

For this project I chose to do a landscape calendar because it allows the font on the calendar itself to be larger and easier to read. I wanted to make sure that the calendar could be read from somewhat far distances and a portrait version of the calendar would have made this difficult. Text for a portrait version would have given lots of space up and down, but it would have been very limiting with font size. One of the difficulties though with have a landscape calendar was finding photos that were the right with width to fit the calendar properly, but I was able to find these with relative ease.

I decided to use several different kinds of animals for the calendar, because I thought this might entice people who may have not otherwise bought the calendar to buy it. I used two dogs, a cat, and a monkey in the calendar. All of the animals I used are adorable. Overall, the design of this calendar is fairly simple, yet sleek. I used the font Trajan in this case and left the font in black to try to ensure that all of the dates, months, coupons, and facts would be easy to read. You will be happy with the work I produced as it will serve your customers and will be something excellent to sell whether it is for a fundraiser or just to your average animal lover on the street that is need of a four month calendar.