This assignment was to build a calendar from the ground up. We used Excel in order to make the calendar from a template. I used different colors to the menu in order to make it more attractive towards the client. I also aligned everything to it a vertical appearance as most calendars have.

The problems that I had with this assignment would be with the fun facts as they were not easy to align. I should have made more colorful boxes around the fun facts or at least made them fit better inside the boxes, but I wanted to have them all look the same so I copy-pasted one onto all three. I feel that the amount of white space I left on the page doesn’t make it seem too cluttered or too spaced out and the proximity of the coupons gives the client enough room to actually cut them out.

I feel that the client will choose my calendar because it contrasts well, applies a good amount of white space, is aligned well with the surrounding area, and has nice repetition between all three calendars.