



Calendar Redesign ✨ Type 3 ✨ Fall 2021 ✨ Radie Schultz

Process Book

creative brief

Calendar Redesign

You will be responsible for developing a unique format for a 365-day year. How you choose to represent days, weeks and months (if at all) is up to. At the very least, your design should reflect a challenge to the conventional physical format of a printed calendar. Solutions should consider size, shape, format, and materiality. While the system you develop should be clear to the viewer, your solution does not necessarily need to be commercially viable.

I referenced the popular crochet or knit mood blankets that have dominated the knitting and crochet communities in recent years. These ideas are all over Pinterest and other social media platforms so I felt that they were over done and not very unique. After much deliberation I settled on a mood quilt. My family are crafters and quilting is one of them. We would often go to the Mennonite Relief Sale where they show off all kinds of quilts. My grandma's house from my childhood had a specific area in the basement for her quilting frame. I immensely enjoyed the idea and consulted my uncle for the best way to design the quilt, despite having very different tastes in style and wants in a quilt.

Some mood quilt ideas already existed, but the only one I could find was this modern one that was very abstract. I personally didn't like that and wanted one more structured than the ones inspired by a blog post by Sherri Lynn Wood. Some examples are seen to the right.



research

Quilt-Making

By definition, quilting is the stitching together of layers of fabric. This is not limited to blankets, but coats, wall hangings, pillows, and so much more. There are really three main types of quilting: patchwork, applique, and embroidery. This quilt for the calendar is best described as a patchwork which is pieces of cloth cut and then stitched together to create a pattern. Applique are more intricate patterns with a variety of shapes. Embroidery is flat areas of solid color with a pattern made by embroidering. Patchwork quilts are the most common and well known quilting method, at least I think so, since that is what I'm most familiar with. The second most common (in my opinion, not a professional) would be embroidery.

Quilting has been around since 3400 BCE. It started out as a way to stay warm and to insulate body heat, but now remains mainly as an art form. In the U.S., it was common in the 17th and 18th century, but only the rich could afford the amount of fabric a bedspread required. American quilts started as wholecloth quilts, which were long strips of fabric since looms were large enough for bed sizes. From there, many styles formed: broderie perse quilts, medallion quilts, contemporary quilts and more. Amish quilts also were a style, surprisingly for bold designs and distinctive colors with exceptional stitching.

The pattern here is a granny square or an arbor window. It is a series on squares on the bias or at an angle. According to my mom, this can make any fabric (even 100% cotton) stretchy. Though I don't remember my grandma ever piecing a quilt in this pattern, it is a nostalgic pattern and one I think she would enjoy if she were still here. She never "finished" a quilt, she typically pieced the top layer together, added the batting via basting, and then stitching the back layer together. If she wanted a quilt to be embroidered, she would send it out for someone else to do.

There are many ways to finish a quilt and now there are many tools to do so! My personal favorite is one I experienced at a craft expo, long arm quilting. Essentially its a sewing maching at the end of a long arm. You attach your quilt to two rollers and boom! You can freehand the embroidery, making any shape or pattern you want.. Here's a picture just because I think it's so cool:



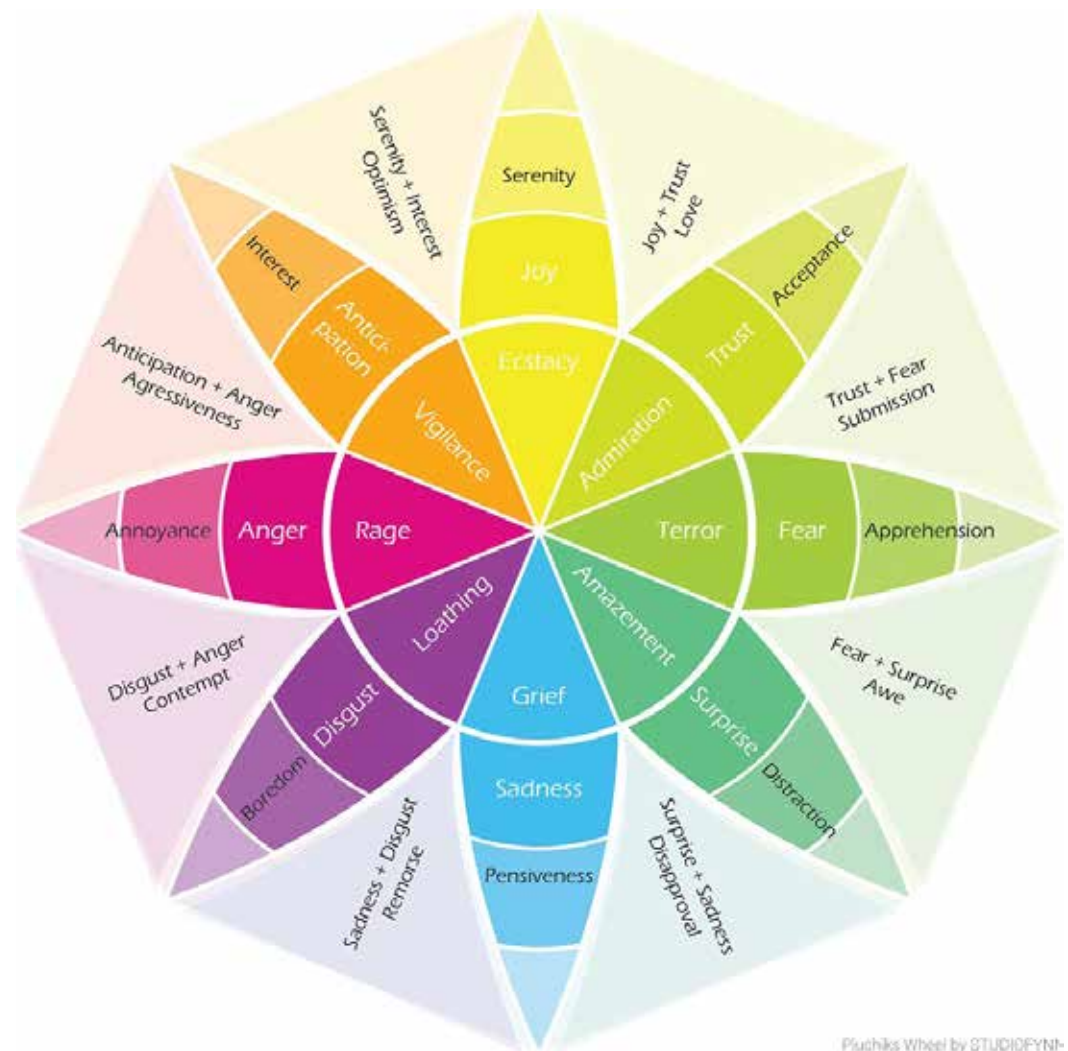
Emotions - Robert Plutchik's Theory

There are many theories on emotions, but two seem to stand out (at least in my research): Paul Ekman's and Robert Plutchik's. For this brief, I chose to focus on Plutchik's theory, it had a wider range of emotions (eight versus six), which meant more color choices for the mood quilt. In further research, there were handy diagrams for me to look at. Yay for me!

Plutchik laid this theory out in a wheel with emotions having compliments of each other that then branched out into the emotions felt in lower amounts. These emotions could also overlap, creating more complex emotions. The eight basic emotions are joy, trust, fear, surprise, sadness, disgust, anger, and anticipation.

Each emotion has a compliment, as said before. Joy opposite sadness, trust opposite disgust, fear opposite anger, and surprise opposite anticipation. They are known as polar opposites. To explain the wheel, it's a bit like a color wheel. In the center, the emotions are at their highest intensity and the outer petals are the lowest intensity. In-between the petals are the complex emotions—when two emotions next to each other overlap. Speaking of color, in his book *The Emotions: Facts, Theories, and a New Model*, Plutchik talks about how emotions relate to color. He states that “it is necessary to conceive of the primary emotions [the eight basic emotions] as hues which may vary in degree of intermixture (saturation) as well as intensity, and as arrangerable around an emotion-circle similar to a color wheel.” In many cultures, colors have always represented an emotion, so it's no surprise he's done that here.

Though the color choices and compliments are not rooted in color theory, the colors do match the emotions. Interaction Design Foundation has noted that this theory and the wheel is a great starting point for UX designers to put emotions into their work.



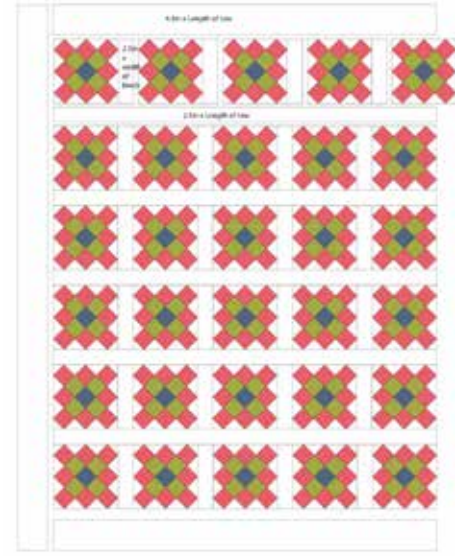
moodboard

A Charming YEAR



Other Theories of Basic Emotions

Many other theories of basic emotions exist. They include: but aren't limited to:



Backing: Measure fabric (should be flat and stretchy) for all four sides.

For joining between rows: Sew together 2 1/2 in strips. Measure, mark and cut to width.

Binding: Measure 1 1/2 in. Sew together 2 1/2 in strips and cut to width, mark to top and bottom. Repeat for both sides.

Quilty Love
quiltylove.com

design choices

Fonts

KansasNew

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 !@#\$%^&*()_ -+={}[];:’”.,?/><

Fieldwork Geo Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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SIMPLE STITCH

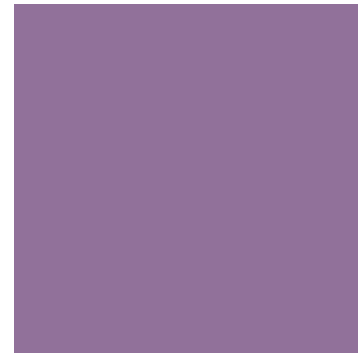
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ - + = { } [] ; : ’ ” . , ? / > <

KansasNew is used for the bodycopy inside the pages, Fieldwork is used as the secondary text on the front and back covers, and Simple Stitch is used for the title of the calendar and for the headlines inside the pages. Simple Stitch is a free, non-commercial font from Chequered Ink. KansasNew and Fieldwork were downloaded through Adobe Fonts.

Color

For the main color of the project, I wanted a color that represented all emotion colors from the resources I had found. I did not want to use brown, it wouldn't match the kitschy and "charming" aesthetic I was envisioning. After I created my moodboard using Canva, it pulled a purple color from my board for the solid colored rectangle. I used InDesign color theme picker and adjusted the color in the CMYK options. I felt that the lavender perfectly matched the aesthetic I wanted for the project. The second color is the first one minutely adjusted and then reduced to a 20% tint for the background color of the booklet's pages.



C 27
M 48
Y 0
K 26




C 27
M 50
Y 0
K 0

brainstorming & sketching

Idea-Forming

365 squares made from fat quarters
 16×21 "
 9×10.5 "
 1.5" waste 18



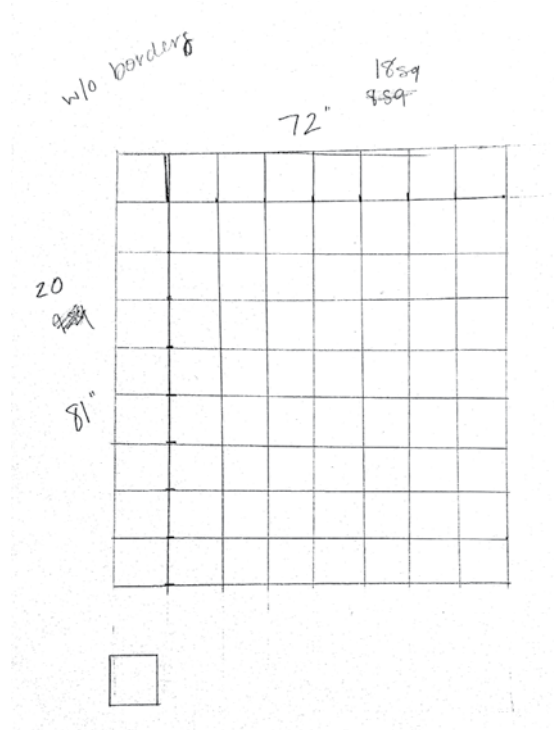
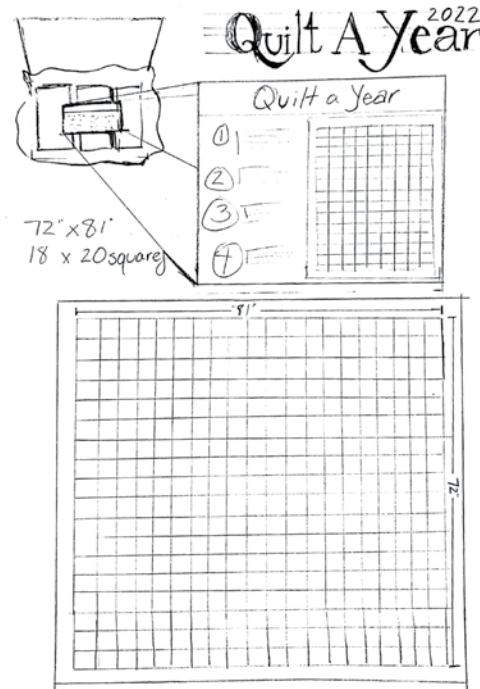
1.75 waste
 4.5×5.25
 7×7 sq

9 squares across? \rightarrow can't be 9×9 " $\frac{18 \times 20}{360}$
 81 " $72 \neq 4 = 18$ $\frac{18 \times 20.75}{364.5}$
 $81 \div 4 = 20.25$

9 squares across 81 " $72 \neq 4 = 18$
 10 long 90 "
 $8 \text{sq} \times 9 \text{sq}?$ \rightarrow universal
 72×81
 \rightarrow fits cal king (72×84)
 $9 \times 8 = 72$

Wyoming King 84×84
 Alaska King 108×108
 standard king 76×80
 most common is queen 60×80
 final 4 days if border

mood quilt



~~joy - yellow~~
~~tryst - yellowgreen~~
~~surprise - green~~
~~fadness - blue~~
~~dyggust - purple~~
~~anger - pink~~
~~anticipation - orange~~

a charming year
 joy - yellow
 tryst - yellowgreen
 fear - green
 surprise - bluegreen
 fadness - blue
 dyggust - purple
 anger - red/pink
 anticipation - orange

Dazed off
 robert plutchik's emotions

og pattern = $\frac{30}{12}$ blocks 60x72
 12
 2.5" w sashing
 4.5"
 55 w/o border



w/o border
 32 x 43.5
 w l
 + 4.5 border (4.5+4.5=9)

41 x 52.5

8 - 2.5 x 9 sashing
 3 - 2.5 x 32 sashing

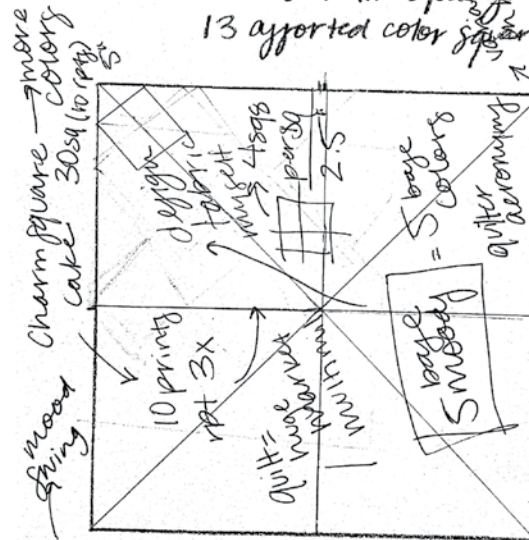
52 wfs 5x14" = 70 6x14" = 84 ??
 12 block 14" granny square? → nearly 60 sqs
 granny square quilt → need original pattern
 → i.e. there is no current pattern...

ombre mood sashing
 ombre

modified quiltly love pattern

1 block = 12 2.5" white squares
 13 assorted color squares 2.5"

9" x 9" post
 block trim



4.5x4.5
~~12.5x12.5~~
 .625x.625
 40 = good jellyroll
 10.625 x 10.625
 pre-trim

break mood
 into colors
 mock ludd's
 2 blocks exclusive
 to see sashing
 gray/black

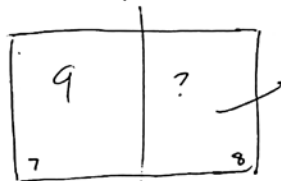
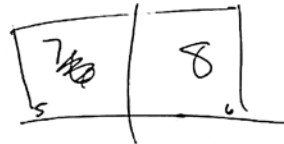
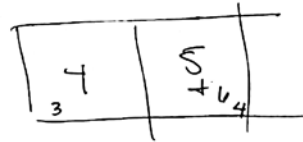
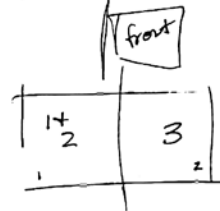
ombre? primary
 & black or gray a hue of colors

Booklet Layout

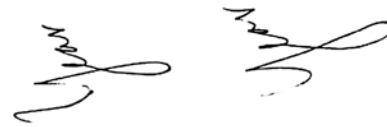
pattern card → booklet

front + back

C28EE2



booklet will have
4 spreads w/ a
front + back
9x9" in size



acknowledgements?
info? wtf?
credit

Logo/Name

A Charming year

A Charming
YEAR

Charm
Charm
Charm
Charm
Charming
Charming

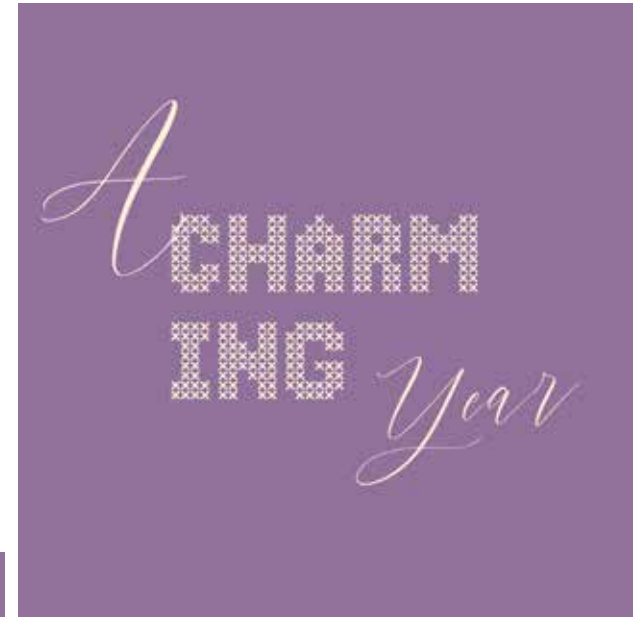
A CHARMING
year year
year y year

A Charming
YEAR no curve $\frac{r}{no}$ X

A Charming Charming
YEAR

Charming Charming
A Charming Charming
YEAR

Digital Logo/Name Layouts



final flats

Pattern Book



FINISH

- 1:** Record your mood each day from the eight base emotions. We provided a nice little journal!
- 2:** At the end of each month, choose the biggest emotions you felt throughout the past days, four emotions at most.

The pattern we're using is from quiltylove.com, that pattern has 30 blocks; you only need 12 for ours, one per month! The only fabric provided is the charm squares for the blocks, you'll need to find fabric for the sashing.

We provided you with some charm squares with colors from the graphics to the right.

Scan the QR codes to look at them yourself!



University of West Alabama's graphic about emotion theory.



sixseconds graphic about Plutchik's theory of emotions.

STEP

- 3:** Cut the desired color 5in charm squares down into 2.5in squares. You'll need 12 squares in total for each block, one center color, four inner, eight outer. You'll also need 13 2.5in squares in white for the border.



STEP 4

4: Sew rows with a .25in (quarter inch) seam allowance. Press seams open or each row in the opposite direction to nest your seams. then, sew all the rows together with a .25in seam allowance, pressing seams open and away from the center.



STEP 5

5: Trim block down to a 9in square, should be about 3/8in. This book in 9 x 9in!

6: Repeat for every month.



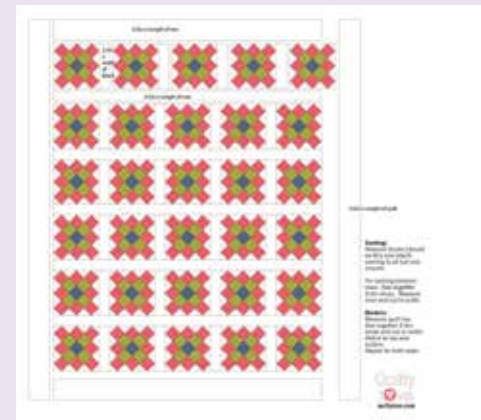
STEP 7

7: Layout your year. Cut eight 2.5 x 9in sashing strips for in-between the granny squares. Cut three 2.5 x 32in sashing strips for in-between each row. Cut 2 4.5 x 32in borders for the top and bottom and then cut 2 4.5 x 41in borders for the sides of the quilt.



STEP 8

8: Sew sashing and quilt together. Finish quilt how you prefer. It should be 41 x 52.5in in size.



Example from quiltylove.com. Your quilt will not match this pattern, you have 12 blocks in total.

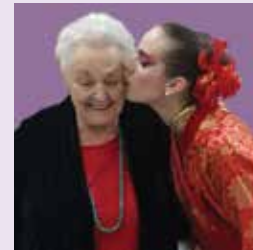
STEP 9

9: Celebrate! You made a quilt and enjoyed another year! Here's an example:



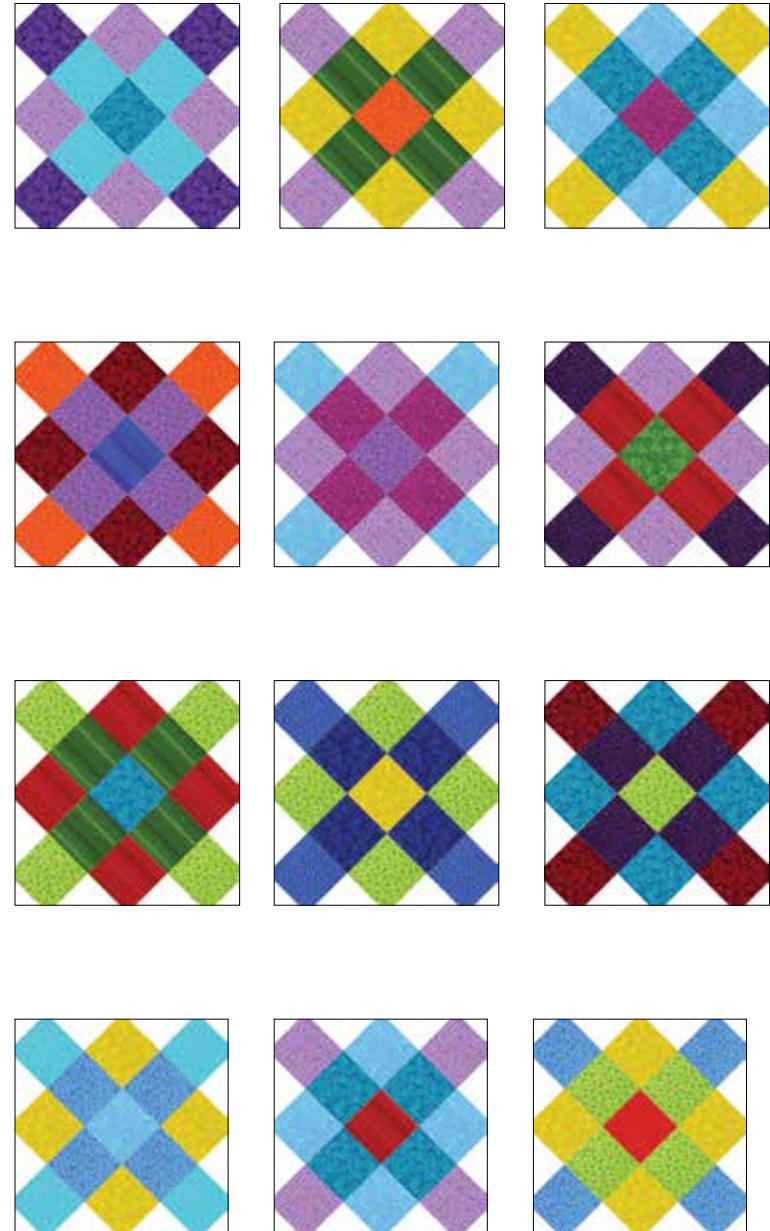
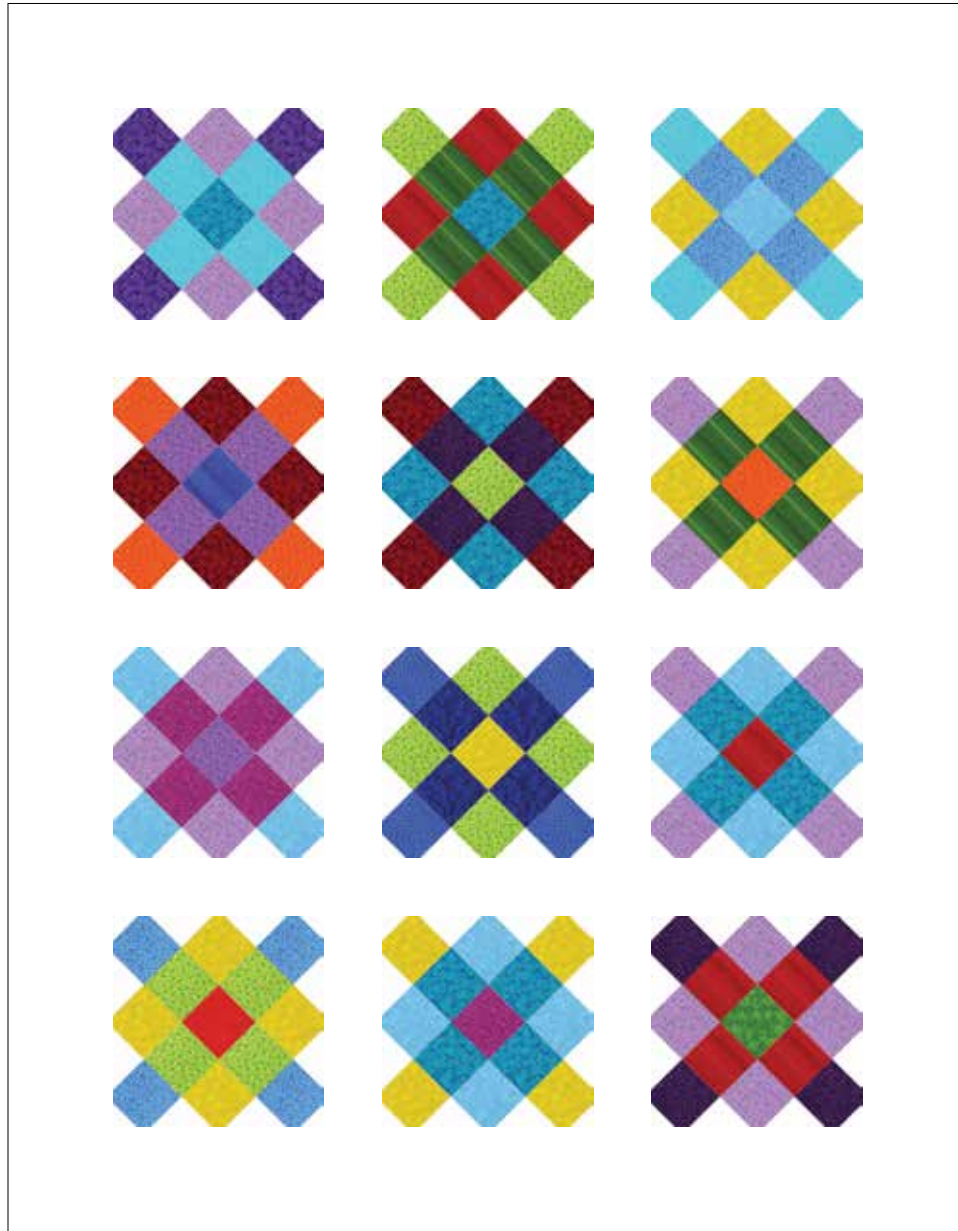
ACKNOWLEDGEMENTS

I would like to thank Emily Dennis of Quilty Love for the pattern and example photos, Missouri Star Quilt Co. and Jamie Fingal for the Hopstotch Playground Charm Pack, six seconds for the information on Robert Plutchik's emotion theory, UWA for the infographic, and to my family for surrounding me with crafts growing up. I never would have created this calendar without you. This calendar was designed in memory of my grandmother, I miss her every day.

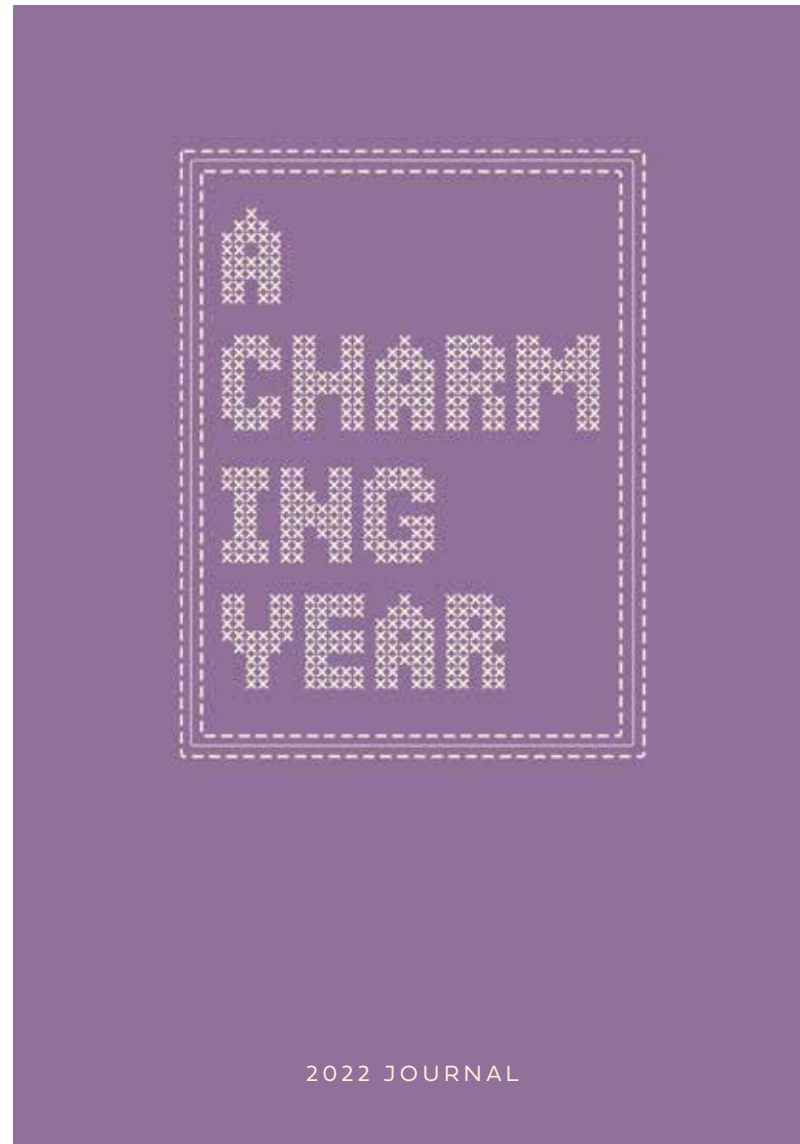


NINA SCHULTZ | NINAISCREATING | TYPE 3 | FALL 2021

Quilt Example



Journal Cover



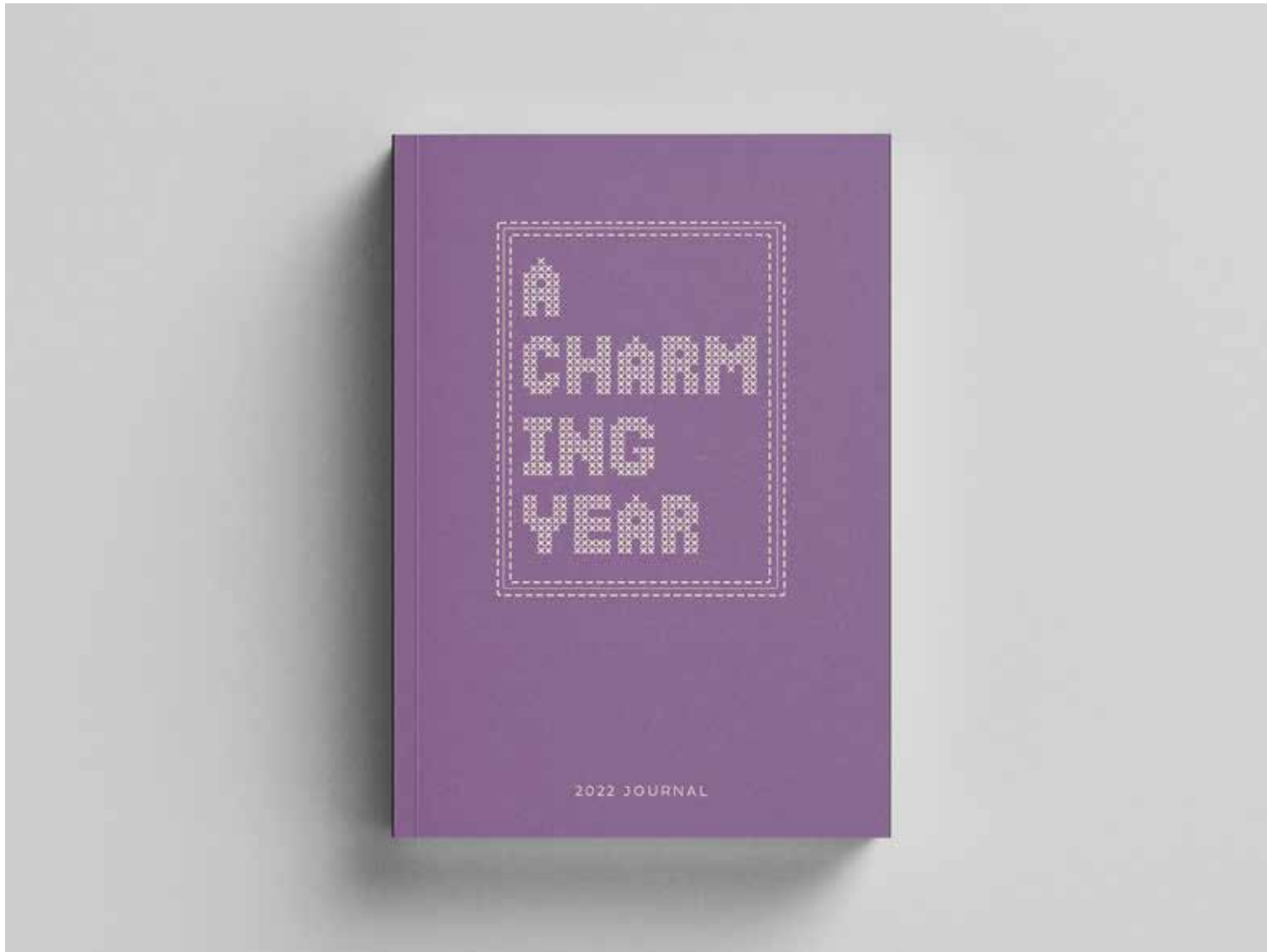
mock-ups

Pattern Book





Journal



Quilt Example



