

Министерство образования и молодежной политики Свердловской области  
Государственное автономное профессиональное образовательное учреждение Свердловской области  
**«Уральский колледж технологий и предпринимательства»**  
(ГАПОУ СО «УКТП»)

Преподаватель (1КК /ВКК) Мурашко Галина Романовна

Обратная связь осуществляется :

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**Группа ДЗ-304**

Профессиональный модуль ПМ.02 «Техническое исполнение художественно-конструкторских (дизайнерских) проектов в материале» МДК 02.01 «Выполнение художественно-конструкторских проектов в материале».

Раздел: 2М **Проект, " Информационный дизайн "**.

Занятие № 3 (4 часа)

Тема: Виды календарей. Правила создания календарей.

Вид учебного занятия: Практическое занятие.

Задание: Прочитать тему Виды календарей. Правила создания календарей. Подготовить эскизы календарей по теме. Размер А2

Тема : 2022 год - Год народного искусства и нематериального культурного наследия народов.

Сегодня календари не только служат удобным напоминанием текущей даты, дня недели, праздничного события, но и выполняют имиджевые, декоративные функции, являясь украшением интерьера дома, квартиры или офиса. Данный вид полиграфической продукции очень популярен и в корпоративной культуре, и в сфере рекламы, и в частной среде. На рынке

календари представлены в огромном ассортименте. Изделия различаются дизайном, тематикой, форматом, размером, типом. Какие же бывают календари? Давайте разберемся.



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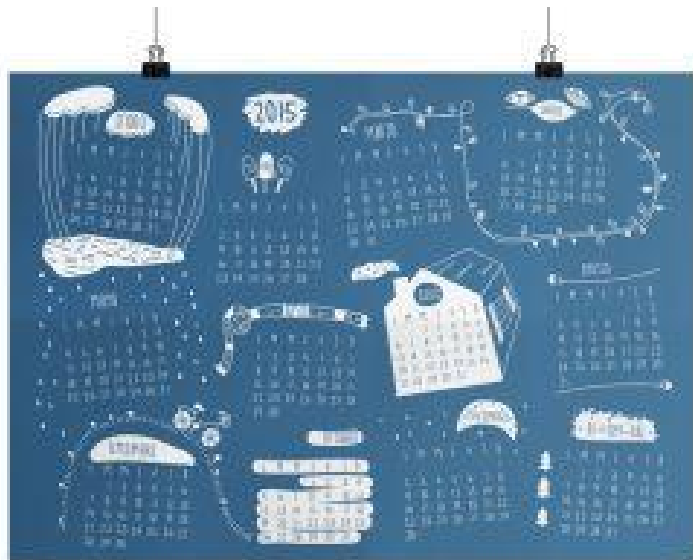
### Основные форматы календарей



Оптимальный формат [календаря](#) в первую очередь определяется сферой и спецификой его использования. По способу применения выделим следующие основные виды печатных материалов:

- Настенные календари
- Настольные календари
- Карманные календари

- Необычные календари



Миниатюрные изделия удобно носить с собой в кармане, визитнице или органайзере. Настенные и настольные календари всегда перед глазами в офисе, в домашнем кабинете или любом другом удобном месте. А вот переносные креативные печатные изделия – отличный сувенир, рекламный атрибут и средство привлечения внимания, например, к выставочному стенду.

## 1. Настенные календари



Настенные календари разнообразны. Они изготавливаются в виде перекидных изделий, плакатов, постеров, могут быть отрывными. Наиболее востребована полиграфическая продукция формата А4 и А2, но теоретически настенный календарь может иметь любые размеры. Типовой диапазон, в рамках которого многие типографии Москвы готовы изготовить изделие, варьируется от А5 до А1.





Настенные календари представлены в широком ассортименте, при их изготовлении используются различные материалы: от множества видов бумаги до картона, пластика, дерева, пленки, холста. Такое разнообразие позволяет дизайнерам создавать настенные шедевры, ничуть не уступающие по декоративности настоящим произведениям искусства.

## 2. Настольные календари

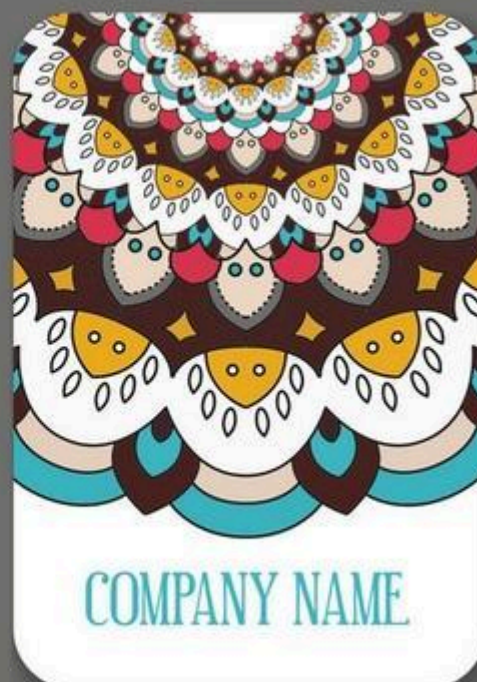


Настольный календарь – неизменный спутник работающего человека, студента, школьника. Он привычен, удобен, компактен. Такой календарь прекрасно справляется с функцией исчисления времени. Также он может служить предметом декора. Особенно это касается изделий нестандартной формы, фактуры и дизайна.





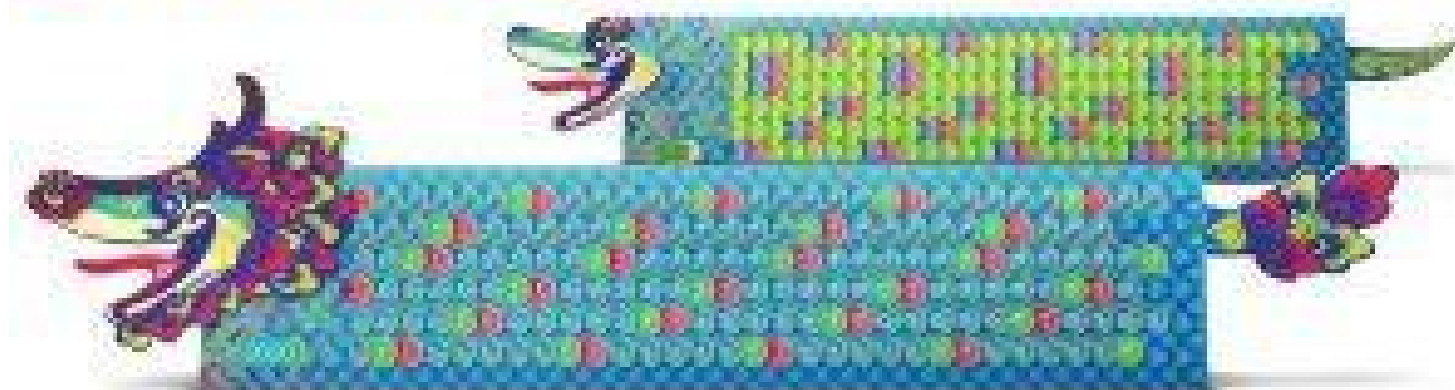
В практических целях чаще всего используются календари 200x110 мм и 150x150 мм. По индивидуальному заказу полиграфическая продукция может изготавливаться любого формата.





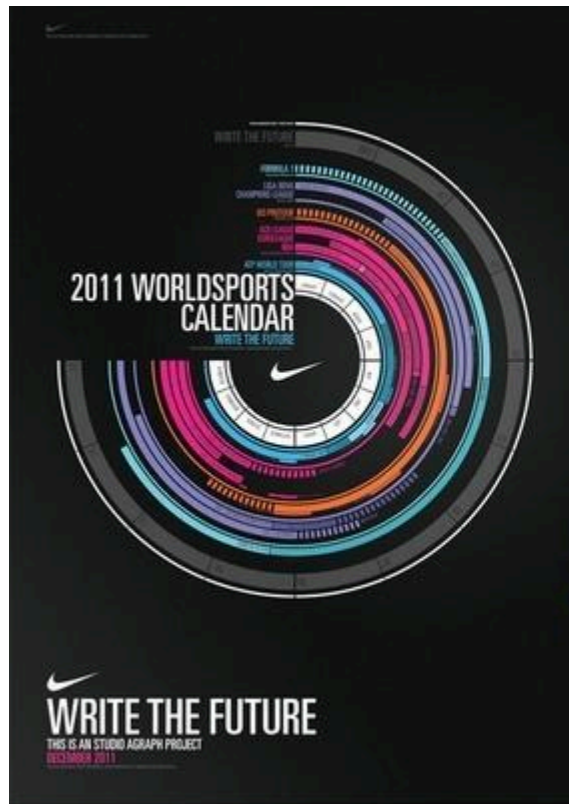




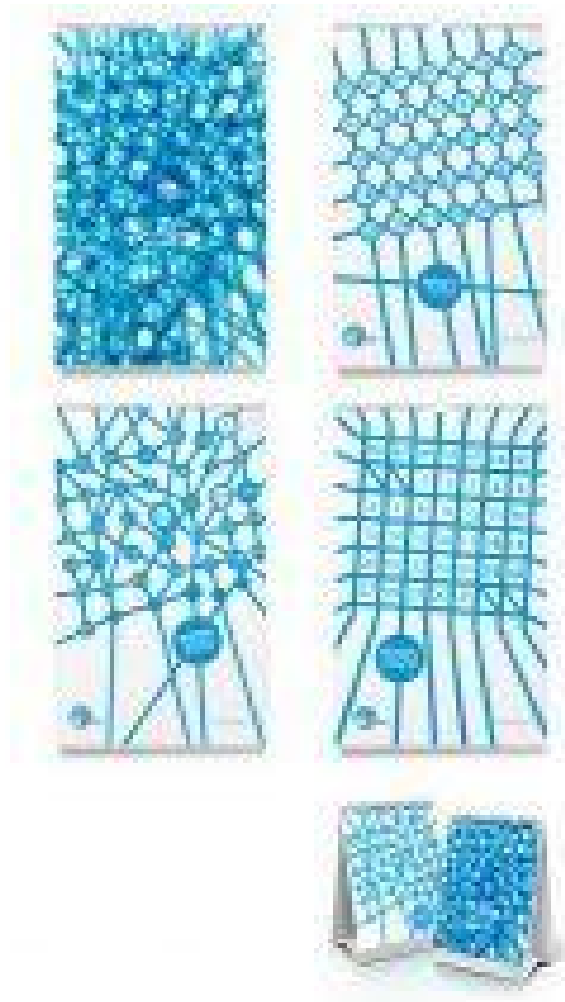




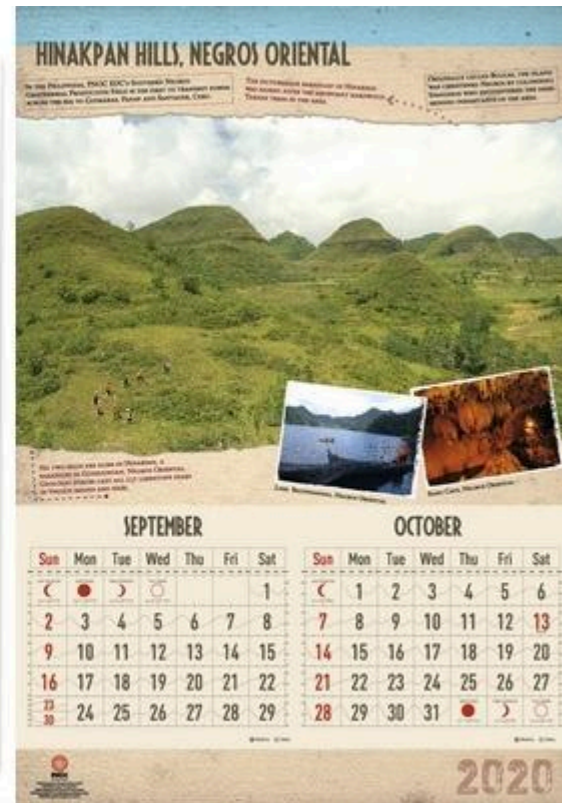
















Month: **January**

| SUNDAY                       | MONDAY                                    | TUESDAY | WEDNESDAY                    | THURSDAY | FRIDAY                      | SATURDAY                      |
|------------------------------|-------------------------------------------|---------|------------------------------|----------|-----------------------------|-------------------------------|
|                              |                                           |         |                              |          | <b>HAPPY<br/>NEW YEAR!!</b> | 2                             |
| 3                            | 4                                         | 5       | 6<br>bank<br>appointment     | 7        | 8                           | 9                             |
| dinner<br>with<br>grandma 10 | 11                                        | 12      | 13                           | 14       | 15                          | 16<br>Oxley<br>hockey<br>game |
| 17                           | Aimee's 18<br>skating<br>practice         | 19      | office 20<br>meeting<br>10am | 21       | 22                          | 23                            |
| 24                           | 25                                        | 26      | 27                           | 28       | 29                          | 30                            |
| <b>Cruise</b>                |                                           |         |                              |          |                             |                               |
| 31                           | Note: eggs, milk, bread, cheese<br>fruits |         |                              |          |                             |                               |
|                              | fix garage door<br>renew license          |         |                              |          |                             |                               |

















| Суббота | Воскресенье | Понедельник | Вторник | Среда | Четверг | Пятница |
|---------|-------------|-------------|---------|-------|---------|---------|
|         |             | 1           | 2       | 3     | 4       | 5       |
| 6       | 7           | 8           | 9       | 10    | 11      | 12      |
| 13      | 14          | 15          | 16      | 17    | 18      | 19      |
| 20      | 21          | 22          | 23      | 24    | 25      | 26      |
| 27      | 28          | 29          | 30      | 31    |         |         |

РЕКЛАМРИБА

МОНО



| Суббота | Воскресенье | Понедельник | Вторник | Среда | Четверг | Пятница |
|---------|-------------|-------------|---------|-------|---------|---------|
|         |             | 1           | 2       | 3     | 4       | 5       |
| 6       | 7           | 8           | 9       | 10    | 11      | 12      |
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| 27      | 28          | 29          | 30      | 31    |         |         |

РЕКЛАМРИБА

ТРИО







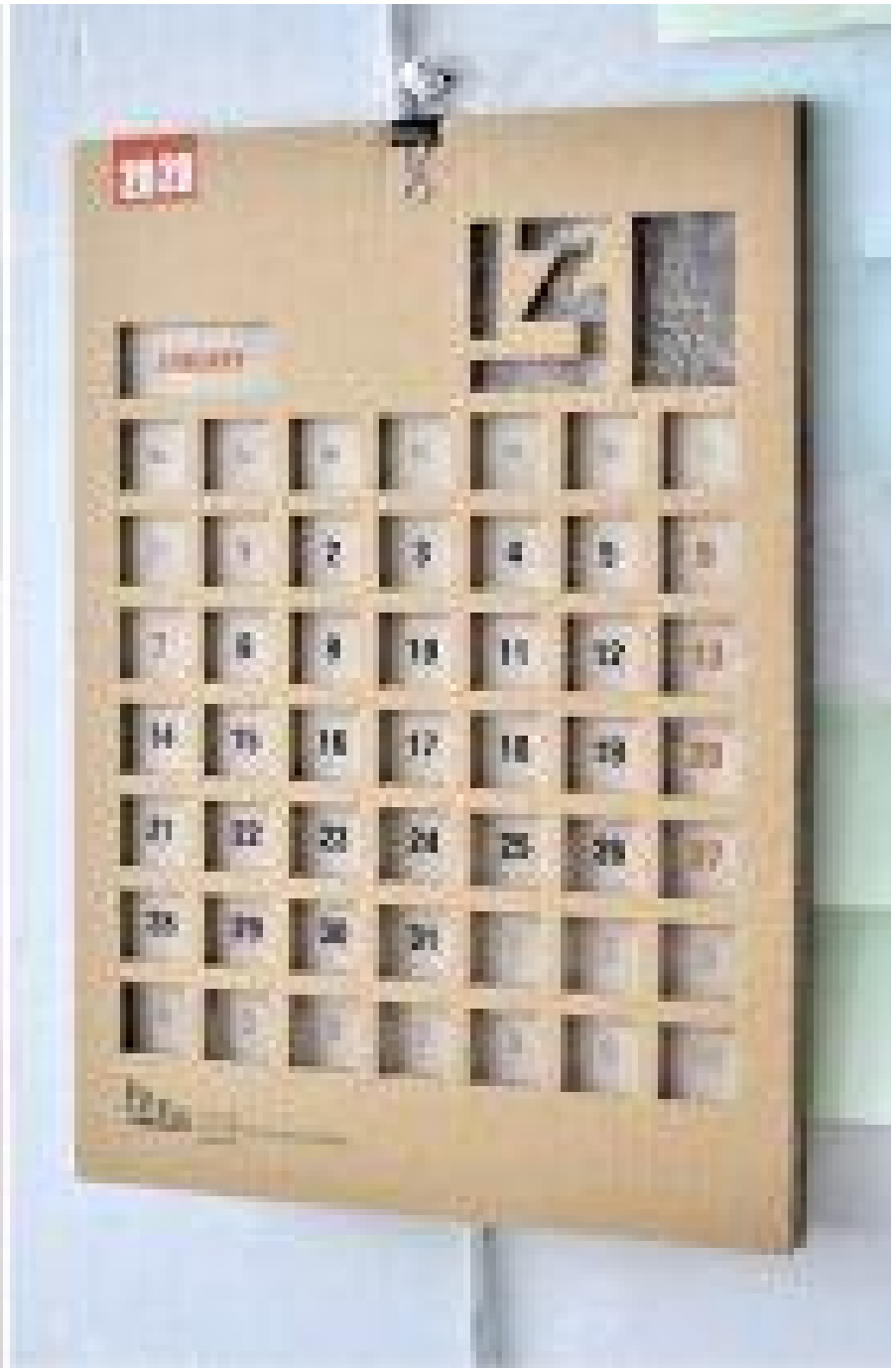


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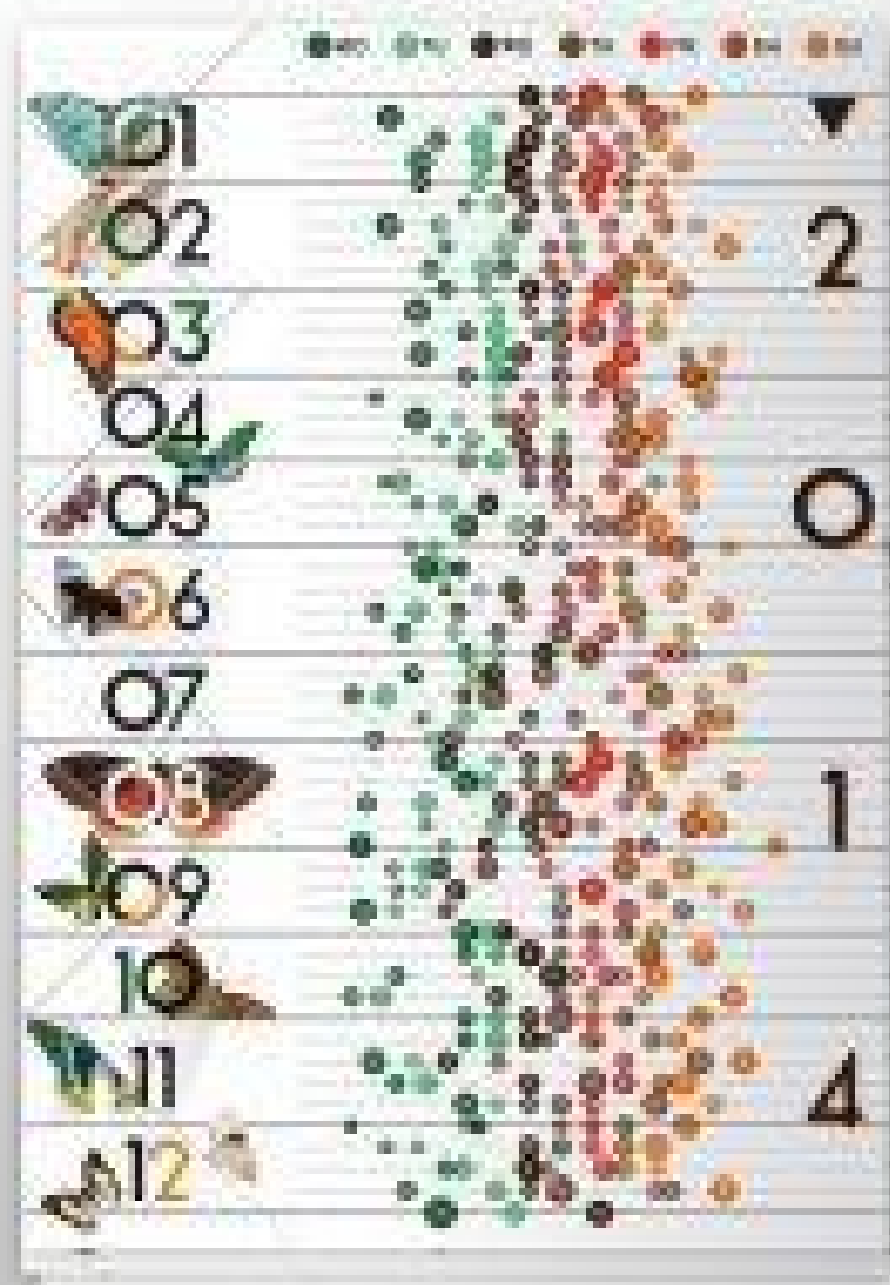
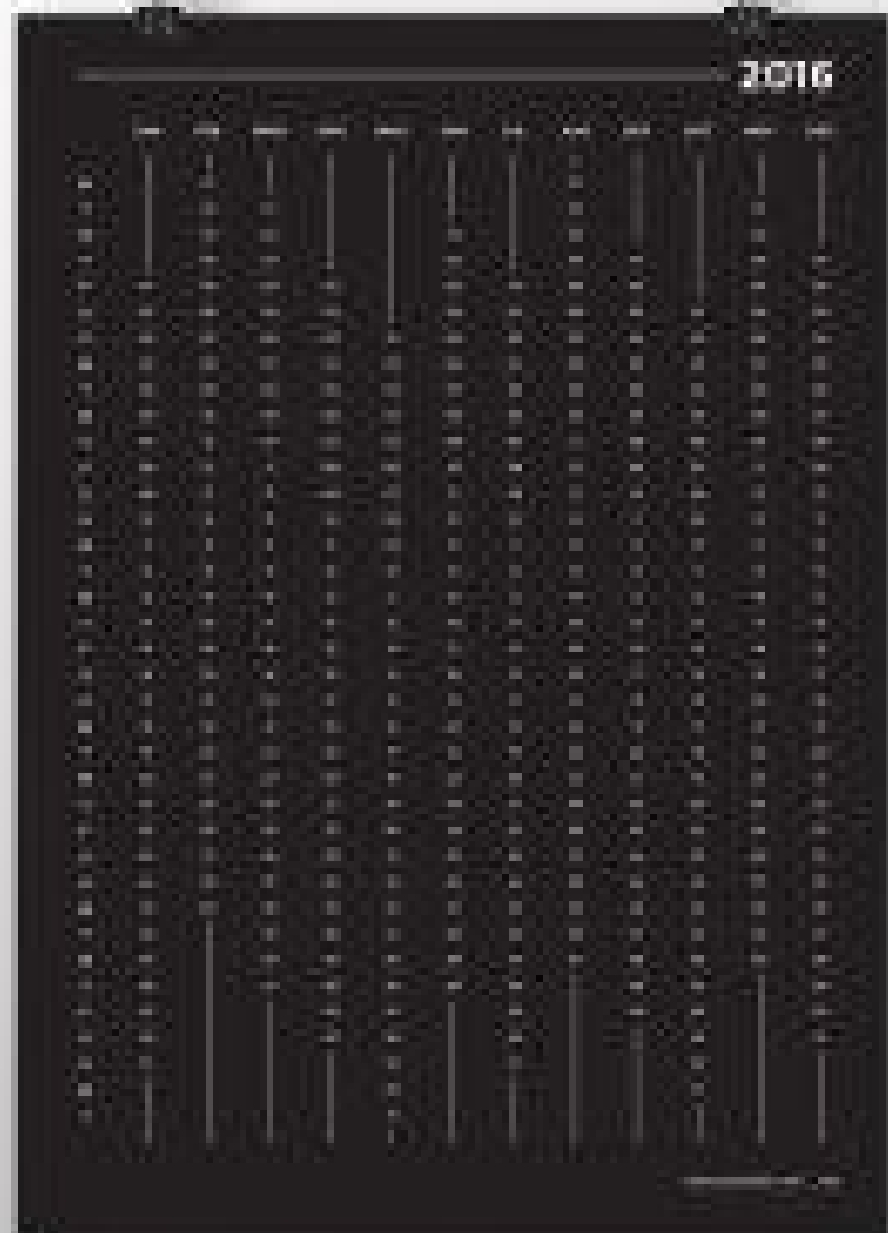


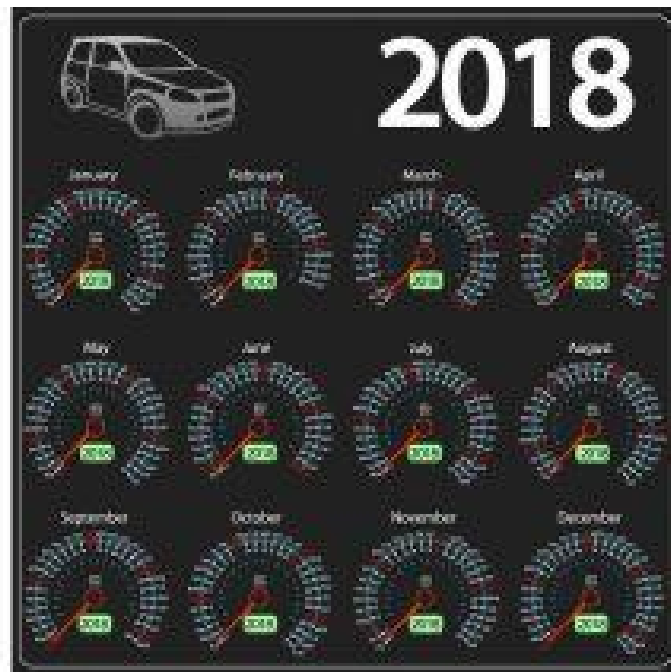
















## DECEMBRIS DECEMBER ДЕКАБРЬ 2017

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|----|----|----|----|----|----|----|----|
|    | P  | O  | T  | C  | P  | S  | Sv |
| 1  |    |    |    |    | 1  | 2  | 3  |
| 49 | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 50 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 51 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 52 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |



## JANVĀRIS JANUARY ЯНВАРЬ 2018

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|   | P  | O  | T  | C  | P  | S  | Sv |
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## FEBRUĀRIS FEBRUARY ФЕВРАЛЬ 2018

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## 2016 ДЕКАБРЬ DECEMBER 12

|    |                     |         |        |       |        |          |         |
|----|---------------------|---------|--------|-------|--------|----------|---------|
|    | Республика Беларусь | Украина | Сербия | Чехия | Польша | Словакия | Венгрия |
| 48 |                     |         |        | 1     | 2      | 3        | 4       |
| 49 | 5                   | 6       | 7      | 8     | 9      | 10       | 11      |
| 50 | 12                  | 13      | 14     | 15    | 16     | 17       | 18      |
| 51 | 19                  | 20      | 21     | 22    | 23     | 24       | 25      |
| 52 | 26                  | 27      | 28     | 29    | 30     | 31       |         |



## 2017 ЯНВАРЬ JANUARY 01

|     |                     |         |        |       |        |          |         |
|-----|---------------------|---------|--------|-------|--------|----------|---------|
|     | Республика Беларусь | Украина | Сербия | Чехия | Польша | Словакия | Венгрия |
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| 3   | 16                  | 17      | 18     | 19    | 20     | 21       | 22      |
| 4/8 | 23/30               | 24/31   | 25     | 26    | 27     | 28       | 29      |



## 2017 ФЕВРАЛЬ FEBRUARY 02

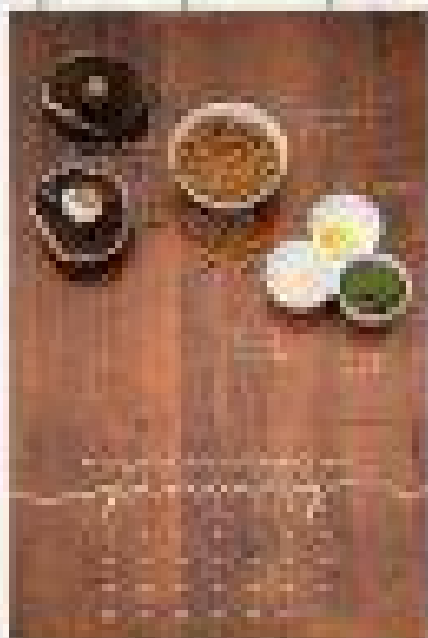
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|   | Республика Беларусь | Украина | Сербия | Чехия | Польша | Словакия | Венгрия |
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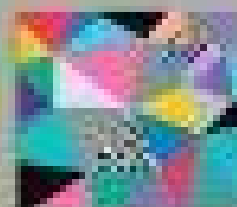




# CALENDAR 2016



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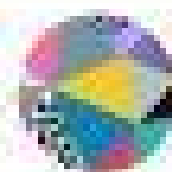
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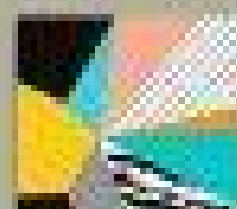
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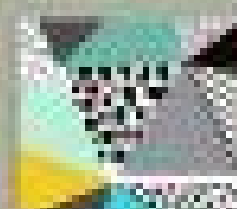
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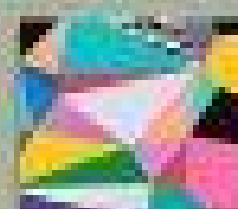
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| 29  | 30  | 31  |     |



homework

CALENDAR 2013

2013

february

SUN MON TUE WED THU FRI SAT

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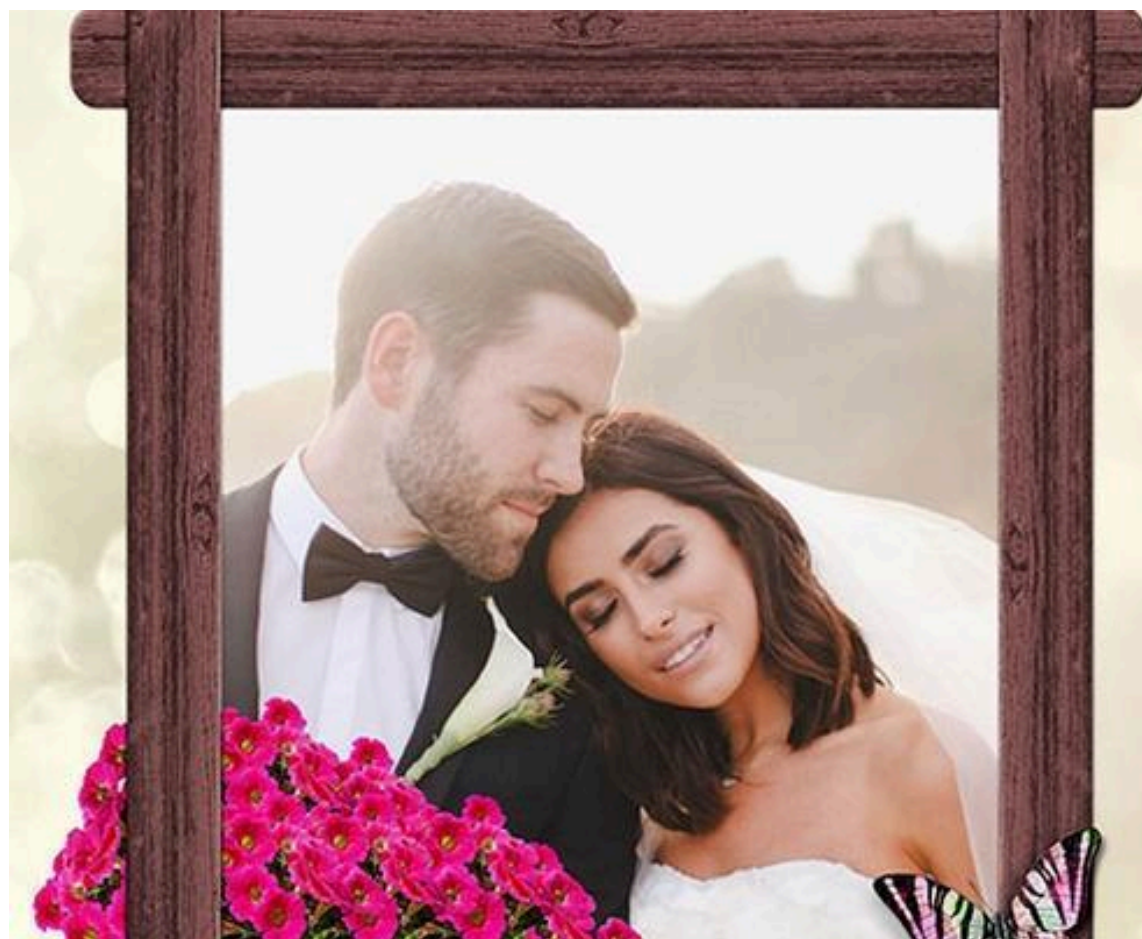


homework  
CALENDAR 2013

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| January |    |    |    |    |    |    |
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| February |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| Mo       | Tu | We | Th | Fr | Sa | Su |
|          |    | 1  | 2  | 3  | 4  |    |
| 5        | 6  | 7  | 8  | 9  | 10 | 11 |
| 12       | 13 | 14 | 15 | 16 | 17 | 18 |
| 19       | 20 | 21 | 22 | 23 | 24 | 25 |
| 26       | 27 | 28 |    |    |    |    |

| March |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|
| Mo    | Tu | We | Th | Fr | Sa | Su |
|       |    | 1  | 2  | 3  | 4  |    |
| 5     | 6  | 7  | 8  | 9  | 10 | 11 |
| 12    | 13 | 14 | 15 | 16 | 17 | 18 |
| 19    | 20 | 21 | 22 | 23 | 24 | 25 |
| 26    | 27 | 28 | 29 | 30 | 31 |    |

| April |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|
| Mo    | Tu | We | Th | Fr | Sa | Su |
|       |    |    |    |    |    | 1  |
| 2     | 3  | 4  | 5  | 6  | 7  | 8  |
| 9     | 10 | 11 | 12 | 13 | 14 | 15 |
| 16    | 17 | 18 | 19 | 20 | 21 | 22 |
| 23    | 24 | 25 | 26 | 27 | 28 | 29 |
| 30    |    |    |    |    |    |    |

| May |    |    |    |    |    |    |
|-----|----|----|----|----|----|----|
| Mo  | Tu | We | Th | Fr | Sa | Su |
|     | 1  | 2  | 3  | 4  | 5  | 6  |
| 7   | 8  | 9  | 10 | 11 | 12 | 13 |
| 14  | 15 | 16 | 17 | 18 | 19 | 20 |
| 21  | 22 | 23 | 24 | 25 | 26 | 27 |
| 28  | 29 | 30 | 31 |    |    |    |

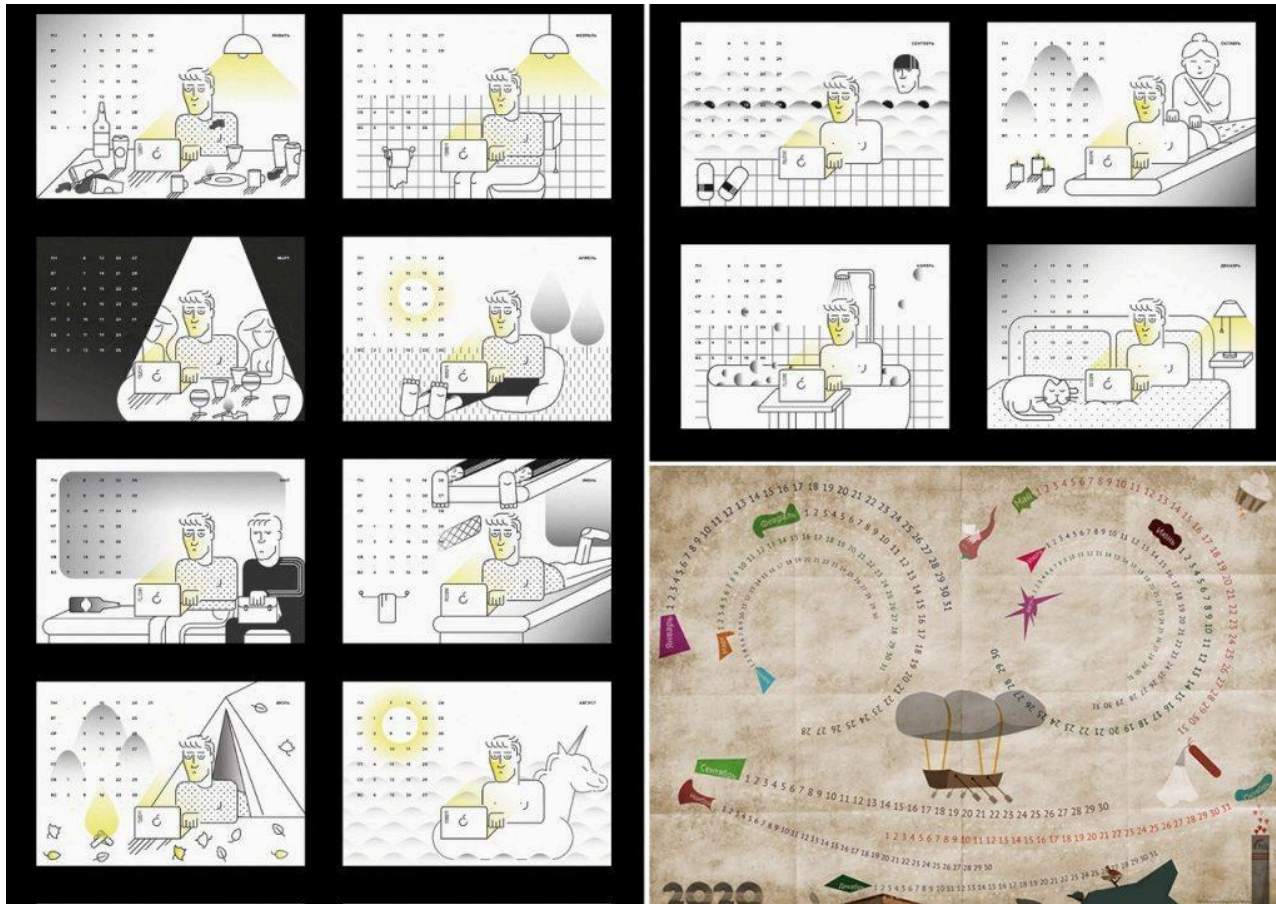
| June |    |    |    |    |    |    |
|------|----|----|----|----|----|----|
| Mo   | Tu | We | Th | Fr | Sa | Su |
|      |    |    |    |    |    | 1  |
| 2    | 3  | 4  | 5  | 6  | 7  | 8  |
| 9    | 10 | 11 | 12 | 13 | 14 | 15 |
| 16   | 17 | 18 | 19 | 20 | 21 | 22 |
| 23   | 24 | 25 | 26 | 27 | 28 | 29 |
| 30   |    |    |    |    |    |    |

| July |    |    |    |    |    |    |
|------|----|----|----|----|----|----|
| Mo   | Tu | We | Th | Fr | Sa | Su |
|      |    |    |    |    |    | 1  |
| 2    | 3  | 4  | 5  | 6  | 7  | 8  |
| 9    | 10 | 11 | 12 | 13 | 14 | 15 |
| 16   | 17 | 18 | 19 | 20 | 21 | 22 |
| 23   | 24 | 25 | 26 | 27 | 28 | 29 |
| 30   | 31 |    |    |    |    |    |

| August |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|
| Mo     | Tu | We | Th | Fr | Sa | Su |
|        |    |    |    |    |    | 1  |
| 2      | 3  | 4  | 5  | 6  | 7  | 8  |
| 9      | 10 | 11 | 12 | 13 | 14 | 15 |
| 16     | 17 | 18 | 19 | 20 | 21 | 22 |
| 23     | 24 | 25 | 26 | 27 | 28 | 29 |
| 30     | 31 |    |    |    |    |    |

| September |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| Mo        | Tu | We | Th | Fr | Sa | Su |
|           |    |    |    |    |    | 1  |
| 2         | 3  | 4  | 5  | 6  | 7  | 8  |
| 9         | 10 | 11 | 12 | 13 | 14 | 15 |
| 16        | 17 | 18 | 19 | 20 | 21 | 22 |
| 23        | 24 | 25 | 26 | 27 | 28 | 29 |
| 30        |    |    |    |    |    |    |







BESTIES



LOS ANGELES

September 2018

| Sunday                         | Monday                         | Tuesday                                 | Wednesday | Thursday | Friday | Saturday                    |
|--------------------------------|--------------------------------|-----------------------------------------|-----------|----------|--------|-----------------------------|
|                                |                                |                                         |           |          |        | 1                           |
| 2                              | 3                              | 4                                       | 5         | 6        | 7      | 8                           |
| 9                              | 10<br><small>Labor Day</small> | 11<br><small>Anniversary dinner</small> | 12        | 13       | 14     | 15<br><small>Party!</small> |
| 16<br><small>Full Moon</small> | 17                             | 18                                      | 19        | 20       | 21     | 22                          |
| 23                             | 24<br><small>Full Moon</small> | 25<br><small>Trip to Mexico</small>     | 26        | 27       | 28     | 29                          |
| 30                             |                                |                                         |           |          |        |                             |



July 2012

| Sunday                               | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------------------------------|--------|---------|-----------|----------|--------|----------|
| 1<br><small>Independence Day</small> | 2      | 3       | 4         | 5        | 6      | 7        |
| 8                                    | 9      | 10      | 11        | 12       | 13     | 14       |
| 15                                   | 16     | 17      | 18        | 19       | 20     | 21       |
| 22                                   | 23     | 24      | 25        | 26       | 27     | 28       |
| 29                                   | 30     | 31      |           |          |        |          |

cool

YUM!

## 2017

☐ ☐ Великие праздники ( ☐ – двенадцатые). ☒ Пост ☒ Строгий пост ☐ Сплошные седмицы ☐ Особые дни поминовения усопших











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| Форматы              | Основные виды               | Виды по датам              | Тематика                | Размеры                 |
|----------------------|-----------------------------|----------------------------|-------------------------|-------------------------|
| Настенные календари  | Перекидные календари        | Ежедневные календари       | Праздничные календари   | Стандартные календари   |
| Настольные календари | Календари-плакаты           | Ежемесячные календари      | Школьные календари      | Нестандартные календари |
| Карманные календари  | Отрывные календари          | Квартальные календари      | Семейные календари      |                         |
| Необычные календари  | Магнитные календари         | Годовые календари          | Свадебные календари     |                         |
|                      | Фотокалендари               | Событийные календари       | Корпоративные календари |                         |
|                      | Планинги / бизнес-календари | Производственные календари | Церковные календари     |                         |
|                      | Календари-домики            |                            |                         |                         |
|                      | Календари «трио», «моно»    |                            |                         |                         |

|  |                     |  |  |  |
|--|---------------------|--|--|--|
|  | Книги-календа<br>ри |  |  |  |
|--|---------------------|--|--|--|