

Checklist for my CALVENDO Project: _____

Improve your chances of getting published and increase your sales by observing our checklist when designing and submitting your project:

Project Idea

- Is my subject/my interpretation unique?
Have I done market research, i. e. with Amazon etc.?
Do I have my target group in mind?

Project Title

- Does my title clearly describe my project?
With this title, will customers be able to search for and find my project in catalogues and via Google etc.?
- Am I using a title in the language of the country I created my project for?
- Watch out for the copyright of titles! Does my chosen title already exist in the market? Check with www.markify.com and www.hive.co.uk!
- Have I entered the title identically in the CALVENDO Publisher for cover, index page and product description?

Cover

- Does my cover represent the subject of the entire project?
- Does my cover image feature a low-activity area where I can place text in a large font?
- Is the writing on the cover large and noticeable enough that it can be read even when it is minimized for presentation in a catalogue? It may extend across the entire width of the cover.
- Does the font I selected go well with the subject of the project, stylistically speaking?
- Is the writing placed far enough from the edge and is the title well positioned? If in doubt, center the title.

- Get some opinions by showing people your PDF preview: what do others say about my cover?

Calendar Grid

- Did I try out several calendar grids and did I choose the best one?
- Do the colors of the calendar grid and the image borders suit my project?

Images

- Does my choice of images consistently match my project title?
- I am the author of the images or the image rights rest with me. See FAQ.
- Is each and every image interesting for my target group—in terms of the subject and aesthetically?
- Craftsmanship: Has image editing been performed? Is the horizon straight? Etc.
- Is the image size and orientation the same for every page?

Index Page

- Did I include the image titles and the author?

Product Description

- Did I include a subtitle—my work described in a very short sentence?
- Did I compose a thorough but non-exhaustive blurb about my work?
- Did I include a maximum of 12 keywords with which potential customers can find my product in catalogues and search engines?