Calendar Project

Typography III

Kel Rininger

Fall 2020

Table of Contents

Overview 3–4
Research 5–6
IDEATION 7
Concepting 8
PROCESS 9
Illustrations 10–14
FINALS 15
Flats 16–20
Mockups 21

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

OVERVIEW

Calendar Project | Overview

1. Research: How have calendars evolved through time as humans came to understand more of the natural world? During this step, each student will research:

Historical models of calendars.
Cultural/religious differences in modern calendars.
Technology's impact on calendar design.

2. Explore: ideation process: During this step, each student will:

Develop physical prototypes that challenge conventional calendar structure
Carefully consider and develop a color and typographic palette that supports your visual concept. How important are month names, day names and dates? What hierarchy will you use to reflect these decisions
Establish visual language: Will your design involve imagery? As this is a typography class, your calendar does not necessarily need to involve images or illustrations, but should rely on excellent typographic skills to unify your design.
Using the information above, compile and present in a process book format.

3. Develop + integrate: For your final, you will deliver the following:

Your final designs should be professionally presented as a full-color, high quality constructed comprehensive showing all 365 days of the year

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

RESEARCH

Calendar Project | Research

A BIT OF WIKI-HISTORY ON CALENDARS

A calendar is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically days, weeks, months, and years. A date is the designation of a single, specific day within the system. A calendar is also a physical record (often paper) of such a system. A calendar can also mean a list of planned events.

Periods in a calendar (such as years and months) are usually, though not necessarily, synchronized with the cycle of the sun or the moon. The most common type of pre-modern calendar was the lunisolar calendar, a lunar calendar that occasionally adds one intercalary month to remain synchronized with the solar year over the long term.

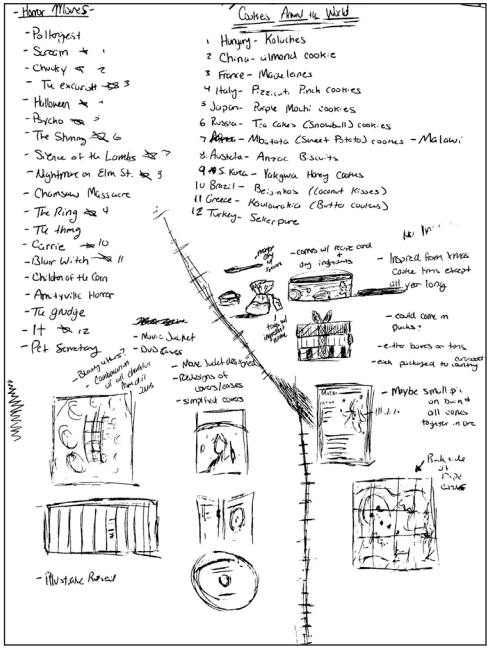
The calendar in most widespread use today is the Gregorian calendar, introduced in the 16th century by Pope Gregory XIII as a modification of the Julian calendar, which was itself a modification of the ancient Roman calendar. The term calendar itself is taken from calendae, the term for the first day of the month in the Roman calendar, related to the verb calare “to call out”, referring to the “calling” of the new moon when it was first seen.

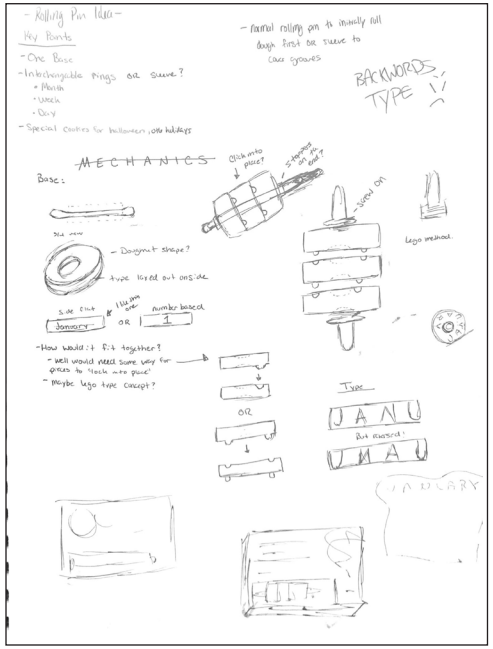
RESOURCE TEXT
The Art of Calendar Design, Ginko Press ISBN 978-1-568423-583-5

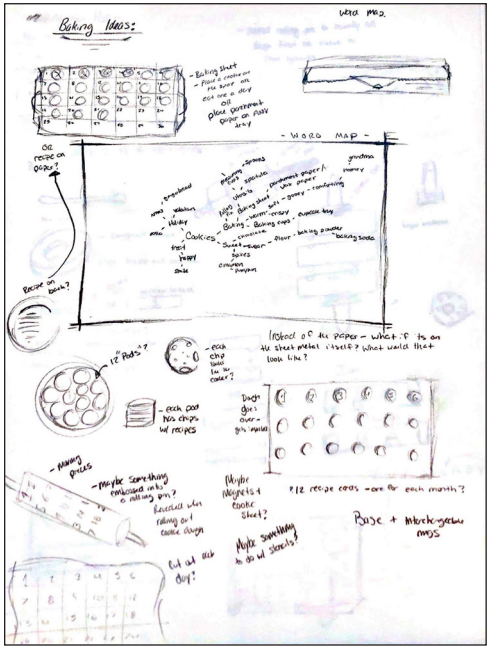
Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

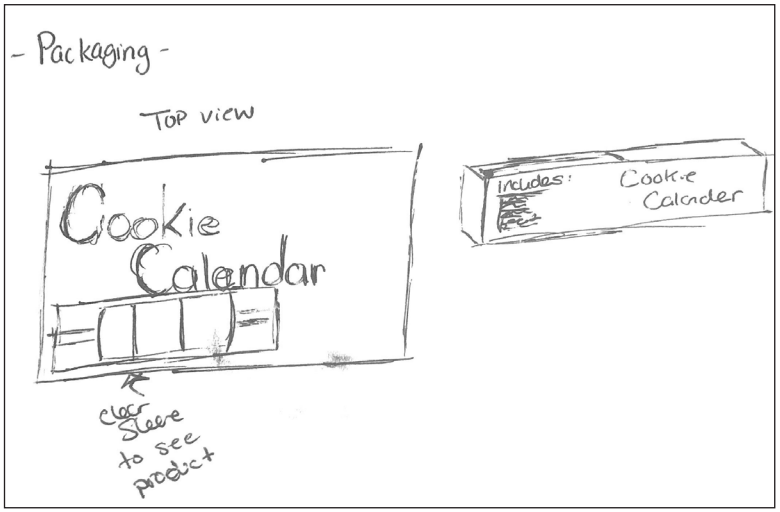
IDEATION

Calendar Project | Concepting









This project started off with the idea to do cookies around the world. That was scrapped in favor of a seasonal theme. The original mechanics also changed along the way as it was originally supposed to be a inter-lockable four ring system. The final turned out to be a sleeve that is placed over top of the rolling pin, instead of the rolling pin itself.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

Calendar Project | Concepting

FINAL CONCEPT

The final concept is a set of silicone sleeves that goes over a plain rolling pin. Included in this set would be said rolling pin aswell as a recipe book filled with twelve different recipes, one for each month. To combat the short shelf life of cookies once they are baked, the user would only bake one batch per week with four cookies a day to consume. The designs on the cookies are seasonal to the assigned month. Furthermore, the designs are cohesive for the entire day so someone does not accidentally eat the wrong day if they all get mixed up.

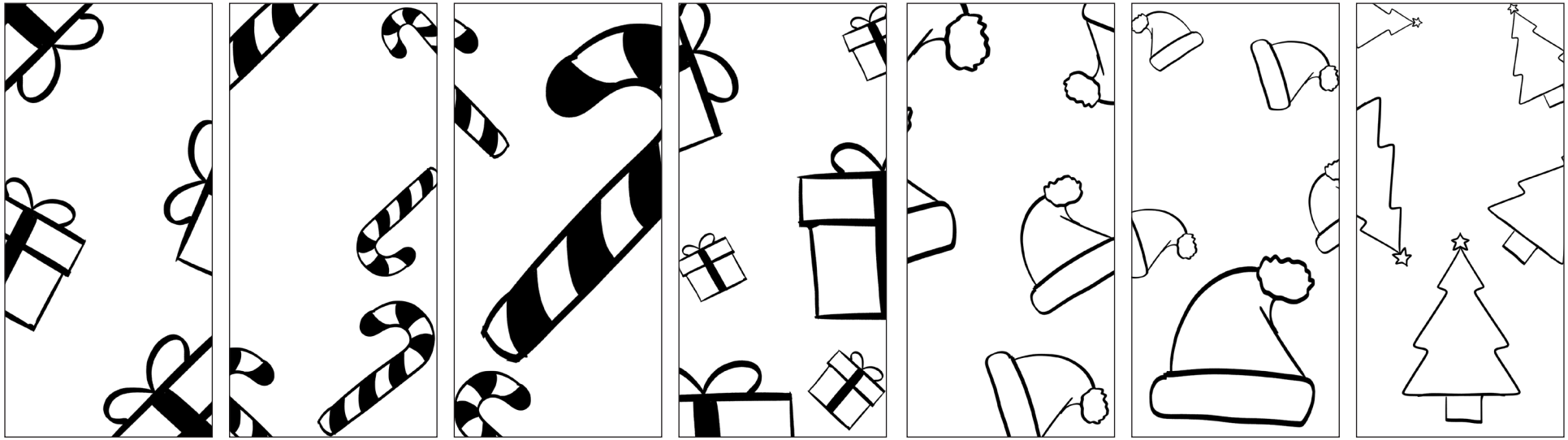
INSTRUCTIONS

1. Follow the month's instructions on the corresponding recipe card.
2. Roll out said dough using the flat rolling pin onto a floured surface.
3. Place the matching sleeve onto the rolling pin. The color of the sleeve matches the one in the book.
4. Firmly press and roll the design over the dough ONCE.
5. Cut apart squares.
6. Bake at required temperature on card.
7. Enjoy four cookies a day for an entire week, then make the next batch.

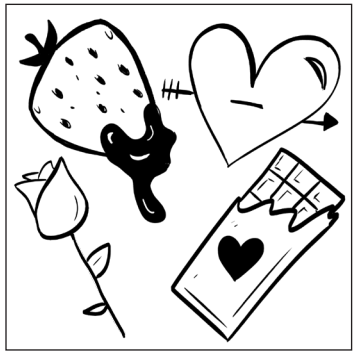
Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

PROCESS

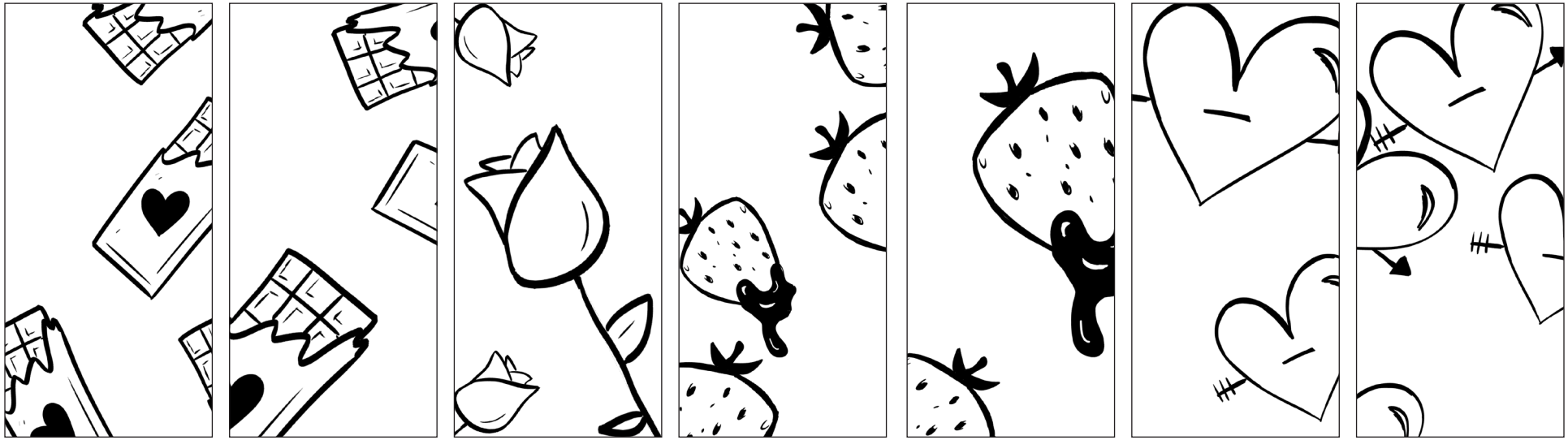
These illustrations are based on the month of December with special importance designed towards Christmas. The longer designs are meant to be split between two cookies—the day of the week's name and the actual number.



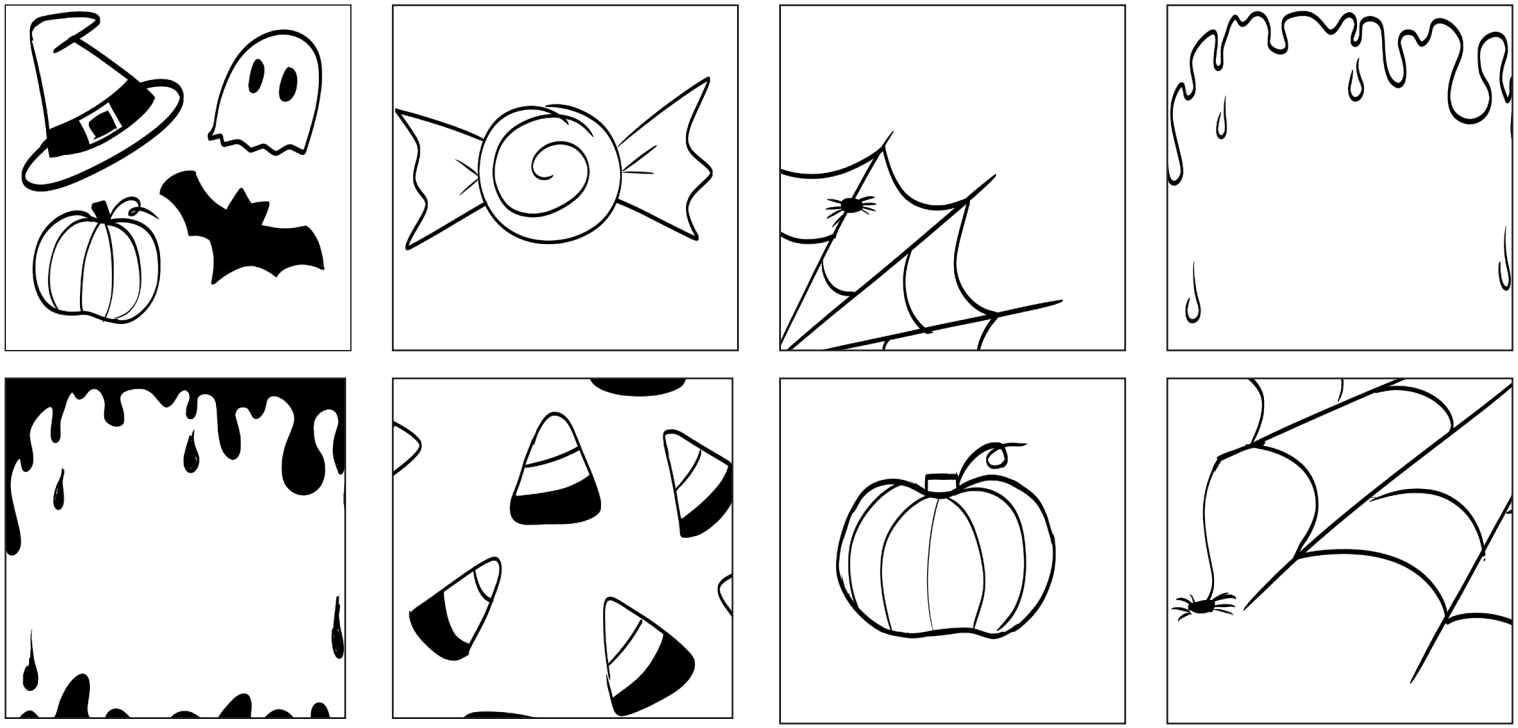
Kel Rininger
kelrininger.com
mer120@zips.uakron.edu



These illustrations are based on the month of February with special importance designed towards Valentine's Day. The longer designs are meant to be split between two cookies—the day of the week's name and the actual number.

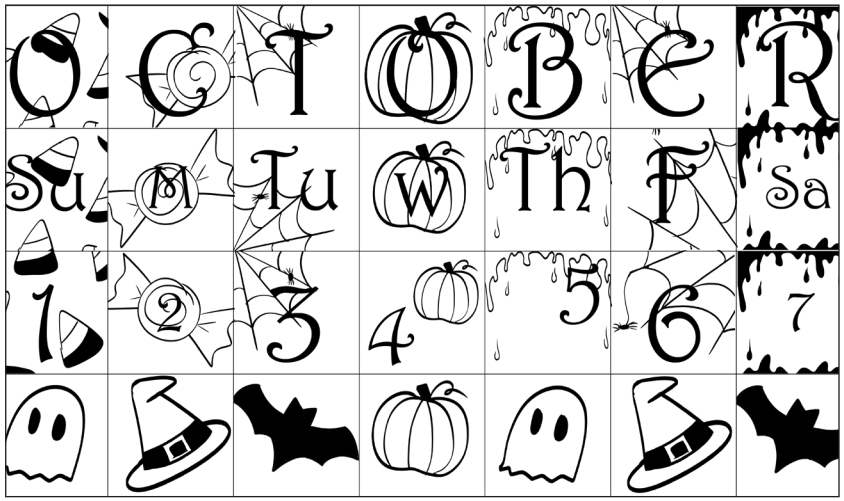


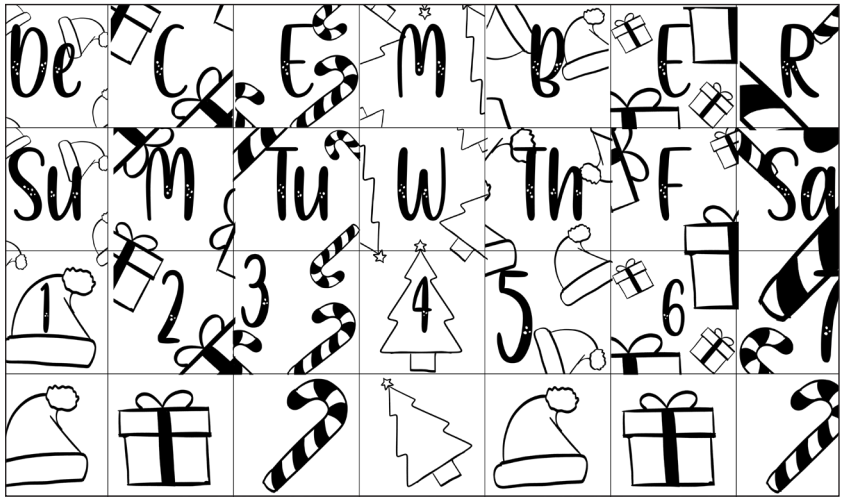
Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

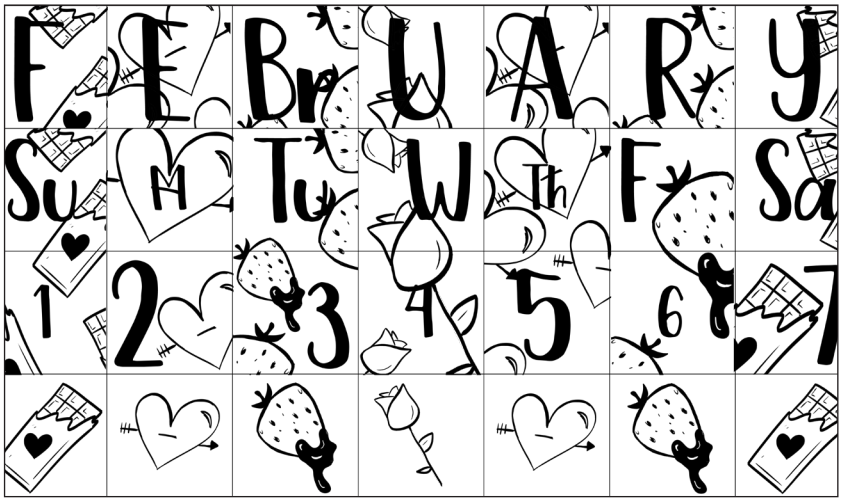


These illustrations are based on the month of October with special importance designed towards Halloween. Day of the week cookies and their corresponding numbers have complementary designs.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu







These are the final layouts for the illustration design before adding color and effects.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

FINALS

Pumpkin spice Cookies

INGREDIENTS

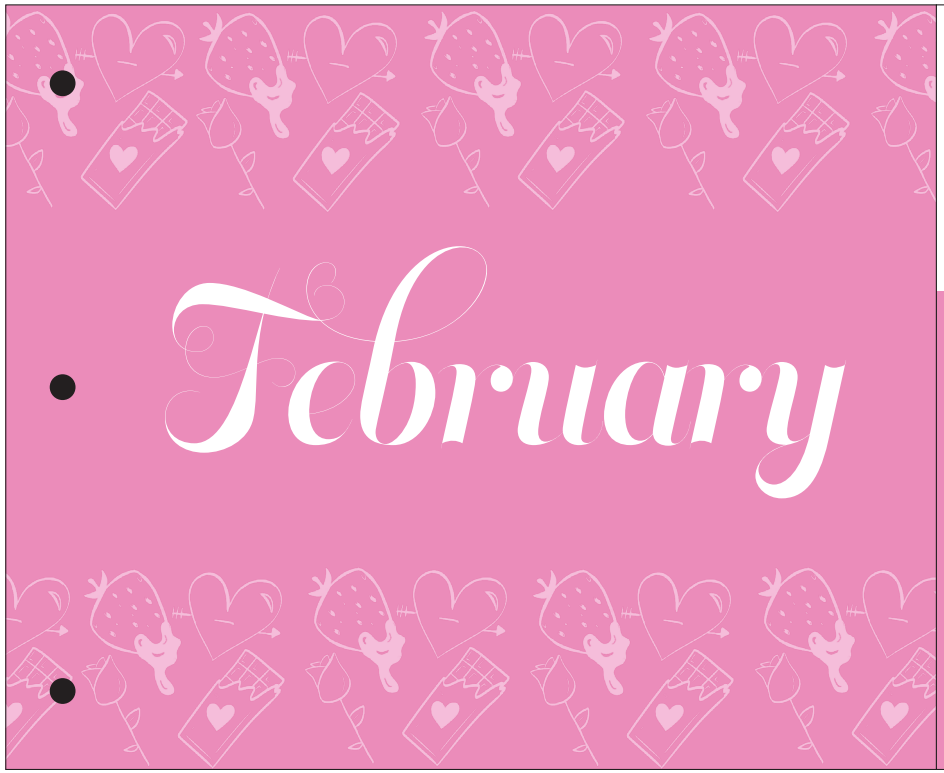
- A **3 1/4 cups all purpose flour**
- A **1 teaspoon baking powder**
- A **1 teaspoon cinnamon**
- A **1/4 teaspoon ground ginger**
- A **1/8 teaspoon nutmeg**
- A **1/4 teaspoon allspice**
- A **1 cup unsalted butter 2 sticks**
- A **2/3 cup granulated white sugar**
- A **1/3 cup brown sugar**
- A **1 egg**
- A **1 teaspoon vanilla extract**
- A **1/4 cup canned pumpkin puree**

DIRECTIONS

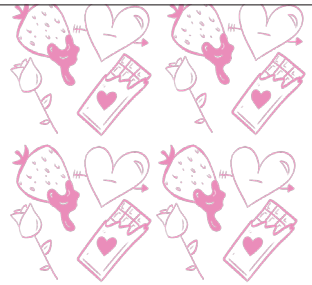
1. In a large bowl, add flour, baking powder and spices. Stir with whisk to combine.
2. In the bowl of an electric mixer, beat the butter until smooth. Add both sugars and beat until fully combined and fluffy.
3. Add egg, vanilla pumpkin and beat to combine.
4. Scrap down the sides of your bowl with a spatula.
5. While the mixer is running on low, add the flour mixture, slowly.
6. Mix until all of the flour is incorporated, and the mixture begins to ball up and pull away from the sides of the bowl.
7. Dump out the dough onto a clean work surface, kneed in any extra bits of flour or dough.
8. When the dough has chilled, roll out onto lightly floured surface and roll calendar over.
9. Cut cookies out.
10. Bake cookies in a pre-heated, 350*F oven, on ungreased baking sheets 9-11 minutes.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu



Strawberry creme Cookies



INGREDIENTS

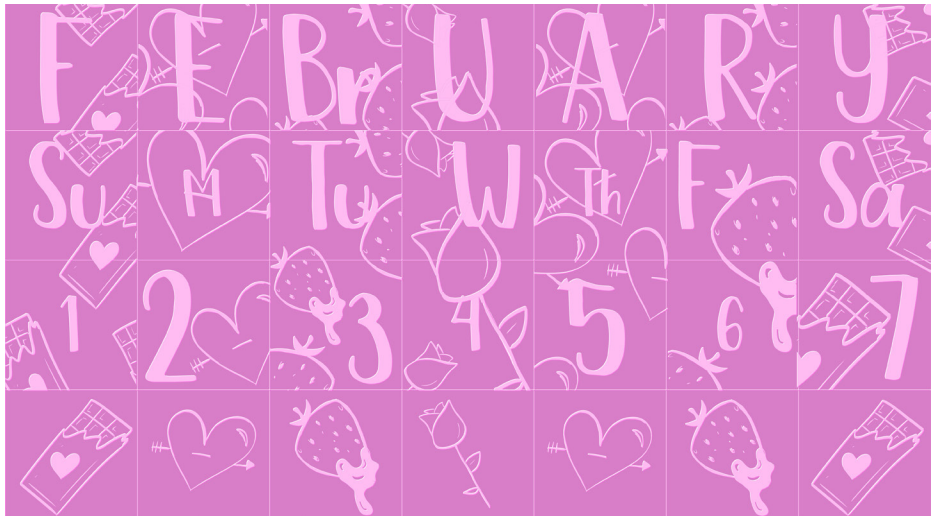
- 1 cup salted butter
- 1½ cups powdered sugar
- 1 egg
- 1 teaspoon vanilla extract
- 2 teaspoons strawberry extract
- 2 drops soft pink food coloring
- 3 cups all purpose flour
- 2 teaspoons baking powder
- 1 teaspoon salt

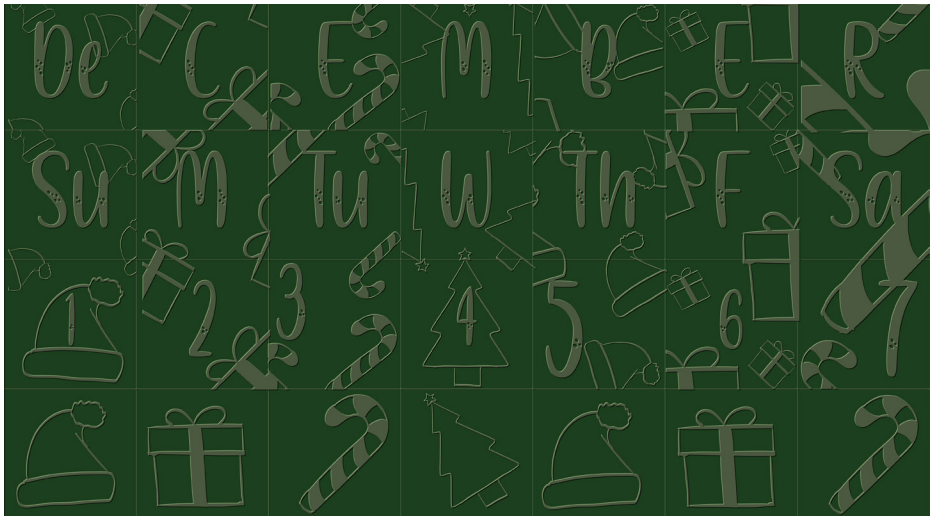
DIRECTIONS

1. Preheat oven to 400°
2. Cream together butter and powdered sugar.
3. Mix in egg and vanilla and strawberry extract along with 2 drops soft pink coloring.
4. Blend in flour, baking powder and salt.
5. Mix until the dough forms a ball.
6. Roll out on floured surface and roll calendar over.
7. Cut cookies out.
8. Bake at 400° for 7-9 minutes, until bottom of cookies are golden but tops are not browned yet.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

Calendar Project | Flats





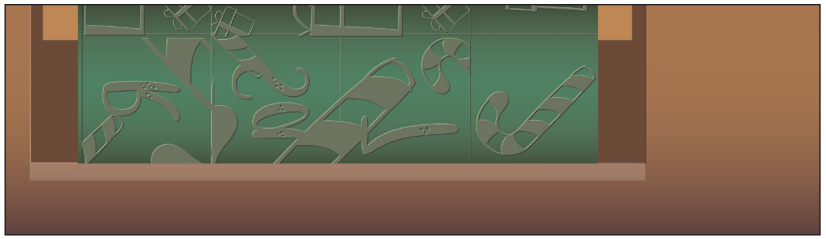
These are representations of what the design looks like when rolled out. This is also before the entire design is mirrored in order to have the design show correctly when rolled.

Each color is picked to match the corresponding recipe card in the spiral bound notebook.

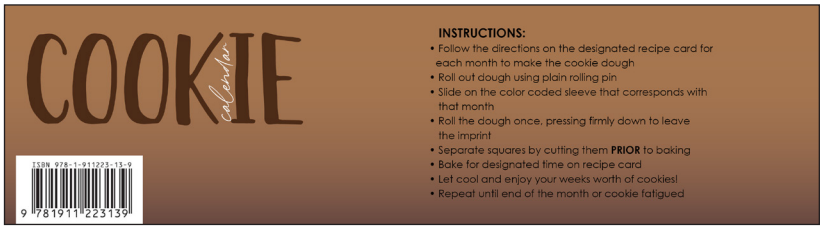
Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

Calendar Project | Flats

Top View



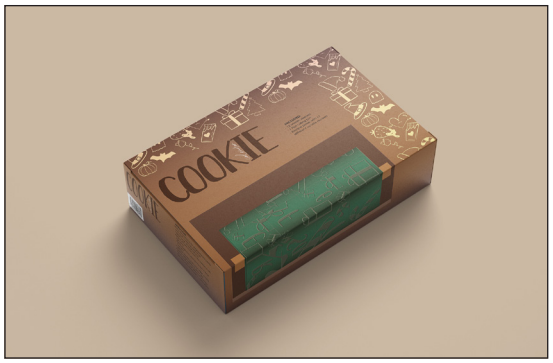
Front Side



Side View

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu

Calendar Project | Mockups



The material for the sleeves would be silicone. The three mockups is how it would look without the rolling pin.

The packaging would include a see-through panel where the buyer could see the sleeve over the plain rolling pin included inside.

Kel Rininger
kelrininger.com
mer120@zips.uakron.edu