

Freelance Work- Jaymee Lowe Massage Therapy

Before:



After:



Reason for edits: To make it clear that the pumpkin spice was a series of massage therapy treatments, and not any kind of food or drink offering.

Before:

The 'Before' version of the card features a yellow background with a grid of thin black lines. The text is in white. At the top, 'HYDROPEPTIDE' is in a bold, sans-serif font. Below it, 'Firm & Bright' is in a large, elegant script font. Underneath, 'Vitamin C Massage' is in a smaller, clean sans-serif font. The main body of text is in a simple sans-serif font, describing the treatment and listing prices: '60 Minutes \$75, 90 Minutes \$115'. The card is decorated with illustrations of lemons and lemon slices.

HYDROPEPTIDE

Firm & Bright

Vitamin C Massage

Why should skin care stuff on your face? It shouldn't! Your body's skin ages at the same rate as your face. This massage treatment features the Hydropeptide Firma-Bright vitamin C and the Body Therapeutics give intense firming, lifting, brightening and anti-cellulite results. 60 Minutes \$75, 90 Minutes \$115

After:

The 'After' version of the card has a clean, uncluttered design on a yellow background. The text is in black. 'HYDROPEPTIDE' is in a bold, sans-serif font. 'Firm & Bright' is in a large, elegant script font. 'Vitamin C Massage' is in a clean, sans-serif font. The main body of text is in a simple sans-serif font, describing the treatment and listing prices: '60 Minutes \$75, 90 Minutes \$115'. The card is decorated with illustrations of lemons and lemon slices.

HYDROPEPTIDE

Firm & Bright

Vitamin C Massage

Why should skin care stop at your face? It shouldn't! This massage treatment features the Hydropeptide Firma-Bright vitamin C and the Body Therapeutics line to give intense firming, lifting brightening and anti-cellulite results. 60 Minutes \$75, 90 Minutes \$115.

Reason for edits: Remove visibly distracting lines that pull attention away from relevant information. Change font color to be more easily read against the light background. Edit text for spelling, grammar, and punctuation. Suggest rewrites to help information come through clearly and concisely. Time and cost move to separate line to be more easily found by potential customers.

Before:

HYDROPEPTIDE & CRYO

Arctic Firm & Bright

Frozen Vitamin C Facial Massage Treatment

Intensify the firming and brightening effects of your vitamin C treatment with CryoTherapy to lift and firm the jawline and erase fine lines. 80 minutes \$199

The original graphic features a dark green background with white snowflakes in the top left and yellow lemons in the top right. The title 'Arctic Firm & Bright' is in a white script font. The treatment name is in a yellow serif font. The description and price are in a white serif font.

After:

HYDROPEPTIDE & CRYO

Arctic Firm & Bright

Frozen Vitamin C Facial Massage Treatment

Intensify the firming and brightening effects of your vitamin C treatment with CryoTherapy to lift and firm the jawline and erase fine lines.

80 Minutes \$199.

The revised graphic maintains the same dark green background and decorative elements (snowflakes and lemons). The title and treatment name remain in their original colors and fonts. The description is now in a white serif font, and the price '80 Minutes \$199.' is placed at the bottom in a white serif font, separated from the main text block.

Reason for edits: Rearrange for better use of space and to get text out of the corner where it is less visible. Separate service time and cost from the body of text to be easily found by potential customers.