For this calendar project, first I decided on the layout. I divided the page in half with the coupons on one side and the calendar on the other, with an image spanning across the page. I chose to have layout format because I felt like that better lent itself to a calendar.

I chose a different color scheme for each month. Pink for February and Valentine’s Day, green for March and St. Patrick’s Day, and blue for April and rain. I played around with the font for the month and decided to drop the cap of the first letter for a stylistic choice. I know the client wanted more than just dogs and cats, but I wanted animals that could conceivable be adopted from the Humane Society. In the other months, I would have strived to not duplicate the animals, but dogs and cats are the most frequently adopted animal. I also chose a bunny for April because of Easter and it could also be a pet.