

START: 10.07.24

END: 11.13.24

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## 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 is inherently ephemeral, but this doesn't mean it is unimportant (quite the opposite). A calendar 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!

P2 / CALENDAR DESIGN

ART 3313

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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 - WORKING DAY
- 10.23.24 - PROGRESS CRITIQUE / PROPOSAL PRESENTATIONS
- 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