



# **WALL & TRAVEL CALENDAR**

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# WHAT IS MY PRODUCT?

A wall calendar that can be used for everyday life.

Includes twelve vector illustrations created by me.

The dates in the calendar are for the year 2021.

Also includes two 'notes' pages, allowing the user to take down any important notes that they need to like taking down important phone numbers or listing birthdays.

# WHY HAVE I MADE A CALENDAR?

Calendars are something we use on a daily basis, whether it is just looking up a day in the month or deciding when to have a party.

Calendars help us keep track of our daily schedule.

You can see when a favourite holiday in the future is coming up and what day it falls on.

The photos or illustrations in the monthly calendars are interesting to look at.

# WHEN WOULD YOU NEED A CALENDAR?

To look up birthdays

Look up future holidays

Book appointments / flights

Working out a personal schedule

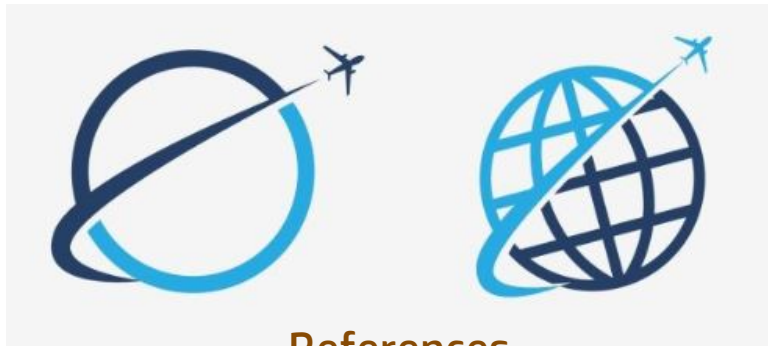
Decide when to have parties

# WHERE CAN IT BE USED?

Hung up on a wall.

Can be viewed digitally via mobile phone, tablet, personal computer.

1 **AROUND THE  
12 WORLD  
IN  
MONTHS**



References

## PROCESS OF LOGO

Took inspiration from 'around the world in 80 days' film

Also looked up generic travel logos based on globes, travel and transport.

Mixed them together to see the result.

Worked on the positioning of the letters.



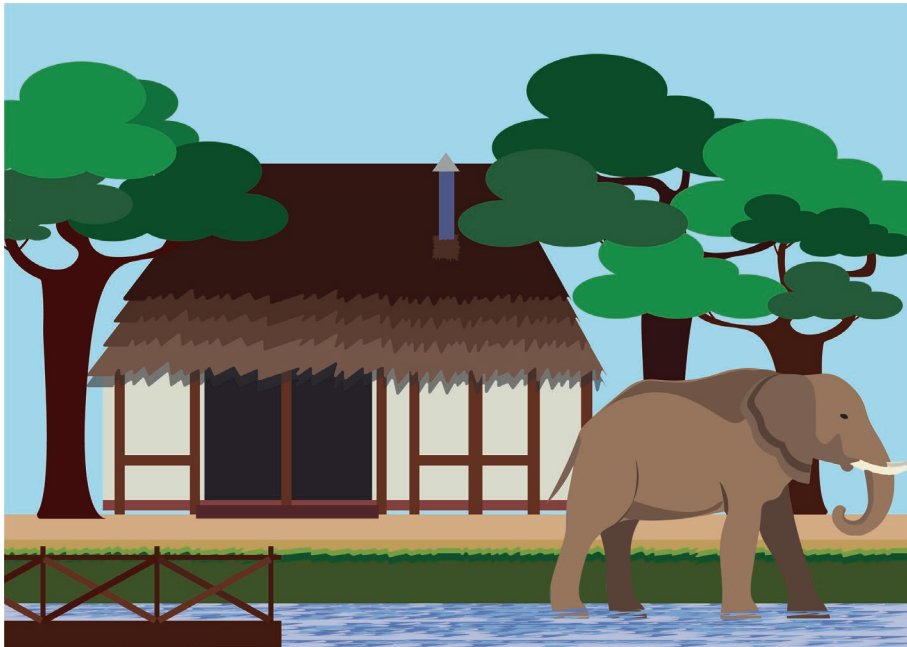
# PROCESS OF ILLUSTRATIONS

Firstly, I researched some of the most visited tourist attractions in the world.

Then, I made a decision on picking twelve of the most famous that I liked.

Started working on the illustrations by looking at reference pictures on Google.

Created twelve illustrations in a flat, vectorised style; simple yet detailed.





Arc de Triomphe  
France

MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# PROCESS OF LAYOUT

Researched different layouts depending on calendar sizes.

My calendar size is A4 in portrait.

Illustration at the top, month name in the centre and dates below.

No background colour as illustrations have colour.



# PROMOTIONAL CONTENT x MOCK-UPS



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