



**Calendar Design**  
481 Art Seminar  
Cutler-Lake  
Fall 2017

For this assignment you will design a typographically innovative calendar representing every day between January 1st, 2017 to December 31st, 2018. That's 365 days, all represented clearly.

You are not limited to a single format: this calendar can be in broadside/poster format, be in book form, have one page per month, etc. Begin on paper, trying layout arrangements using rough sketches/thumbnails. I will expect to see evidence of this in your process manual.

**No illustration or photos.** All marks on your calendar are limited to type, though you are allowed to use lines, shapes, and symbols/ornaments/dingbats.

Each day of the year must be represented by the month (i.e. January), day of the week (i.e. Tuesday), and number of the day (i.e. the 8th). It is not necessary to give any blank space for writing appointments, though you certainly may if it is important to you.

Pay special attention to hierarchy.

Experiment with format and type.

The design must be durable in multiple ways, as a calendar is something that must be used for a full year.

I expect to see an innovative layout, a solid color scheme, and flawless typography.

The final presentation format will be unique to each calendar: the way your calendar is submitted should address specifics of your unique project. If one-sided, flush-mounting on presentation board should suffice. If two-sided, you might want to look into the specifics of folding. Small calendars should be submitted in a clear plastic protective envelope or portfolio to protect them.

**Don't forget process materials.** I expect to see proof of more than one concept in your process materials. Evidence of research into existing calendar design will also be taken into account while grading.

