



When Craig and Erica came to me a year before their wedding, they knew they wanted their wedding to be a brand, but they had no idea where to start! They had already settled on a venue and the accent color - Italian Plum. To execute their wedding design like a cohesive branding strategy, they would need print materials and **web design**, but also ideas and inspiration for the decor of their big day. They wanted a DIY wedding that had the look of a high-end wedding planner. I presented them with an overall design concept for their wedding, as well as the Save the Dates, invitations, and WordPress website.

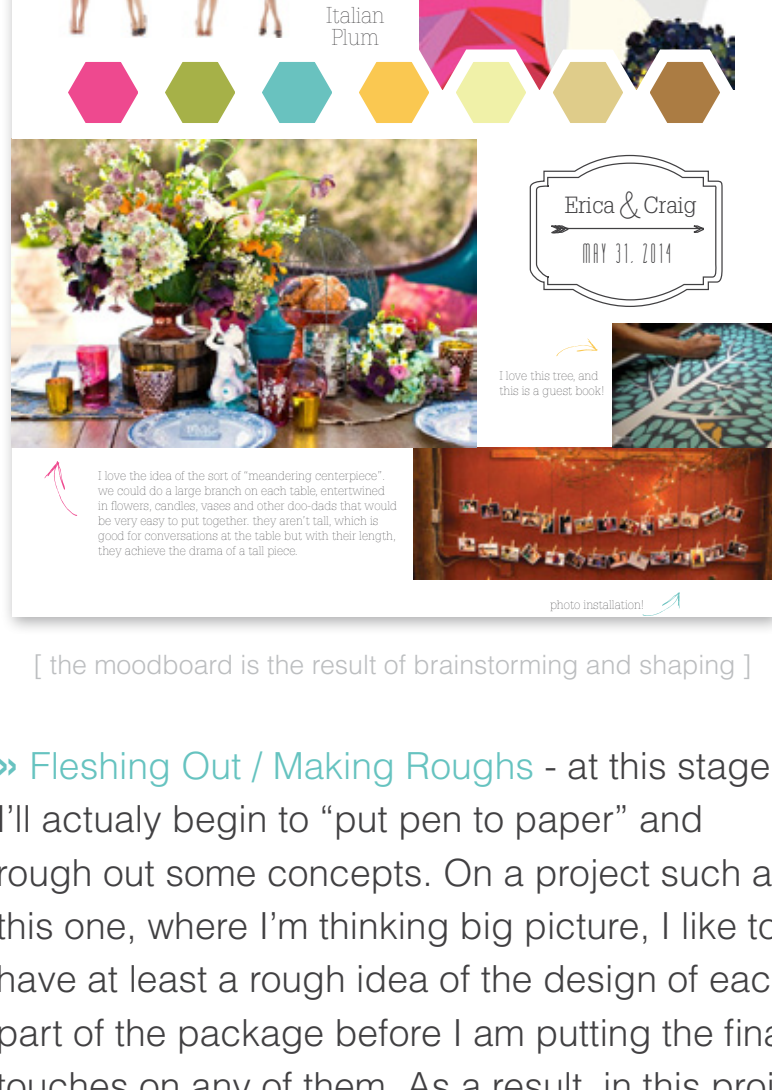
MY DESIGN PROCESS is a little something like:

» **Brainstorming** - "Storm" being the operative part of that word.

When I'm generating ideas, anything goes. I don't limit myself in any way, and write down any and every idea, thought, word, or shape that comes to mind. I'll also do a little bit of googling around the internet to see if there's anything out similar to my train of thought. If I'm about to design a logo that looks exactly like someone else's, I'd like to know before I'm creatively invested in the concept!

» **Shaping** - I start separating my brainstorm list into relative categories or concepts. Often times an idea will jump out at me. Other times the list takes some working over to narrow it down to the few concepts I'd like to explore.

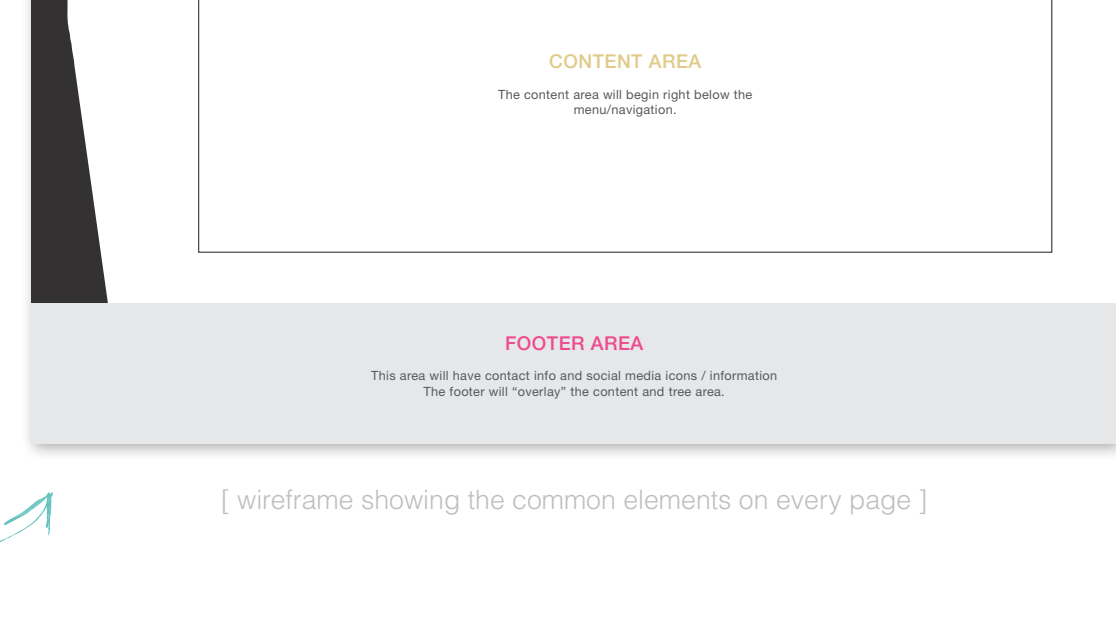
This moodboard combines the client photography, inspiration photos, and design elements to show the overall look we're going for. With the venue being an old barn, the clients had requested an organic, but classic look. But nothing too "old fashioned"! The color palette was chosen to compliment their photography, and chosen accent color of Italian Plum. I incorporated organic textures in the burlap, and a vintage feel in their "stamp". The tree was chosen as a symbol of their relationship, and we decided to incorporate it into our design by having it literally "frame content".



[the moodboard is the result of brainstorming and shaping]

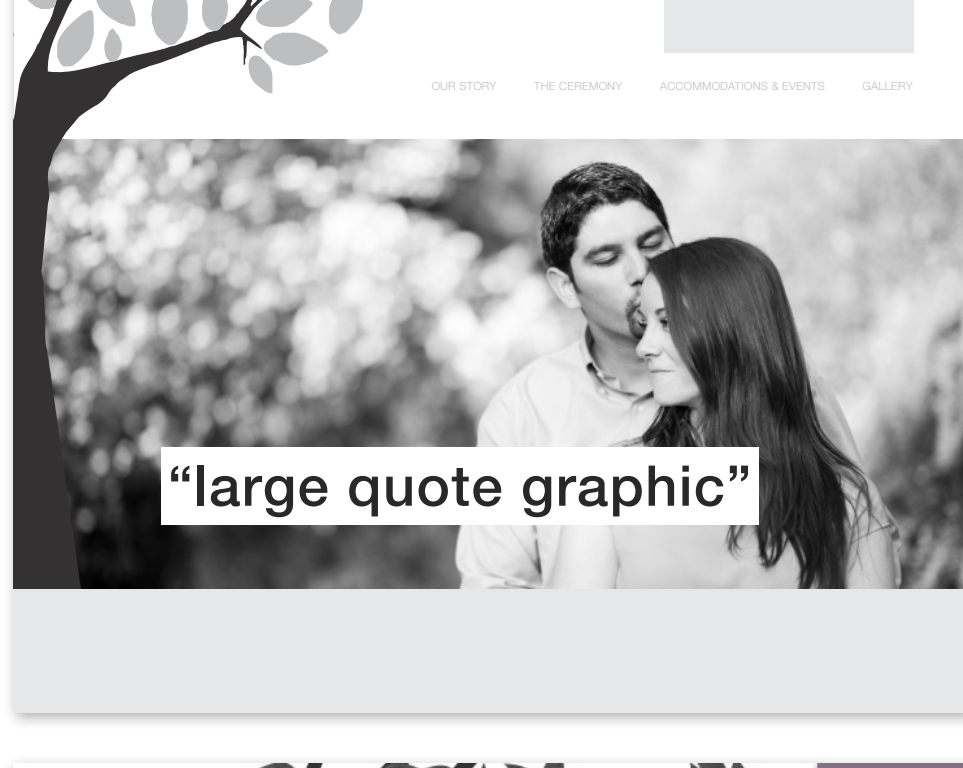
» **Fleshing Out / Making Roughs** - at this stage I'll actually begin to "put pen to paper" and rough out some concepts. On a project such as this one, where I'm thinking big picture, I like to have at least a rough idea of the design of each part of the package before I am putting the final touches on any of them. As a result, in this project, I had rough layouts of the Save the Dates and invitations, as well as website wireframes at the same time. Many times my website wireframes are so high fidelity that I am able to begin developing without mockups, as was the case for this project. And although I often propose a color palette during the moodboard stage, I often present wireframes in grayscale, forcing the client to focus on things like layout and flow from page to page.

This wireframe shows the common design elements and layout that will be present from page to page. Once the client approved this general layout, I was able to produce more high fidelity wireframes showing the design and layout of each page.



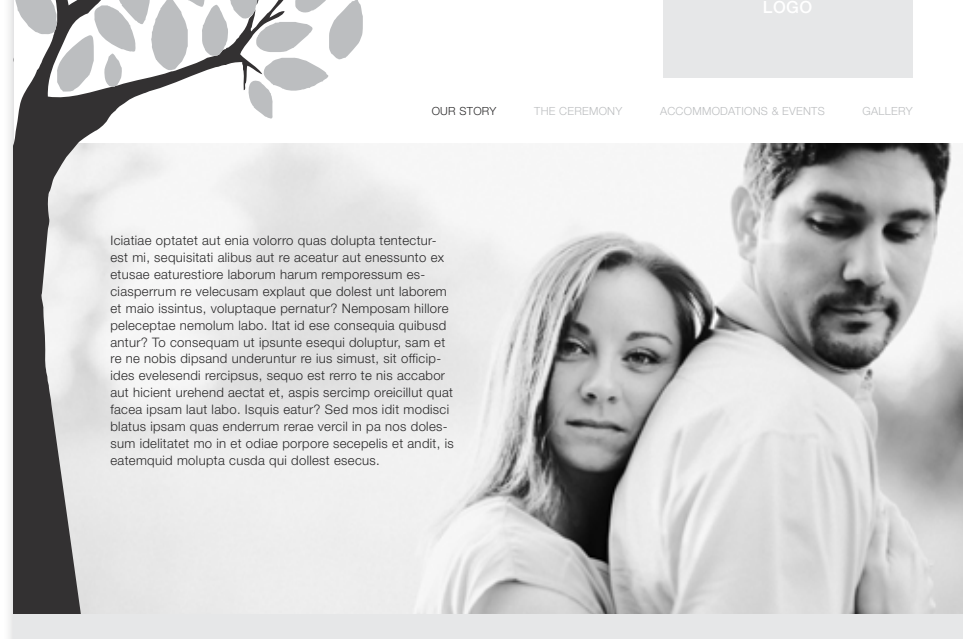
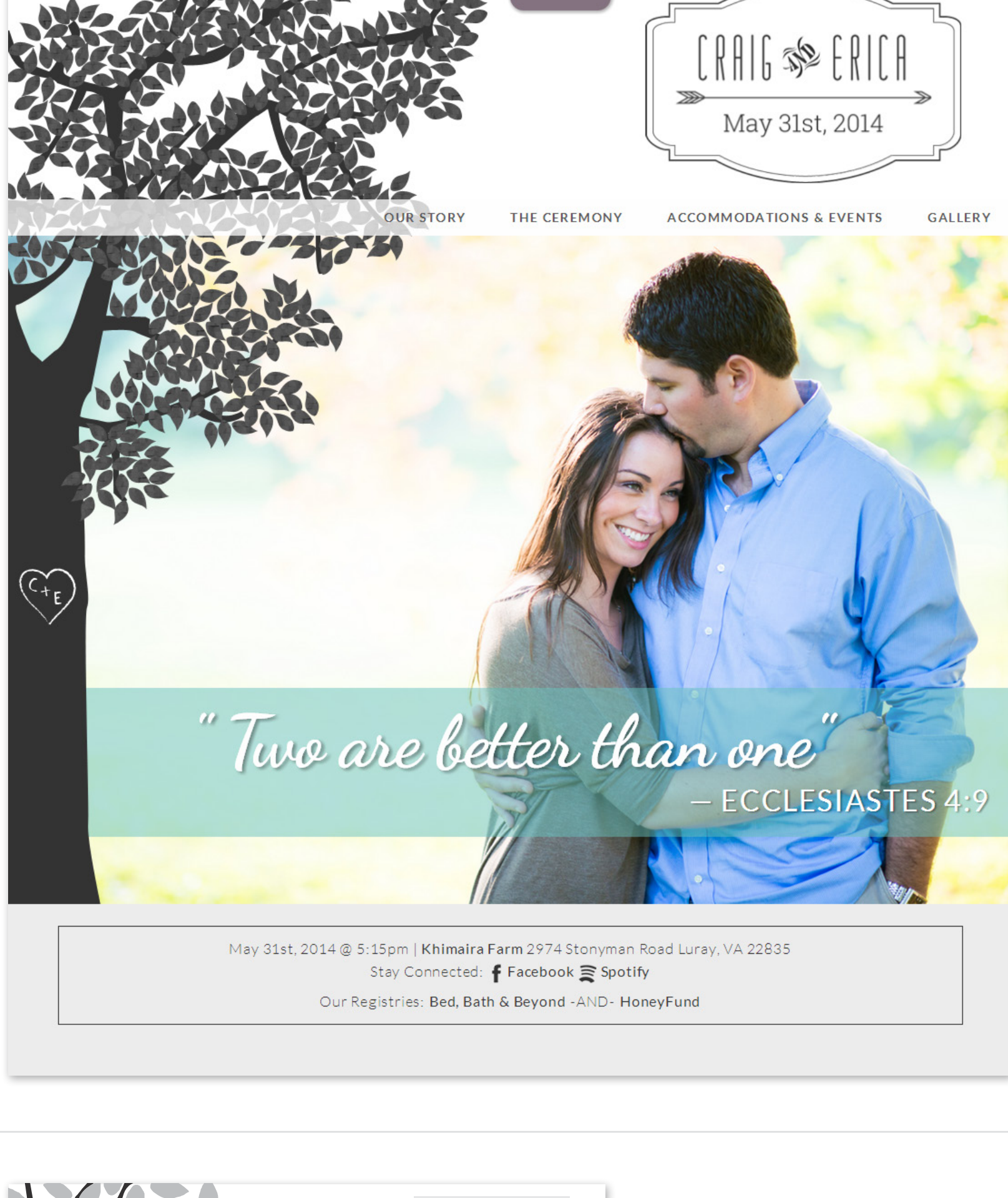
[wireframe showing the common elements on every page]

» **Client Feedback** - this happens throughout the process, and I often provide several PDF proposals to a client at major design milestones. But the most important being between the rough concepts and the concrete designs. To illustrate how well my wireframes translate to design, I've shown a few pages with their original wireframe. This also shows changes and edits I've made to the design post-wireframing that I believe show judgment, reason and problem solving.



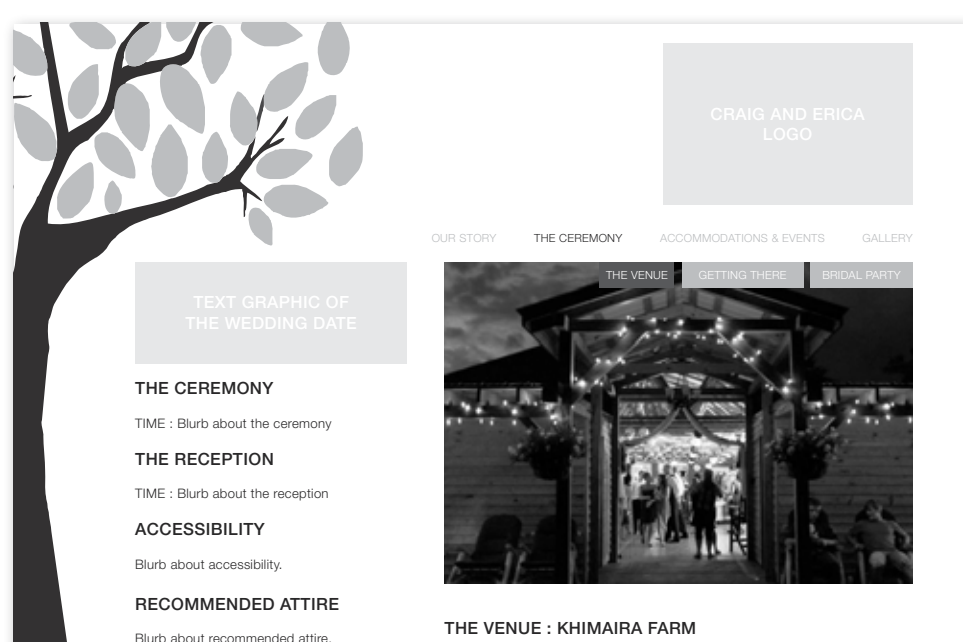
FRONT PAGE

Once I saw how large the quote graphic was in the space, I selected a different photograph with better composition to contain it. Additionally, in going from wireframe to website, the main navigation needed more space than I had originally thought. An opaque background and a "basket weave" of sorts of the tree through the content area and header took care of that problem!



OUR STORY

When Craig and Erica submitted way more text for the allotted space, I simply reconfigured the layout to allow for a scroll box, and customized the scroll bar to fit our design. The keeps the page size from extending beyond the length of the tree - which is meant to "frame" the content.



THE CEREMONY

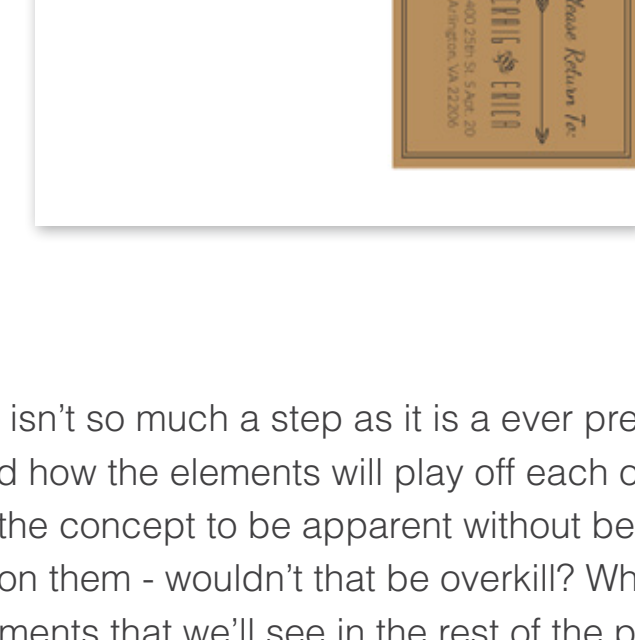
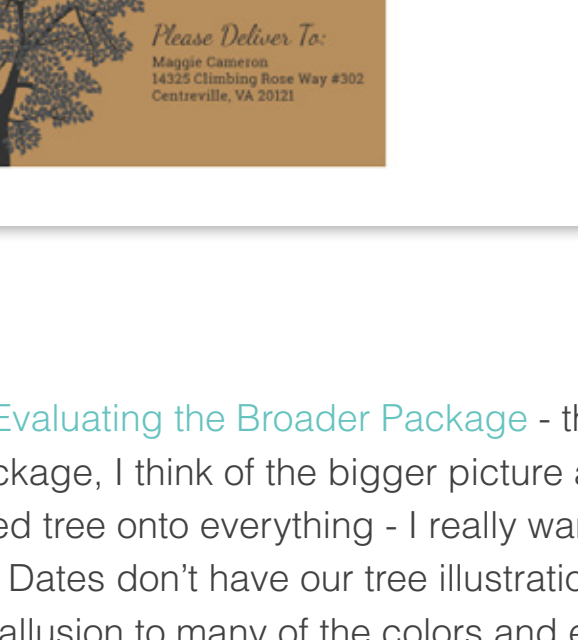
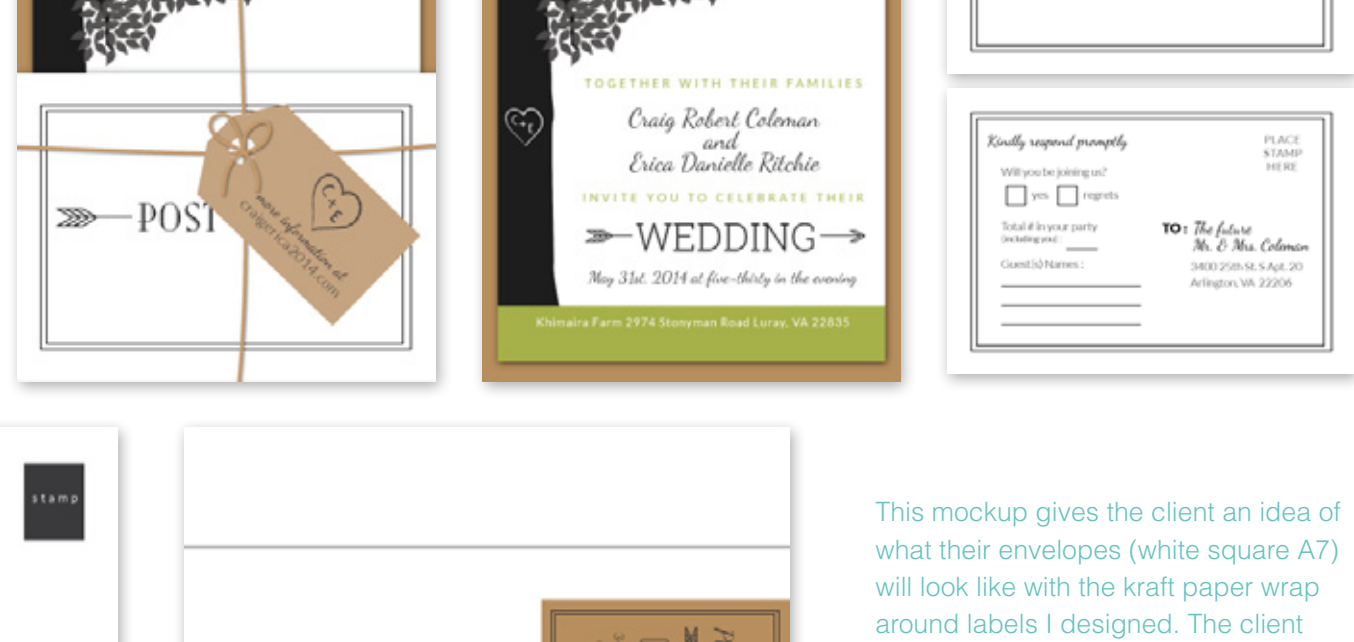
This page was challenging, as it was originally designed to have subpages. However, once development began, it became apparent that the content was more user-friendly if it was all displayed on the same page.



Now that we've seen my wireframes come to life on the web, let's get back to **MY DESIGN PROCESS**:

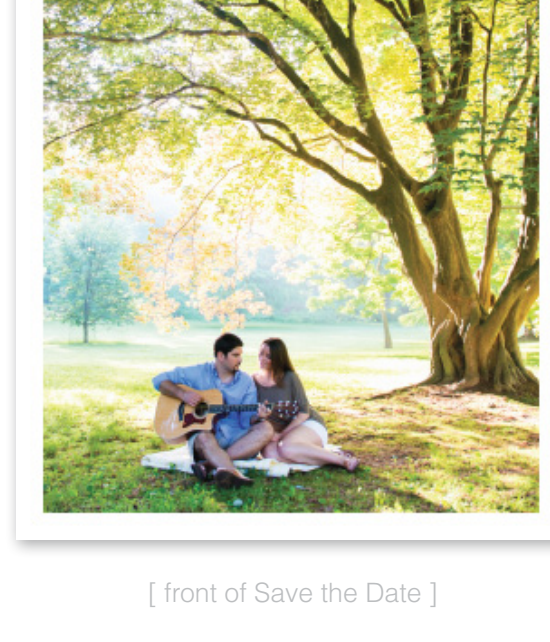
» **Cleaning Up and Mocking Up** - now I'm ready to clean up my graphics, prep my photos, edit my body copy, and put everything into a mockup. This is the "dress rehearsal" for the project. With the invitations were being assembled and packaged by an out of state printers, it was especially important that I give the clients and idea of what their invitations will look like once they're assembled.

Using Illustrator, I was able to provide the client with a prototype of what their invitations would look like once it had been assembled - complete with twine wrap and tag attached!



This mockup gives the client an idea of what their envelopes (white square A7) will look like with the kraft paper wrap around labels I designed. The client printed the labels at home off a template I created, enabling them to enter guests' addresses - a small detail for high impact!

** **Evaluating the Broader Package** - this isn't so much a step as it is an ever present thought. When I'm designing a package, I think of the bigger picture and how the elements will play off each other. I don't just slap a vintage textured tree onto everything - I really want the concept to be applied without being pushy. For this reason, the Save the Dates don't have our tree illustration on them - wouldn't that be overkill? What the Save the Dates do have is an allusion to many of the colors and elements that we'll see in the rest of the package - like a preview of what's to come!



This photograph was chosen because of it's composition and the large tree. With relatively little photo correction it fits perfectly with our color scheme.



[back postcard of Save the Date]

At the end of the day, I've got a cohesive, beautiful wedding design. At each stage I designed "with the future in mind" - understanding that each piece would be part of the larger hole - and didn't design myself into a corner.