Designing Christmas Card

Things to Think About

- audience
- mood
- style
- message

Who is Your audience?
Who are you sending a card to?

Close to ❤️
- Grandma
- 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

Everyday Peeps
- thoughtful holiday message

Acquaintances
- message are more general
- 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 ___________.

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