

project::calendar poster

Calendar Design & Production Project

Introduction ::

This project is a bit unique in that it is one that is designed to support our upcoming field trip to Select Impressions. Students from VC246 have for nearly two decades visited this mid-sized print shop in NE Salem, and this year Mark and I were hoping to mix things up a bit. Here is the pitch directly from Mark:

Good morning. How about this as an idea.... You have your folks design/put together a 12-month 2026 calendar. Single sheet - poster style.

- *4/0 with bleeds*
- *Approx 17" x 23" or whatever sign you want. We would print it offset on a 19 x 25" sheet.*

If we had the file approx 3-4 days before the tour we could prepare the files and have it plate ready. We could have them watch the process from plating imaging to final trimmed calendars. That might be kind of fun. What do you think??

I thought it sounded like a great idea! So here we go...

Overview ::

For this project, design a large-format 2026 calendar poster. This poster can be in any style that you choose but must display the year and all twelve complete months at once. Make room to put the VC logo and a credit line for you ("Designed by ...") somewhere in the layout.

Specifications ::

From Mark's email and subsequent ones, we can determine the specifications for this project.

- *Style:* Single-sheet poster-style calendar
- *Finished page size:* Up-to 17" x 23", in either landscape or portrait orientation. You may choose the final size of the calendar.
- *Parent page size:* Will be printed on 19" x 25" paper (it's not completely necessary that we know this but helpful in this case)
- *Printing method:* Sheetfed offset printing
- *Color:* 4/0 (four-over-none) — CMYK on the front; no printing on the back
- *Bleed:* Include 1/8" bleed on all sides (.125")
- *Ink notes:* Stay away from heavy solid coverages and dark color builds (helps the print dry faster and allows you to take a calendar home from the tour)
- *Paper stock:* TBD
- *Software* Layout must be created in either InDesign or Illustrator; Supporting artwork can be created in any program as long as the imagery meets our standards for offset printing.
- *Imagery* All primary artwork & imagery used in this project should be of your own creation. This will be a showpiece for you and the VC program, and it's important that all artwork be original. It is also OK to re-visit your calendar project from VC224 and see what is possible with that content in this new format.

Deliverables ::

For this project, hand in the following:

- **Any and all native digital files** created for this project, including scans, photographs, and supporting artwork. Place all items in a folder (adding organizational subfolders as needed), and name it as follows: lastname_calendar_design_project.
- Use the **Package** option available in both InDesign and Illustrator to prepare your files for turning-in your files for grading.
- Include a **High-Quality PDF** of your calendar with bleed & crop marks

Place all digital files for this project in the folder specified above, and place that folder in your Google Drive drop box for this class.

Dates & Critiques ::

We will be doing **one round of revisions** for this project. Your initial mock-up of the **calendar poster** is due at the beginning of class for critique on **Wednesday, October 15th, 2025** (Week 05). Using the **tile feature** for printing, output the calendar full-size, trimmed to bleed, taped together, and in color. Will be doing in-class small group and full-class critiques (worth 12% of the grade) of your project, offering a chance to receive feedback on your work prior to turning in the final version.

Revisions to your calendar poster, based on feedback from the class critique, and your final artwork files for all project components are due by the beginning of class on **Wednesday, October 22nd, 2025** (Week 04). Be sure to also turn in updated, reduced-to-fit on 12"×18" paper, trimmed full-color print of the calendar. This is also the day that a design will be selected for printing. The designer of the selected calendar will work with the instructor to do all final prepress, the process of which will be shared with the class.

Keeping to this schedule will give Select Impressions time to prepare our calendar for printing during our field trip on October 29th.

This project is worth 100 points and is graded on both technical and design aspects using the rubric attached to the project assignment on Canvas.