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Reflection Paper

I used alignment to keep organization in the calendar. I made the coupons and pet facts line up with the picture and calendar so that it would look visually pleasing and it would make it easy to see where one part starts and the other part ends. I used a color scheme of pink, green, and black. I didn't use any other colors because I did not want the colors to be distracting. The text was all in Showcard Gothic and I did not use any other fonts because I did not want the fonts to be hard to read. I used a wavy line to separate each coupon, pet fact, and calendar so that they could all be in their own separate box. That way none of them blend in together.

I tried to keep the calendar simple, but not boring. I thought that Show card Gothic was an interesting font that would catch the eye, but was still easy enough to read. I only used pink and green for the outlines because I feel that colorful text can sometimes be hard to read and can be distracting. The black text is bold enough to stand out. I made the outlines wavy because I thought it gave a little interesting edge to the calendar that would help it stand out from other calendars.

I feel that this sample calendar would be user friendly because of its simplicity, but also catch the eyes of the customer because of the color scheme and edgy designs around the boxes.