Designing Christmas Card

Things to Think About

audience

style

mood

message

Who is Your audience?

Who are you sending a card to?

Close to ❤

Grandma/pa
Parents
aunt
Cousins
siblings

Everyday Peeps

Coach
Friend
teachers
neighbors

Acquaintances

neighbors
mailman

Think about the Style

Look through your stack of cards and sort them into styles.

cartoon

family photos

clipart

real photos

snowy scenery

handmade

musical

text only

Style (cont.)
Study your cards. What layouts do you like best?

Think about...

- Where are the pictures positioned?
- Are some fonts larger? Why?
- What style of fonts are used?
- Do they layer text over pictures
- Is there a color scheme?
- Does the text color contrast with the background?

The Message
The Most Important Part. Select the cards what have best messages. Be prepared to share it with the class.

Close to the ❤️
Personalize title...

mother/father
grandma/pa
brother/sister
aunt/uncle
best friend

write a
personal letter
or poem

Everyday Peeps

thoughtful
holiday
message

Acquaintances

message
are more
generic

they can
be set to
anyone

Create Appropriate Moods
Mood is the feeling the reader experiences when reading text. In greeting cards, mood is created using images, fonts, and messages. Consider the occasion and audience when designing a card.

What moods are appropriate for Christmas?

Do your images, fonts, and messages convey the same mood?

Ho! Ho! Ho!

Go to Canva and design a card to share with

_____.