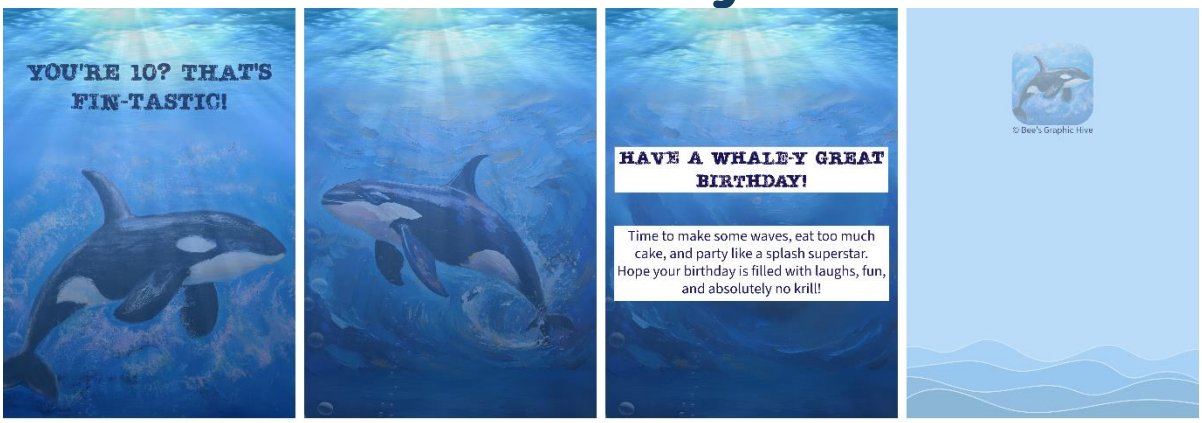
Orca Birthday Card



Front | Flipside (back) of Front | Second page | Back of card

Design Brief

The client is seeking a custom-designed card for her grandson's 10th birthday. The design should incorporate his favorite color, blue, and his preferred animal, the Orca whale. The birthday celebration will have an ocean theme, featuring sea creature-themed decorations and Orca-inspired balloons.

Design Type

Birthday card; 4 pages; front-back of front-next page-back of card

Goals and Mission

The goal of this design is to make a 10-year-old boy feel special and seen on his birthday, by featuring something he loves.

Target Audience

The birthday boy and his grandmother (my client) are the target audience for this design, as it is personal.

Color Palette & Elements

Favorite color- blue; Orca colors- black and white; complementary shades- sunlight (yellow & strokes of off-white) and seashell (off white with hues of pink)

Size Requirements

Card size – 5in x 7in

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Programs Used

For this design, I used Sketchbook to paint, Adobe Photoshop to edit and blend, and Adobe Express to put it all together.

Sketchbook

Sketchbook was used to sketch and paint the Orca whale and part of its surroundings.

Adobe Photoshop

Photoshop was used to refine the edges of the whale painting, ensuring a smoother blend with the ocean background image sourced from Adobe Express. Additionally, the whale was selectively removed in Photoshop to retain the painted background, which was repurposed for the writing section of the card.

Bonus: A labeled collage was also created in Photoshop and included in this PDF.

Adobe Express

Adobe Express was first used to develop the initial blank template and to source the ocean background image. It was also used to lower the opacity of the whale painting, incorporate text, and assemble the final composition. The back page of the card was designed entirely within Adobe Express.

Design Explanation

While also featuring the birthday boy's favorite color and animal, this birthday card layout features a vibrant undersea theme brought to life through a combination of original whale artwork and digital design elements. The front of the card showcases a hand-painted orca against an oceanic backdrop with the playful message, *"YOU'RE 10? THAT'S FIN-TASTIC!"* The reverse side of the front cover continues the aquatic setting with a new whale illustration. The second page carries the central birthday message— *"HAVE A WHALE-Y GREAT BIRTHDAY!"*—followed by a lighthearted note. The back of the card is minimalistic, featuring wave graphics and a small logo, offering a clean and professional finish. Each panel flows visually and thematically, united by consistent use of color, texture, and typography.

The blend of traditional artwork and digital editing is seamless, and the underwater atmosphere feels immersive and joyful. The text is fun and age-appropriate, making it especially appealing for a young recipient. Overall, it's both heartfelt and polished—perfect for celebrating a milestone birthday.

Keep scrolling for enlarged images of the above sample.

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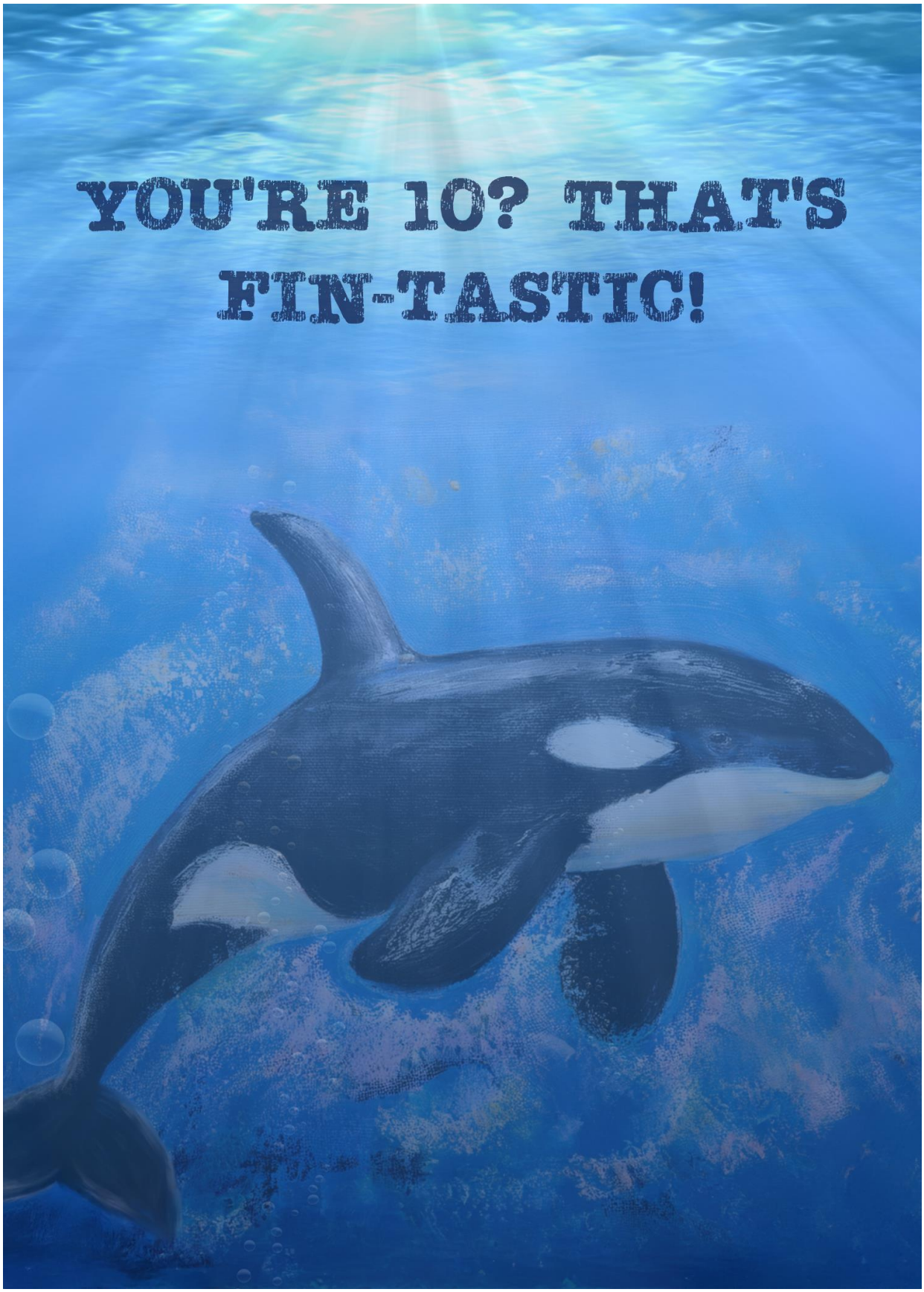

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