Research on the Materials

### Save-the-dates:

Save the dates are the first document sent out to who the couple intend to invite to the wedding, notifying them of the wedding 9-12 months ahead of time.

A save the date card contains:

- Couple's Names
- Wedding venue
- City and State where the wedding takes place
- Date and Time
- Must have text: Save our Date

### Invitations:

Tells the person who received this item that they're invited to the couple's wedding. Unlike save the dates, invitation is the formal document that invites guest to the wedding. Invitation cards will have the following:

- Couple's Names
- Must have text to the recipients: You are cordially invited to OR Together with their families, \*couple\* invite you to celebrate their marriage
- Date and Time
- Dress Code depending of the style and theme of the wedding [optional]

### Reception Cards:

Informs the guest of the festivities taking place in the wedding including dinner, dancing, or religious based ceremonies. A reception card include:

- Must have text: the celebration continues with....immediately following the ceremony
- Events in the wedding

### Response Cards:

A form that prompts the receiver to respond to the invitation. This contains signature, something that indicates whether they would accept or decline the invitation. Response cards will have the following:

- Must have text: A favor of a response is request by [date]
- Signature space/line
- Check box of some type prompting the guest to select either accepts with pleasure or decline with regret

### Wedding Program:

A single page card or a booklet containing information regarding the wedding ceremony including:

- names of the couple, parents of the couple, bridesmaid, flower girl, ring bearer, ring bearer escort, groomsman, maid of honor, officiant
- place and date
- events: arrival of guests, prelude, seating of the mothers, bridal procession, opening remarks, reading, exchange of vows, ring exchange, pronouncement, recessional

### Menu Cards

A list of food items that will be served during the wedding. For a wedding dinner, the menu would contain the following categories:

- Appetizer
- Salad
- Entree
- Dessert
- NonAlcoholic Beverages & Alcoholic Beverages

### Thank-you cards

A thank you message from the couple

### Place cards

Contains a message that tells the guest where they will be seated during the reception. Place cards can contain

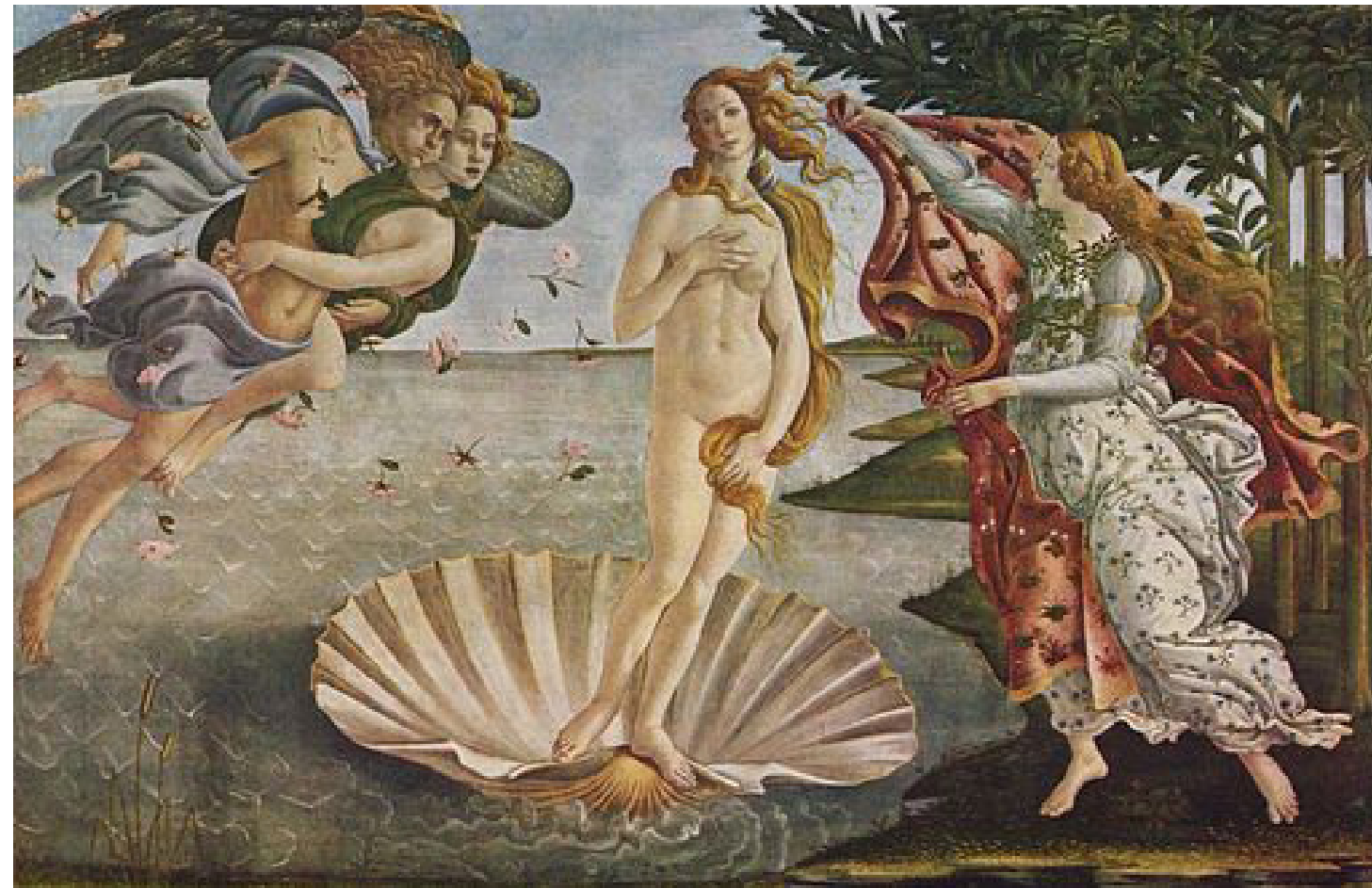
- Names of individuals
- Names of couples or families

# Research: Moodboard



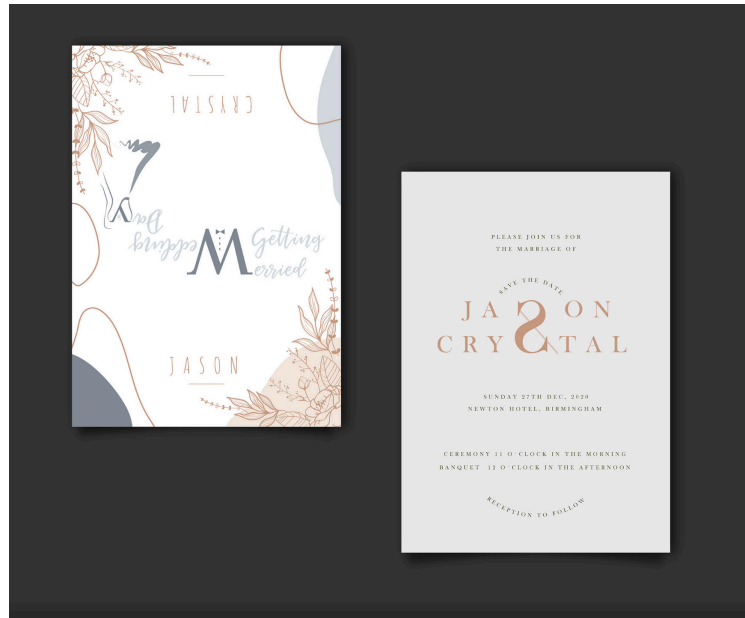
## Designer's Thoughts

Base on the images I saw to get inspiration surrounding a beach wedding, the common objects used for decorative purposes in a beach wedding included seashells, marine animals, such as seahorse, starfish, dolphins, with some of these object having positive connotations that fits the joyous occasion like weddings. To my knowledge, seahorses in Chinese culture symbolizes goodluck, while starfish in christianity symbolizes divine love. Seashells also has its associations with the theme love; as well as the roman goddess of love and fertility, Venus.



# Research: Competitive Analysis

## Wedding Invitation by Christine Kao



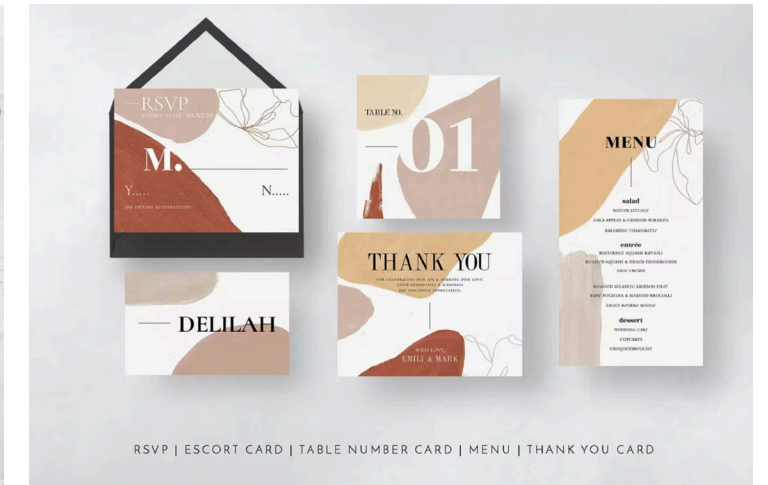
To see more of Christine's project, visit

[https://www.behance.net/gallery/98528051/Wedding-Invitation-Graphic-Design?tracking\\_source=search\\_projects%7Cwedding%20identity%20invitation](https://www.behance.net/gallery/98528051/Wedding-Invitation-Graphic-Design?tracking_source=search_projects%7Cwedding%20identity%20invitation)

## Designer's Observation

This collection of this wedding invitation materials designed by the designer Christine Kao follows a clean, minimalist, floral aesthetic. The invitation maintained its minimalist style by having only the floral leaf patterns on from what it seems to be the front of the the Save the Dates card with the information on the back of the card. The floral pattern was also used on the interior of the customized envelope for a cohesive packaging style. The designer seems to made this decision in order to keep the overall layout of the card less busy.

## Wedding Invitation by Carmel Salomon



To see more of Carmel's project, visit

[https://www.behance.net/gallery/142715801/Modern-Abstract-Wedding-Invitation-Suite?tracking\\_source=search\\_projects\\_recommended%7Cwedding%20suite%20abstract](https://www.behance.net/gallery/142715801/Modern-Abstract-Wedding-Invitation-Suite?tracking_source=search_projects_recommended%7Cwedding%20suite%20abstract)

## Designer's Observation

This collection of this wedding invitation materials designed by Carmel Salomon takes a unique approach and stepped away from the elegant look a traditional wedding package would look like. In Salomon's design, geometric, painterly textured shapes, and bright colors were used in the place of wedding related decorations including flowers, etc. In a way, the style of invitationals could be a visual indicator to the guests in terms of the style and atmosphere of the wedding. Not only that, the visuals could also represent marrying couple's personality and preferences to some extent, hence making the aesthetics of the invitation packages significant to the identity and the branding of a wedding.

My observation of this project also allowed me to draw one similarity between modern weddings and traditional weddings in my culture, where the invitation packages are red in most cases with the chinese character 喜, which immediately tells the guest the style of the wedding, as well as well as the couple's identity. The chinese character 喜 meaning joyful (coupled with other characters would change the meaning to love 喜爱 or joyous occasion 喜事), while the common use of red in which the chinese culture viewed it as a symbol relating to luck and happiness.

# Works Cited & Attribution

"Invitation Etiquette | Aerialist Press." Aerialist Press, [www.theaerialistpress.com/etiquette/invitation-etiquette](http://www.theaerialistpress.com/etiquette/invitation-etiquette). Accessed 19 Apr. 2022

Name: blue-white-wedding-aisle-beach-surrounded-by-palms-with-sea-background Creator: @wirestock  
License: Freepik License License Site: <https://www.freepikcompany.com/legal#nav-freepik>  
Image Site: [https://www.freepik.com/free-photo/blue-white-wedding-aisle-beach-surrounded-by-palms-with-sea-background\\_13499592.htm](https://www.freepik.com/free-photo/blue-white-wedding-aisle-beach-surrounded-by-palms-with-sea-background_13499592.htm)

Name: Heaped small shells in glass bowl Creator: Sunsetoned  
License: Pexels License License <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/heaped-small-shells-in-glass-bowl-5913115/>

Name: Couple Under Hut Beside Sea and Infinity Pool Creator: Asad Photo Maldives  
License: Pexels License License Site: <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/couple-under-hut-beside-sea-and-infinity-pool-1024967/>

Name: The Birth of Venus Creator: Sandro Botticelli  
License: public domain License <https://creativecommons.org/share-your-work/public-domain/>  
Image Site: [https://commons.wikimedia.org/wiki/File:Sandro\\_Botticelli\\_046.jpg](https://commons.wikimedia.org/wiki/File:Sandro_Botticelli_046.jpg)

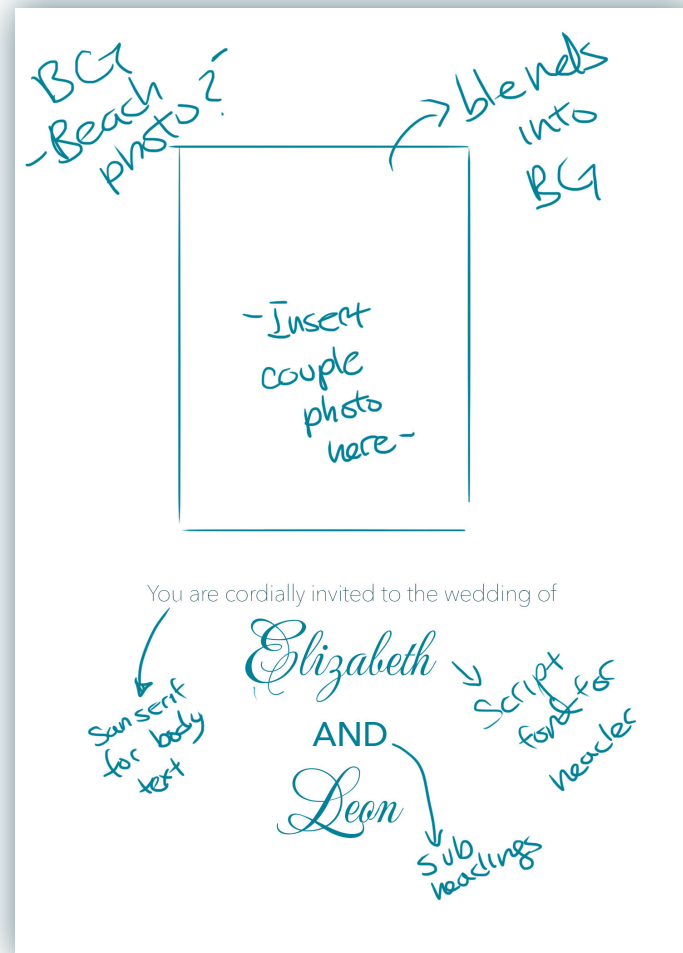
Name: Landscape Photograph of Body of Water Creator: Kellie Churchman  
License: Pexels License License Site: <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/landscape-photograph-of-body-of-water-1001682/>

Name: White Clouds and Blue Sky Creator: Ithalu Dominguez  
License: Pexels License License Site: <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/white-clouds-and-blue-sky-907485/>

Name: White Clouds Creator: Roberto Nickson  
License: Pexels License License Site: <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/white-clouds-2775196/>

Name: Clouds Creator: Max Andrey  
License: Pexels License License Site: <https://www.pexels.com/license/>  
Image Site: <https://www.pexels.com/photo/clouds-1254736/>

# Sketches



## Designer's Thoughts

This is a rough idea I had for the invitational package containing my plans for the font, primary colors, and other design elements such as reoccurring symbols, lines, etc.

The rough sketch contains samples and symbols I would reuse throughout the entire package.

The symbols I chose to include contains:

- sea horse,
- bubbles
- dolphin
- clam and conch shells
- lines

**The linework of the sketch will later on be cleaned up in order to match the stroke of the script font that is used**

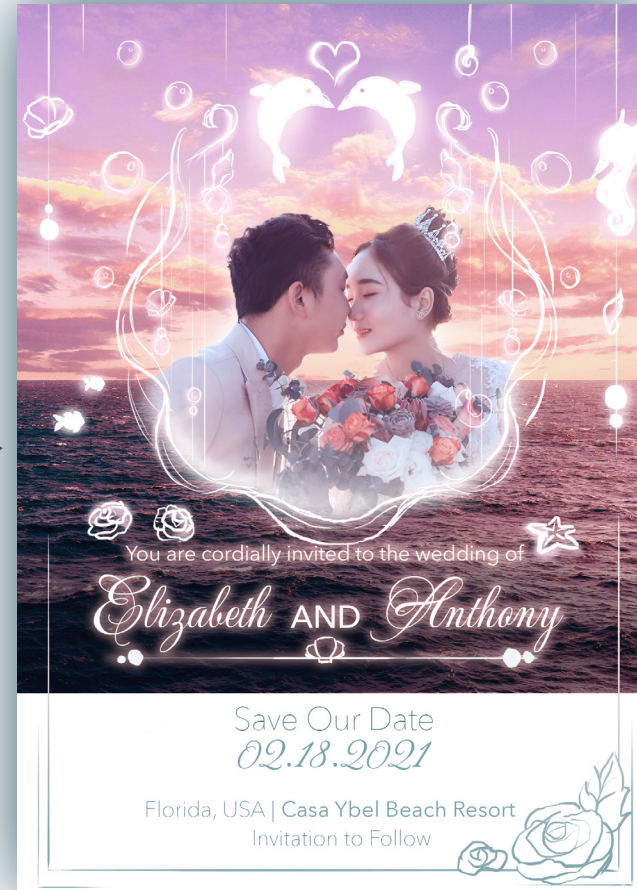
Fonts

- Titles: Mea Culpa
- Body and Subtitles: Avenir Next



# Progress

## Converting Ideas to Materials



Revision #1



Revision #2

## Designer's Thoughts

For the overall style of my invational package, I decided to go with the idea with a background photo, as the idea with solid color background was not enough to capture the vibe of a beach side wedding.

After recieving some feedbacks of the prerevised save the date, I concluded that the problem with the prevised version is that the color palette does not capture the atmosphere of a romantic, beach side wedding, while the thin text gets lost into the background.

To address these issues, I adjusted the background photos in a way where the clouds look less of a stormy cloud, but more of a romantic sunset. In terms of the text, I darkened the color of the text to improve the readability of the thin text.

## Designer's Thoughts: Revision #2

After further reviews, I decided to revisited the design and further enhance the readability of the materials by changing the body text to a thicker serif font, as well as changing the color of the text to pink and similar shades of rose gold. The purpose of the change in color was to not only improve readability, but to also maintain the elegant atmosphere of a wedding.

The orientation of the save the date card was switched to landscape in order to free up moree space and provide the type more space.

After finalizing the idea, the rest of the process in making the reception card, invitation, response card became more apparent in terms of styles. The only thing to consider is the layout for each material.

# Style Guide

## General Colors

	#452633	R: 69 G: 38 B: 51
	#eed2da	R: 238 G: 210 B: 218
	#d490a7	R: 212 G: 144 B: 167
	#e0a2b7	R: 224 G: 162 B: 183

Note: In light mode of the package, white background was used instead of #452633. For the text in light mode, the pinks were slightly darker in order to make the text readable. (Mostly the lighter weight text.)

## Font: Mea Culpa

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Font: Cormorant

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# Sketches: Material Layouts

## Layout Options



## landscape



frame ties composition together

# Final

Invitation Card



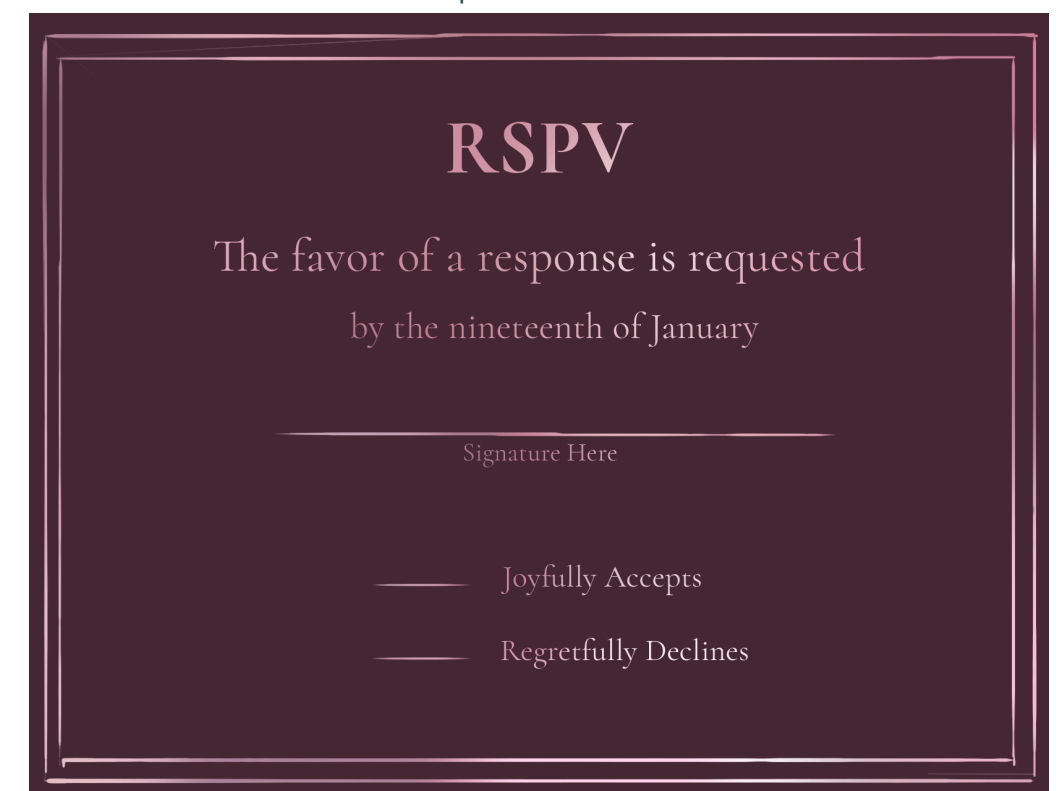
Reception Card



Save the Date



Response Card



# Final

Invitation Card



Reception Card



Save the Date



Response Card

