P2 / CALENDAR DESIGN

ART 3313

F_24

START: 10.07.24

END: 11.13.24

[COURSE WEBSITE](#)

PROJECT 02 CALENDAR DESIGN

PROJECT DESCRIPTION

In this project, we will design a 2025 calendar, from January to December.

The design is completely up to you, however, it must be able to be mailed in some form of standard* envelope or package, and it must showcase every month and each day of the year in some form.

Your goal in this project is to work under the guidelines of functionality, legibility, and the design constraints of size, economy, and scalability.

Most all graphic design in inherently ephemeral, but this doesn't mean it is unimportant (quite the opposite). A cal- endar is an object of design ephemera that is built to last an entire year (or beyond?). Consider this timeline in your design concept and narrative. What kind of story will you tell for 365 days?

Basic calendar structure:

1 year

12 months

52 weeks

365 days

*Adhering to a standard size only means your calendar must fit in order to be (hypothetically) shipped, but that doesn't mean it can't be unfolded or assembled into a more interesting form, and you are encouraged to create a custom package to contain your calendar. Think outside of the envelope!

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REQUIREMENTS

• **Each calendar must cover the time span of 2025
  January - December
  1 year / 12 months / 52 weeks/ 365 days...**

• **You must produce (at least) two final calendars**

• **You must combine (at least) two materials
  ex: paper + vinyl, acrylic + fabric, metal + paper, etc.**

• **Your calendar must be able to fit inside of a standard
  size envelope, small box, or poster tube.**

OUTPUTS/DELIVERABLES

• **TWO FINAL CALENDARS (+ PACKAGING IF APPLICABLE)**
• **CALENDAR PRODUCT PHOTOS**

TIMELINE

10.07.24 - BEGIN PROJECT / INTRODUCTION
10.09.24 - NO CLASS MEETING / AP IN NYC
10.14.24 - INITIAL SKETCHES DUE (AT LEAST TWO PAGES WORTH)
            INDIVIDUAL MEETINGS WITH AP
10.16.24 - WORKING DAY / WS2
10.21.24 - PROGRESS CRITIQUE / PROPOSAL PRESENTATIONS
10.23.24 - WORKING DAY
10.28.24 - WORKING DAY / PROTOTYPES/MOCK-UPS DUE
10.30.24 - WORKING DAY / ALL MATERIAL ORDERED/ACQUIRED
11.04.24 - PROGRESS CRITIQUE / WORKING FINAL PROTOTYPES DUE
11.06.24 - WORKING DAY / FABRICATION DAY
11.11.24 - WORKING DAY / FABRICATION DAY
11.13.24 - FINAL CRITIQUE / PRESENTATION OF OUTPUTS
            END OF PROJECT