March of Dimes:

Purpose: To design a twelve month calendar that will support the march for babies’ mission: “We help moms have full-term pregnancies and research the problems that threaten the health of babies.” Upon completion, the calendar will be distributed during the ninth annual Signature Chef Auction held November 4, 2013 in Ann Arbor Michigan.

This was accomplished by constructing a conservative, yet unique layout while maintaining the foundations identity. The covers are composed of a bold sans serif font face, two photos of sponsored families in addition to the march of dimes foundation logo. Inside of the calendar features twelve full 11” x 8 ½ ” portraits of each sponsored family that corresponds with each month. In addition to stellar portraits, each month includes logos of companies that supports the sponsored family, special events such as March for babies, signature chef auction as well as national holidays.

After months of preparation, the calendars were successfully printed and distributed during the annual 9th signature chef’s auction.

Methods:

* Sketched wireframe
* Edit photography (provided)
* Gather identity package
* Incorporate foundation colors, fonts, logos into design
* Design calendar

Services Provided:

* Print Design
* Edit photography