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FEATURES OF CREATING A CALENDAR DESIGN LAYOUT WITH THE HELP OF COMPUTER PROGRAMS

The modern rhythm of life and the growth of information requires the skills of its harmonious structuring. A calendar (translated from the Latin *calendar*) copes with this task perfectly. It is a periodic reference publication with a sequential list of days, weeks, and months of a given year, as well as other information of a different nature. Also, it can serve as an excellent attribute for advertising, a symbol of a unified corporate style, and a decorative decoration for both business and home environments.

The purpose of this exploration is to consider programs intended for the layout of design layouts of calendar products. Also, the classification of calendars according to structural features, the outline of factors that ensure the expressiveness of the visual content of the calendar, and technical nuances in the process of preparing the finished layout for printing.

Today, creating your own calendar layout design is not a problem. Not only a professional designer can cope with this task, but also a person who does not have the skills to work with graphic editors. At the moment, there are many programs for creating calendars. Conventionally, they can be divided into programs for beginners and professional designers. The first category includes *TKexe Kalender*, *Calendar*, *EZ Photo Calendar Creator*, *Simply Calendars*, *CoffeeCup Web Calendar*, and *Microsoft Office Publisher* [5]. They include a set of templates and various tools with which you can create a unique and high-quality design layout of a simple calendar. The free ones are *TKexe Kalender*, *Calendar*, *Simply Calendars*, *CoffeeCup*, and *Web Calendar*. *EZ Photo Calendar Creator* and *Microsoft Office Publisher* are distributed for a fee. The second category includes *QuarkXPress*, *Adobe InDesign*, and *Scribus* [4]. They make it possible to create a complex design layout not only of a calendar but also of any other printed products. Of these, only *Scribus* is free, while *QuarkXPress* and *Adobe InDesign* are distributed on a paid basis. Also, there are sites where you can create a design-layout calendar in an extremely short period of time. For example, platforms such as *Canva*, *VistaCreate* and *Renderforest* offer a large number of free and paid images of fonts, templates, and illustrations. In the future, you can edit or change them according to your own wishes, interests, or goals.

When developing a design layout of a calendar, it is necessary, first of all, to pay attention to its construction. The following five main types of calendars are usually distinguished as printing products:

1. Wall calendar. They are the most common and are mainly used in offices, hospitals, universities, or at home. These include flip and quarterly calendars. The most common formats for flips are: A2 (420x594), A3 (297x420), A4 (210x297), 300x300 and 210x210. For quarter ones: 300x210, 297x840 (on three springs), and 297x470 (on one spring). There are also midi and maxi options on one spring in sizes 150x430 and 300x430.

2. Poster calendar. They are particularly popular because they are inexpensive. Also, due to their size, they allow you to decorate the interior. Common formats are: A0 (841x1189), A1 (594x841), A2 (420x594) and A3 (297x420).

3. Wallet calendar. They are small in size (100x70 mm or less) and easily fit in a purse or handbag.

4. Desk calendar. They are conveniently placed on the table, bedside tables, or chests of drawers and provide the user with maximum information. Common sizes are 210x100x80 and 150x160x80.

5. Detachable calendar. They are reversible and non-reversible. They are usually printed on paper size 80x140 mm.

In order to create a successful and expressive design layout of the calendar, in the process of its layout using computer programs, special attention should be paid to the choice of the general style and color solution based on information about the user or customer. Also, it is necessary to choose only those images or illustrations that can attract attention and interest. Quick and easy readability of the calendar grid should be ensured, and unnecessary details should be avoided when combining it with other compositional elements [2, 44-45].

When saving the final version of the original design layout of the calendar and preparing the layout for printing, it is necessary to observe the following technical nuances [1]:

1. The resolution of both the entire document and the images used to create it must be equal to 300 dpi (which means the number of dots per inch). This allows for high-quality printing of any polygraphic products. The resolution of 75 dpi, in turn, is most often used for placing images on web pages.

2. All used fonts must be converted into curves using a special key combination (ctrl+shift+o). This is to prevent the font from being replaced on another computer or converted to "characters".

3. When developing a design layout, it is necessary to add at least 2 mm of background on each side. This is done in order to avoid a white background on products. Also, place all important elements at a distance of at least 2 mm from the edge of the printed product.

4. A color space such as CMYK is considered the most acceptable for saving design layouts of printing products. It is a subtractive color model that uses such colors as: cyan, magenta, yellow and black. Subtractive is the subtraction of the three primary RGB colors from white. This means that the CMYK model takes into account the amount of reflected color, not absorbed. RGB, in turn, is an additive model in which each color is represented as a combination of red, green and blue. The amount of emitted light is taken into account

here. It is impossible to display the RGB model on printed products because the paper does not glow [3, 305-307].

5. The final version of the layout must be saved in the following formats: pdf, eps, or tiff. This will allow you to quickly and correctly open the layout and prepare it for printing.

So, today, with the help of computer programs, even a person who does not have design skills can create an original design layout of printed products in general and a calendar in particular. However, not everyone can do it efficiently and correctly. Only by using compositional and technical rules can you achieve expressiveness and memorability of your own project.

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