

Calendar design with CALVENDO – step by step guide

CALVENDO is a self-publishing company that enables talented creative people to not only publish individual wall calendars as well as family planners, jigsaw puzzles and canvas prints with their own photos, graphic art and texts, but also to sell them through international online retail. The products are produced and sold individually upon order (print on demand).

Users (photographers, painters, illustrators, graphic artists, etc.) can quickly and easily design wall calendars on the online platform <http://www.calvendo.com> and offer them internationally through retailers such as Amazon. According to the motto “share creativity”, creative people can turn their special ideas into products and sell them.

The quality of these calendar projects is ensured by CALVENDO through an expert check which considers projects with a view to potential buyers. Products that have been selected for publication are assigned an ISBN and are entered into official book trade reference databases by CALVENDO.

Submissions are possible in German, English and French. Wall calendars can be created in the DIN formats A2, A3 and A4 (portrait and landscape), desk calendars in size A5 (German only). Square calendars with special planner calendars can be designed in English and French. Using the CALVENDO platform is free, and authors receive up to 30% of the proceeds from every copy sold.

The layout editor for designing calendars is compatible with tablets, very user-friendly and offers numerous design options. CALVENDO supports you with a variety of information, tips and tricks:

Info center with numerous guides, instructions, information:

<https://www.calvendo.com/?id=62>

FAQs: <https://www.calvendo.com/?id=51>

Video-Kanal: <https://www.youtube.com/watch?v=fmGfxjHoyjg>

Blog: <http://blog.calvendo.com/>

We also recommend subscribing to our newsletter through which we communicate everything users need to know. You can read all published newsletters at any time on the CALVENDO homepage at:

<https://www.calvendo.com/?id=1104>

On the following pages, you will find step-by-step instructions for the design process:

Step 1/16: Create a new project

Register for free at <https://www.calvendo.com> and fill in all the necessary information under „My Profile“. CALVENDO offers you basic information on this in the FAQs under “Using this Site”, questions 3 to 8.

To start designing a calendar, you must first select a blank master page. To do this, go to the menu item „NEW PROJECT“ at the top right:

Here, you can firstly decide on a country in which you want to publish, and also choose the type of project you want to create (e.g. calendar, in portrait or landscape format, or a square calendar for the English language area).

After you have made your selection and then clicked on “Start” on the right, you will directly be taken to the “Begin your project” page for a new project and can start creating.

The screenshot shows the CALVENDO website interface. At the top, there is a navigation bar with the CALVENDO logo (share creativity) and a menu with links: RETAIL, NEWS, FIRST STEPS, NEW PROJECT (highlighted), CATALOG, and SHOP. Below the navigation bar, a heading reads "Create and publish your calendar – we'll take you through the process!". A sub-header asks for the target country and provides a link for more information. The main content area features a grid of country and project type options. The "United Kingdom" and "United States of America" options are highlighted in blue. Below this, there are five project type thumbnails: "Calendar" (selected), "Calendar", "Calendar", "Poster book", and "Poster book". To the right of the grid, a summary box displays the selected options: "Month calendar", "Portrait format (DIN A4 and DIN A3)", "Language: English", and "Public holidays: GB". At the bottom right, a blue "Start" button is circled in red.

Step 2/16: Assign a project name

First, assign a meaningful working title to your project and please note the tips and assistance that we provide on this page.

At the upper edge of our layout design tool you will find various tabs („SETTINGS“, „LAYOUT EDITOR“ etc.). These tabs mark the work steps that you must complete in order to successfully publish a calendar. At the same time, they help you know where you are in your project.

With the help of the blue „Next“ button at the bottom right, you can navigate step by step through the design process. You will also find the red „Save“ button on the following pages. Please do not forget to click on it regularly to save your work and the current project status.

Begin your project!

Bring your ideas to life! The CALVENDO Publisher takes you through the creation of your project step by step – all the way to publication.

Important: Should you wish to create a poster book, a perpetual calendar, a planer or a country-specific calendar for Austria or Switzerland, please pay attention to these [instructions](#).

Download our [checklist](#) to make sure you won't forget anything when designing and submitting your product. Another thing to do at this point is to make sure that you do not infringe on the rights of any third parties. Some information on the topic of rights can be found in our [FAQs](#).

Working title ⓘ

001_My favorite calendar

Notes ⓘ

Your calendar grid

Perpetual version ⓘ

☒ Publish a perpetual version in addition to your regular calendar by selecting this option.

Flexible calendar grid ⓘ

☒ If you select this option, the correct calendar grid is imported at the point of publication and updated automatically with every new year. There is no need to re-submit your project if you select this option only after publication. For further details, see the [FAQs](#).

Allow personalizing ⓘ

☒ Customers may personalize your product, for example by adding a dedication. For details see the [FAQs](#).

New formats ⓘ

☒ If you select this option and a new calendar format becomes available through our website, your calendar will additionally be published in the new format, provided that the resolution of your images is sufficient.

Next >

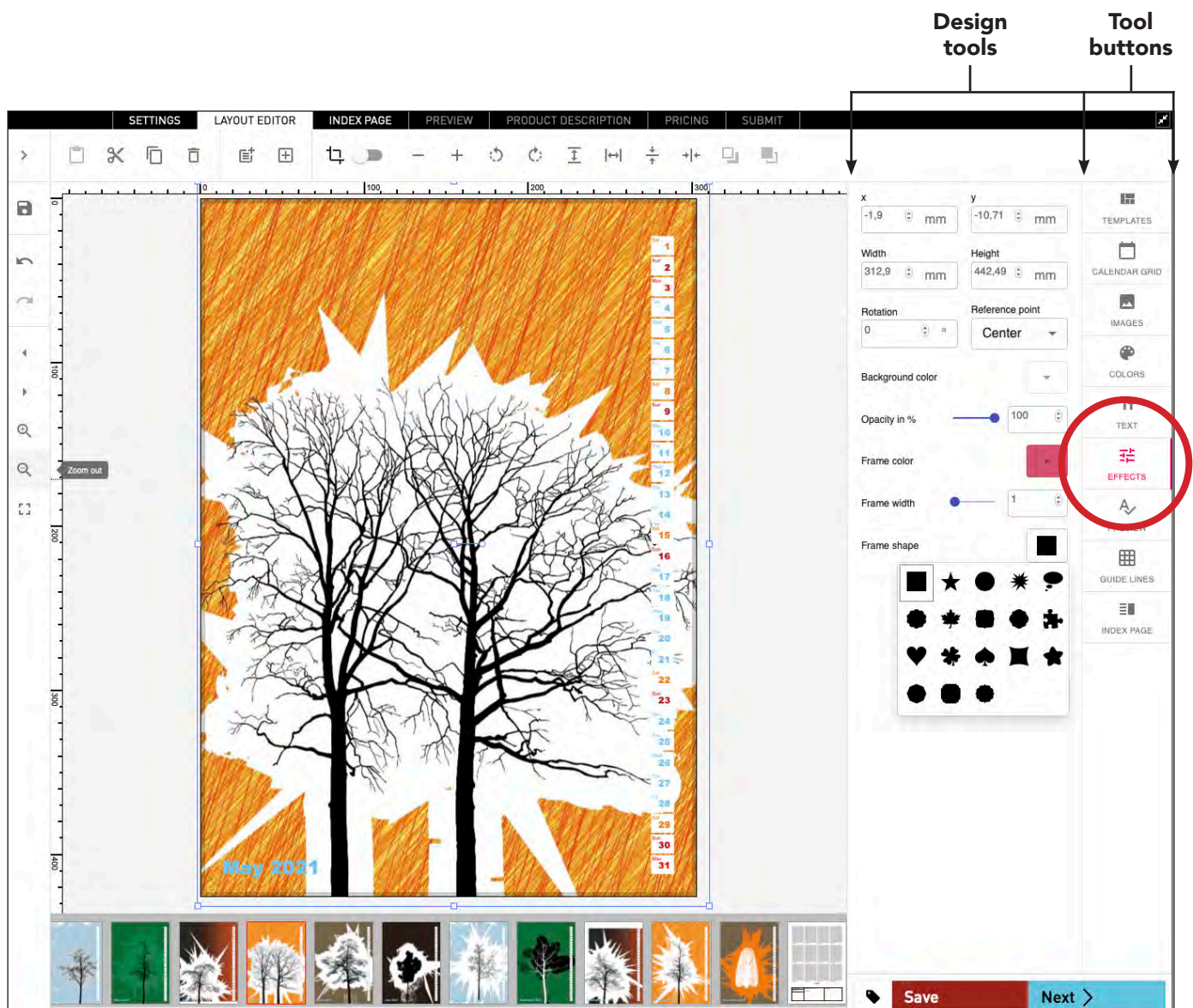
Step 3/16: Start designing

In the „LAYOUT EDITOR“ area, you design your project. In the middle you can see the calendar page that you are editing. At the bottom, all pages of your calendar are displayed. With a click on one of the small page icons here, you can change the page in the central design area.

On the left and at the top of the design tool you will find practical aids such as magnifying glass symbols for „zoom in“ or „zoom out“, „copy“, „paste“, „insert text box“ or „insert object“.

On the far right you will find a bar of buttons with icons. These are the tools for your design process (for example: „TEMPLATES“, „CALENDAR GRID“, or „IMAGES“). Please note that clicking on these small tool buttons changes the view in the layout editor. The design tools change depending on the function.

Some tool buttons such as „EFFECTS“ only appear when they are needed. For example, if you have inserted an object using the square symbol with the small plus in the middle and then want to assign a color to it.

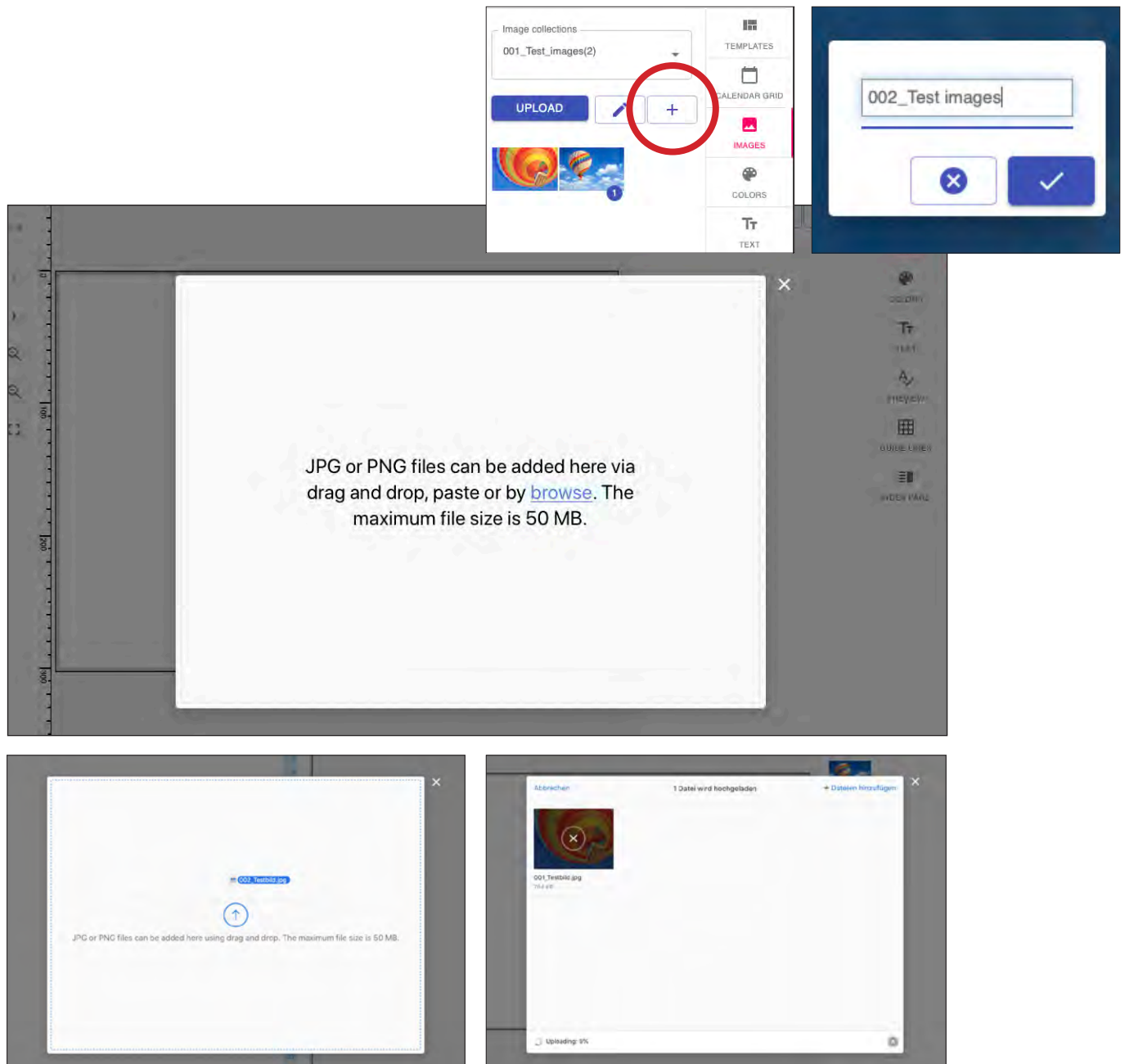


Step 4/16: Upload your images to the layout editor

It is best to start the project design with your pictures. To do this, click the tool button „IMAGES“ in the right-hand column.

With a click on the small plus symbol you can create a folder for a new image collection. Please give it a meaningful name. We always advise you to combine pictures in collections for each project. This way you can keep track of things later even if you have already published several calendars. With the pencil symbol you can change the name later.

Use the blue button „UPLOAD“ to upload your images to the CALVENDO layout editor. Either simply by dragging and dropping the images into the upload field, or by searching for them using the „Browse“ menu on your computer and adding them with „Open“.



Step 5/16: Image editing is the key to success

Please don't be fooled by what you see on your screen. Your images are illuminated and always appear much more colorful than can be reproduced later in the print version. Please keep in mind that digital printing generally tends to massively emphasize the dark areas in the images. Image processing with Photoshop, Affinity Photo etc. is indispensable nowadays, almost irrespective of the topic. Please pay attention to the brightness and luminosity of the images, avoid shaded image areas and excessive contrasts.

A calendar is not a magazine that is leafed through and then discarded of. A calendar is a wall decoration that has to look good for a whole year. Each calendar page is present for a month and is viewed several times a day. This is why image quality is of vital importance in your project.

In order to be able to cover the largest calendar format DIN A2, your pictures should be at least 426 mm by 600 mm with a minimum resolution of 150 dpi (incl. 3 millimeter trim). Requirements are the RGB color space and a JPG with maximum quality and baseline (standard) format option. You can find more information in the FAQs in the „Formats and Content“ section, questions 7 to 9.



Correct



Too dark



Correct



Too dark

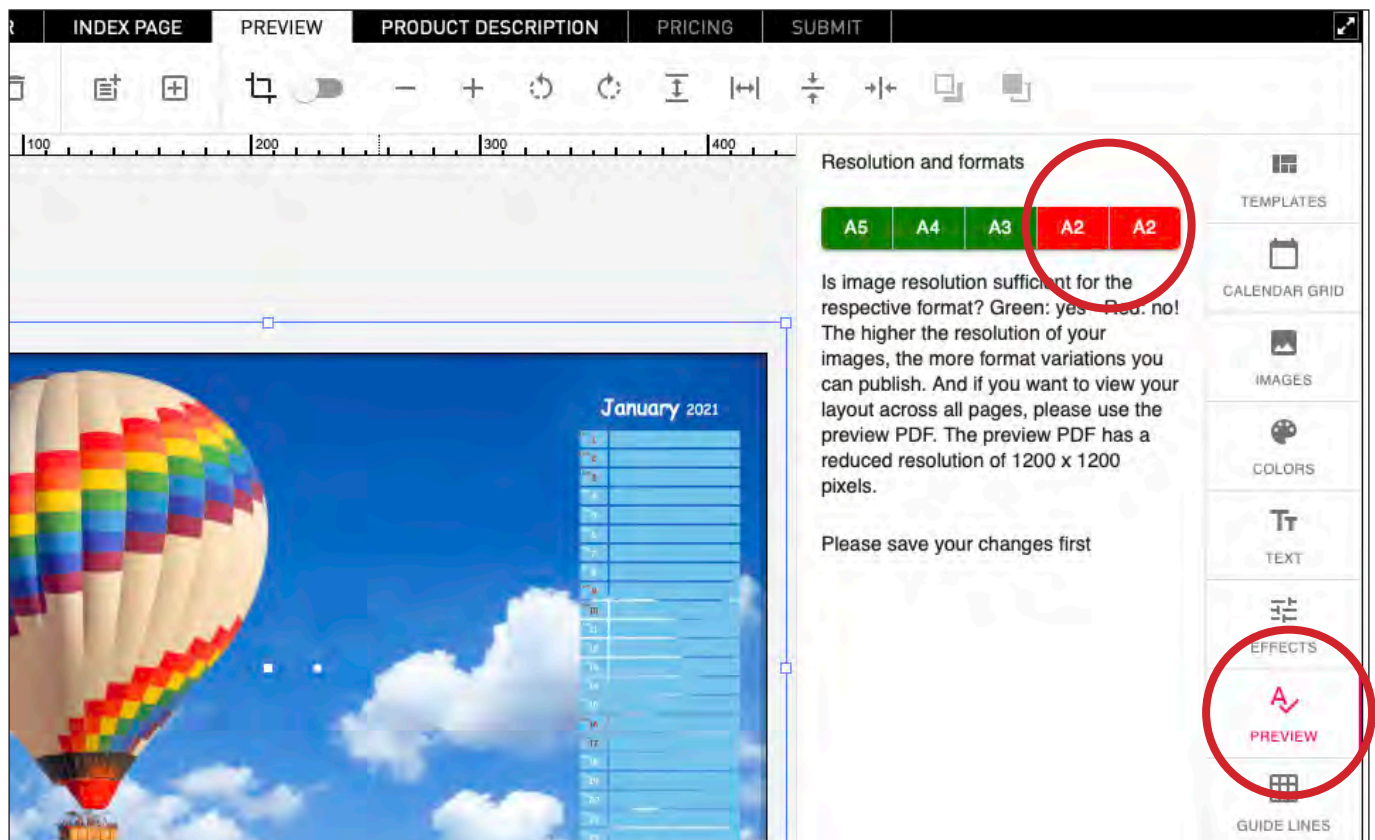
Step 6/16: Check your image quality

In the middle of the CALVENDO layout editor you will always see the calendar page that you are working on. Simply click on an image from your image collection and the image will automatically be placed in the middle of the layout page. Please do not try to drag images onto your layout page.

Gradually place your pictures on the individual layout pages until the calendar is completely filled. Use the scaled down page views below the current layout page to know where you are in your calendar project and move around. When you save your project, our layout editor automatically checks whether all images have the correct resolution in order to make optimal use of the calendar formats up to DIN A2 size.

To do this, click the tool button "PREVIEW" in the right-hand column. There you will find five fields at the top right with the format sizes from A5 to A2 in the order of increasing size. In the best case, all five fields are green. This is the sign that you can publish your project in all the formats offered. If one of the fields is red, you can click on the field and you will automatically be shown the image with insufficient resolution. Swap this image for one with better image quality.

Make sure that a second picture is not accidentally hidden under an image, or that a covered text box is inadvertently integrated. Even if you cannot see these hidden fields during the layout process, they can become visible when the print PDF is written and thus prevent successful publication.

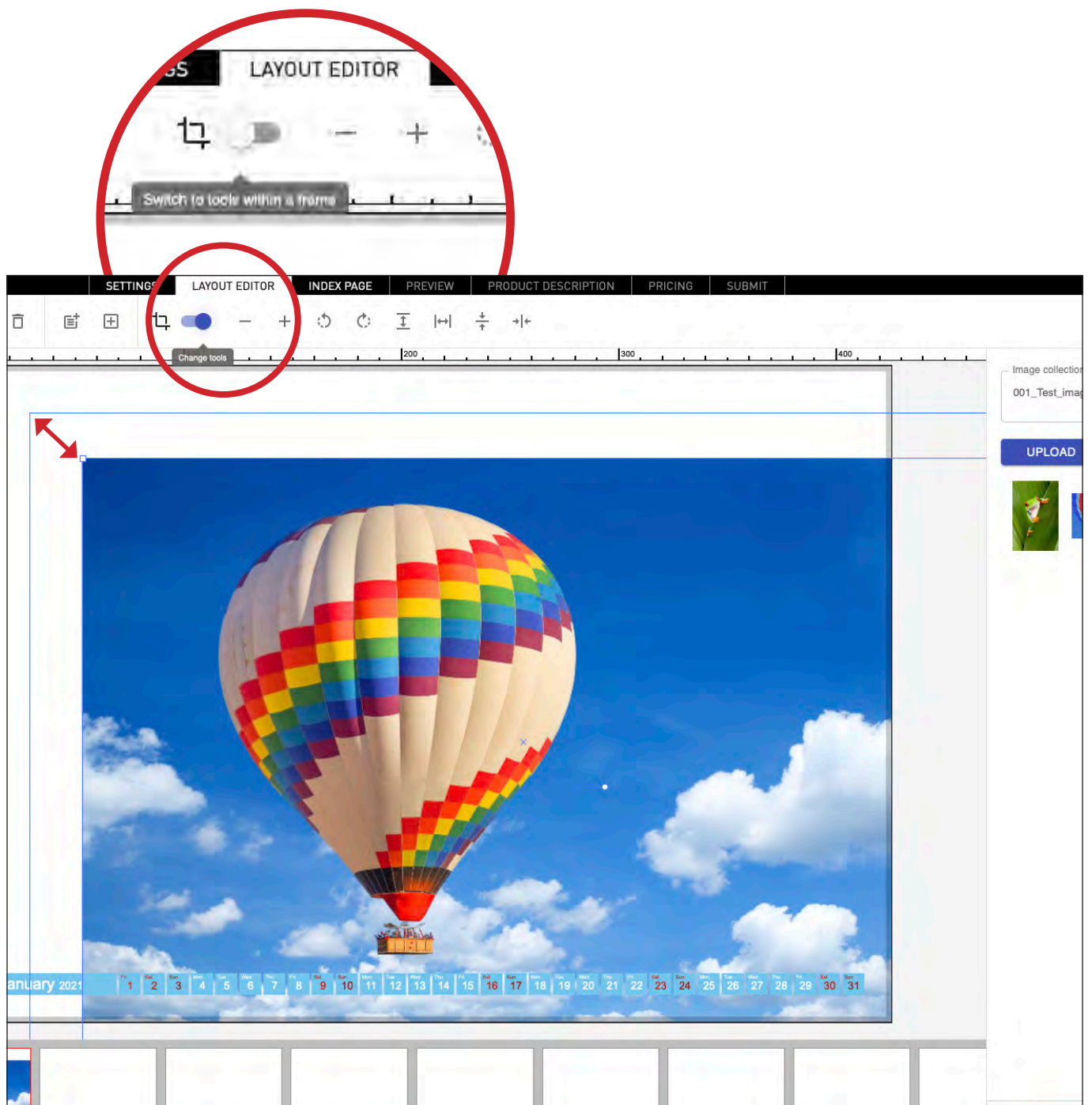


Step 7/16: How to edit within picture frames

The CALVENDO layout editor also gives you the option of moving pictures within picture frames. This is particularly useful if you are using layout templates in which the position of the picture frames cannot be changed.

In the toolbar at the top left you will find a slider button that can be moved horizontally. If you move this slider to the right, the button turns blue. Now you can work with your pictures, for example, enlarge them within the frame without having to change the position of the picture frame.

When you have completed the process, please move the button back to its starting position. The slider turns gray again.



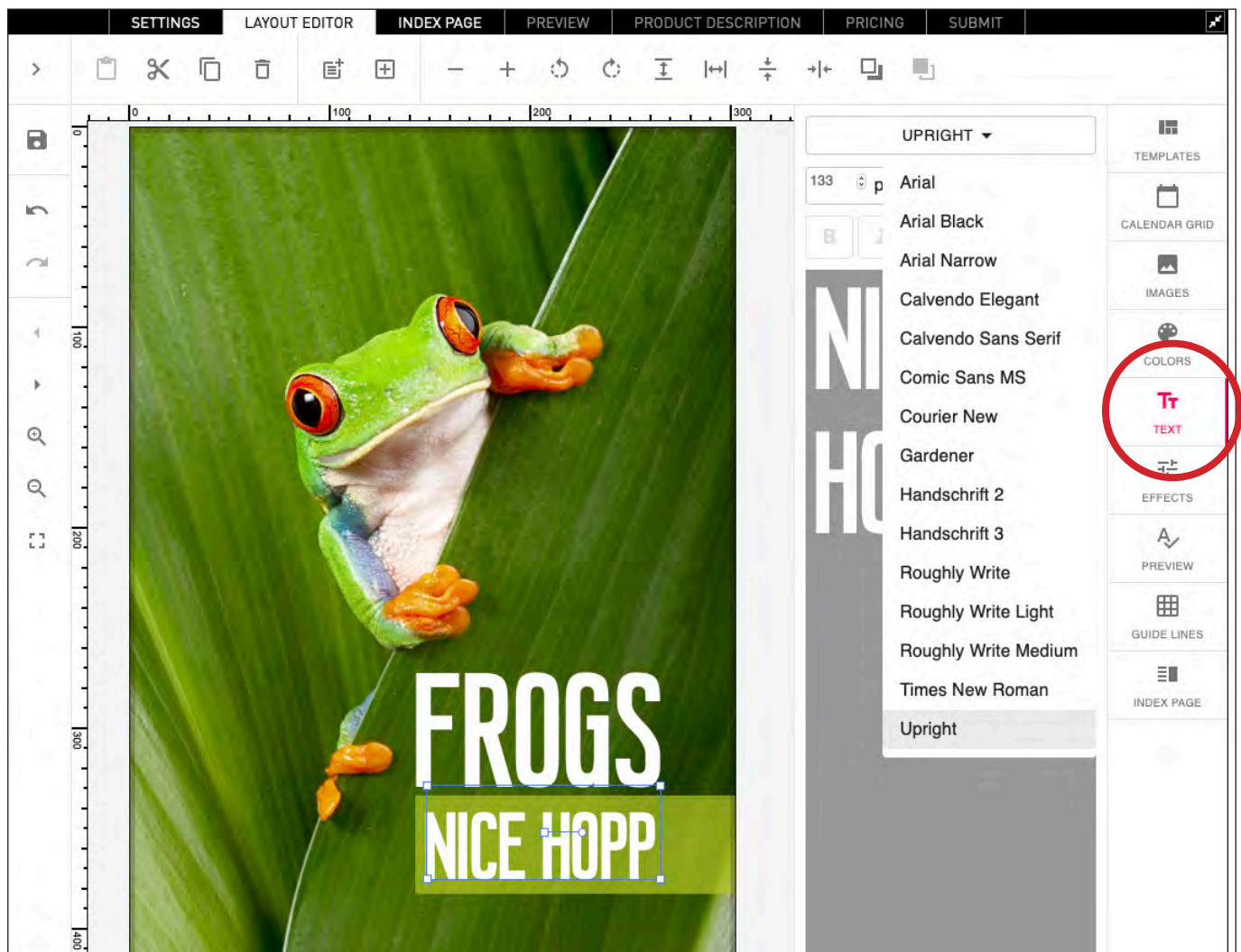
Step 8/16: Design your calendar cover

Please keep in mind that most online purchase decisions are purely based on the effect of the cover. You often only have seconds to convince a buyer of the special quality of your calendar. So please take enough time to design your cover.

Please choose the most attractive picture in your collection for your title page. It should represent the topic you have chosen, but also look fresh and appealing, so that it immediately makes an impact on the rather small preview images of the online shops.

Please give your project a meaningful title that contains your chosen topic as a word. Avoid lengthy paraphrases and complicated wordings, as this will make it difficult to find your project later. Enter the same title on the cover, on the index page and in the product description.

You can find more information in the FAQs in the „Design“ section, questions 1 to 4.

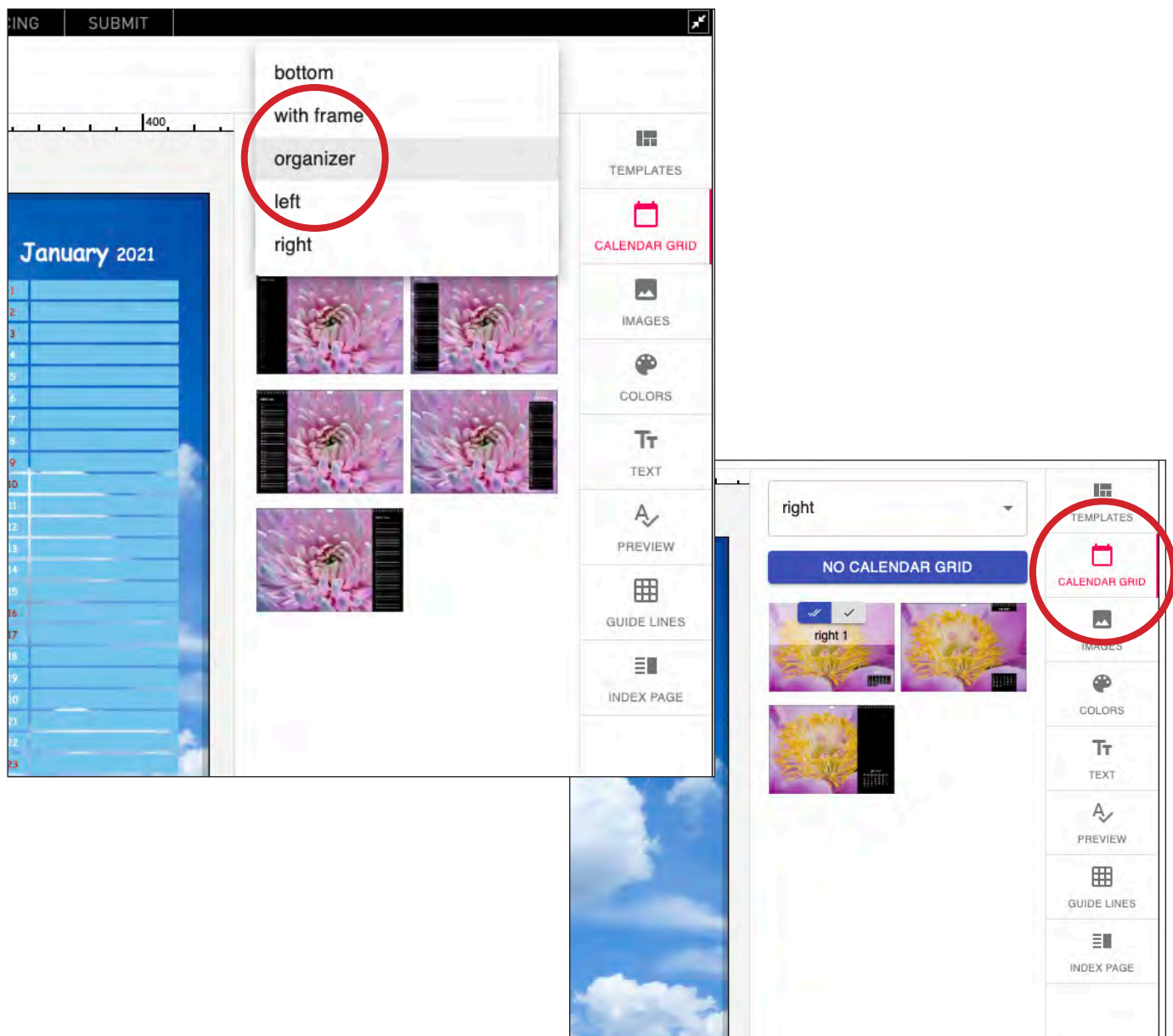


Step 9/16: Choose the correct calendar grid

To decide on a calendar grid (date section), click on the tool button „CALENDAR GRID“ on the far right. The pull-down menu at the top gives you access to different options, which are grouped into categories such as „with frame“, „planner“, or „right“ and „left“. Decide on one of these menu items and choose from a wide variety of calendar grids.

It is best to try different calendar grids to see which one suits your work best. It does not always have to be the wide standard calendar grid. More subtle variations give the images more space to have an impact. The selected calendar grid can always be immediately transferred to all layout pages.

You can find design tips for the calendars in the FAQs in the „Design“ section, questions 6 and 7.

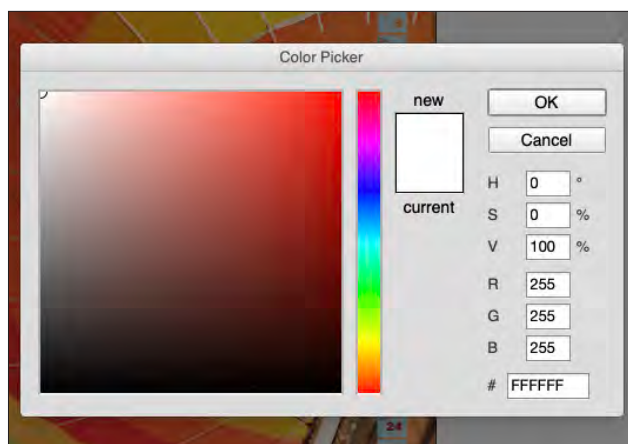
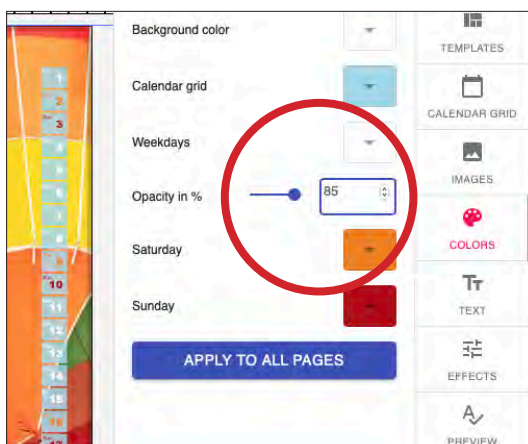
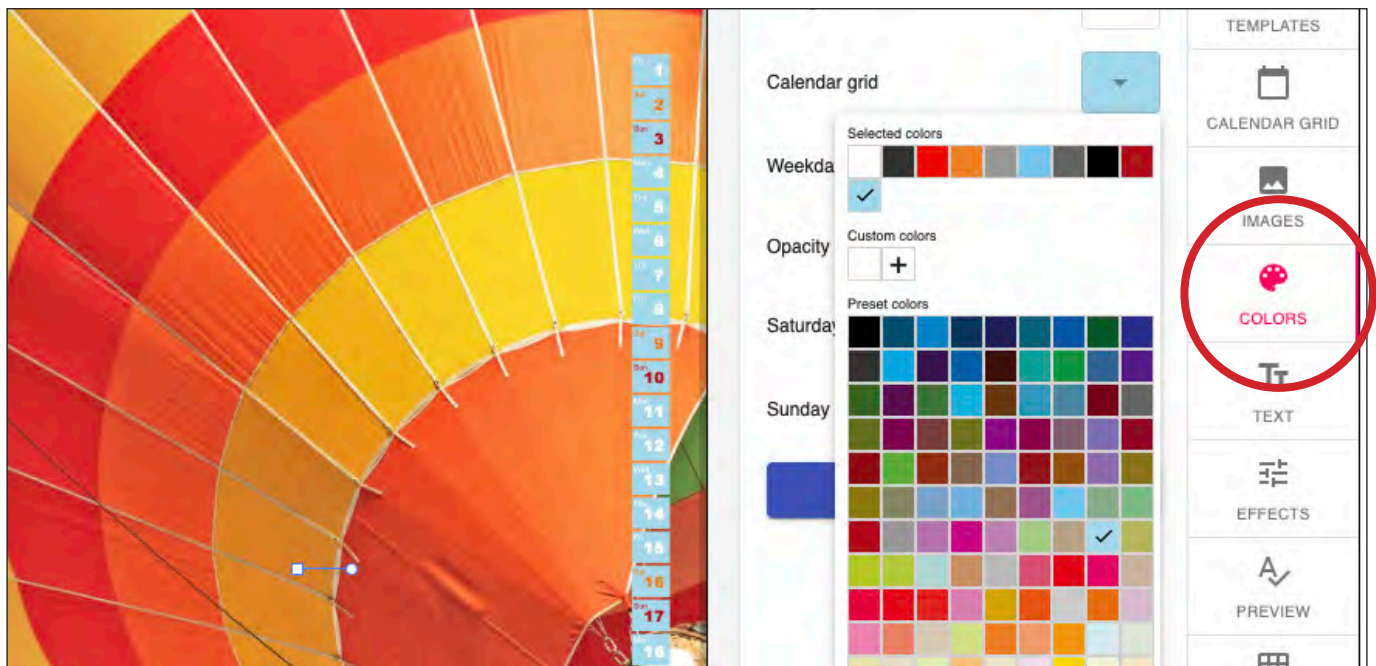


Step 10/16: Choose a suitable color for your calendar

Now choose the right colors for your calendar. To do this, click on the „COLORS“ tool button. The color palette appears when you click on one of the color fields, for example for „Calendar Grid“ or „Sunday“. You can use the preset colors, or call up the menu field “Color Picker” by clicking on the the small “plus” symbol next to “Custom colors” and create a color of your choice.

Please replace the preset black calendar grid with a friendlier color. You can change the colors in the background, for example make it white and additionally reduce the opacity from 100% to, for example, 85%. Then the background image shines through easily and the overall impression of the project becomes more professional.

Pay attention to the legibility of the numbers and letters, adjust the colors for workdays, Saturdays, Sundays and public holidays if necessary. The colors are at first only set for the selected page. Once you press the „APPLY TO ALL PAGES“ button, all other other pages will be adjusted, too.



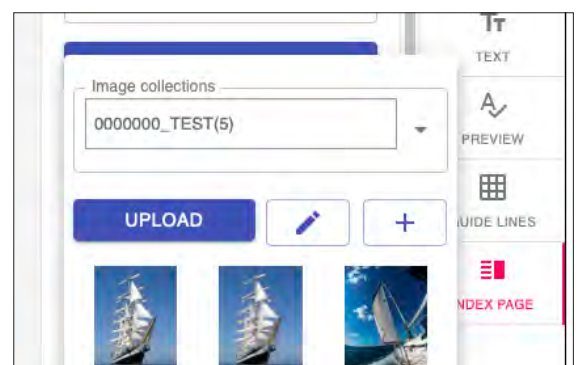
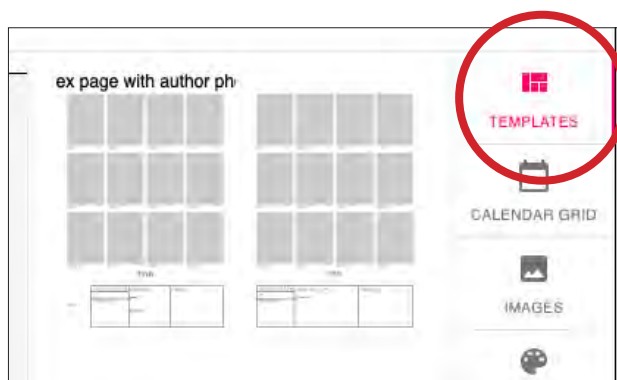
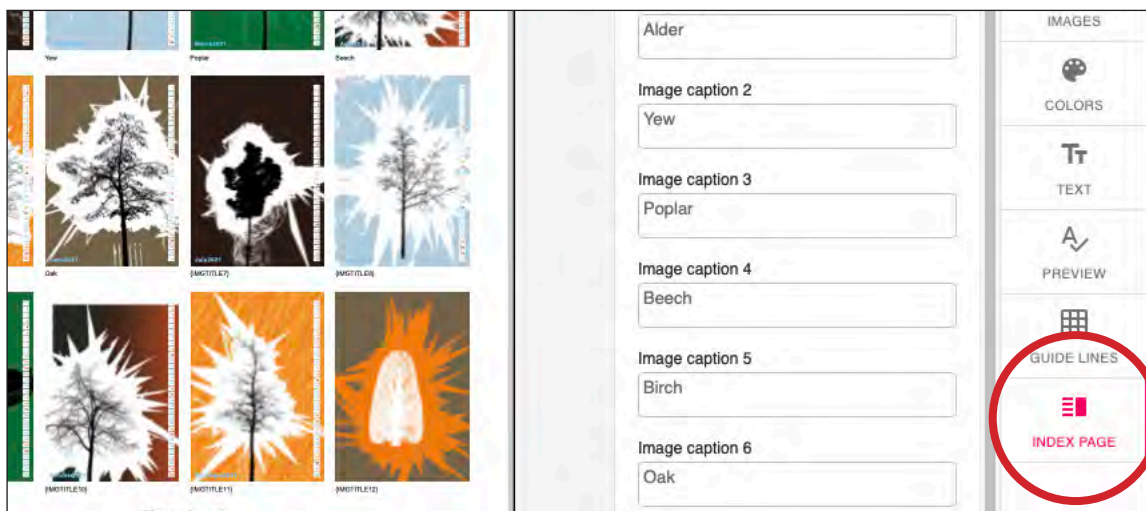
Step 11/16: Place text and images on the index page

Now switch to the page with the „INDEX PAGE“ tab. This page is largely created automatically by CALVENDO. Here you will find legal information, price information and the codes that are important for retail. CALVENDO will take care of that for you.

On the index page, you can see all the pages for each month at a glance. This is the opportunity to take another critical look at the sequence of your images. Do too many similar motifs follow one another? Did you pay attention to the correct order of the seasons? A winter picture in June looks unprofessional.

You can choose between two different index pages and decide whether the back should contain a personal picture or your logo. To do this, go to the tool icon “TEMPLATES” on the far right and select “Index page with portrait”. Go back to the tool icon „INDEX PAGE“. Now you can upload an image using the blue „UPLOAD“ button. Then enter your name and a short CV in the associated text fields. Don't forget to save!

Many buyers want to know where you took your pictures in order to perhaps visit the place themselves later. Or fans will enjoy additional information on their favorite topic. Therefore we would like to ask you to always write a caption for each of your pictures. You can find more information on the index page in the FAQs in the „Publisher and Editor“ section, question 23.



Step 12/16: Review your project

The „PREVIEW“ page is used to check your design. There you will find five fields at the top right with the format sizes from A5 to A2 in the order of increasing size. Ideally, all fields are green. This is the sign that you can publish your project in all the formats offered. If one of the fields is red, you can click on the field and the image with the poor resolution will automatically be displayed. Swap the affected image for one with better image quality.

Before each submission, please generate a preview PDF and check all information and design steps in it. For example, the correct position of the title on the cover, any spelling mistakes in your copy and, of course, the quality of your images. Please check the color scheme: Do the pictures have a really bright blue sky, does the yellow of the flowers glow in the sunlight and do the leaves in the forest have a fresh green?

At this point, you still have the opportunity to make improvements to your project. We advise you to take a look at other calendars with comparable subject matters in the CALVENDO product gallery (CATALOG). These are your direct competitors in the market. Based on what you see there, think about what you could do better with a view to potential buyers.

The screenshot displays the CALVENDO 'PREVIEW' page. At the top, a navigation bar includes 'EDITOR', 'INDEX PAGE', 'PREVIEW' (highlighted with a red circle), 'PRODUCT DESCRIPTION', 'PRICING', and 'SUBMIT'. Below the navigation bar, there are icons for a trash can, a list with a plus sign, and a plus sign. A horizontal ruler shows measurements of 100, 200, and 300. The main content area features a grid of image thumbnails. To the right of the grid, the 'Resolution and formats' section contains buttons for A5, A4, A3, A2, and A2. Below these buttons, a text block explains that green indicates sufficient image resolution and red indicates insufficient resolution. A blue 'CREATE PDF' button is positioned below the text. On the far right, a vertical sidebar contains icons for 'TEMPLATES', 'CALENDAR GRID', 'IMAGES', 'COLORS', 'TEXT', and 'PREVIEW' (highlighted with a red circle).

Step 13/16: Take some time for your project's advertising blurbs

The importance of the copy on the page with the „PRODUCT DESCRIPTION“ tab is often underestimated in the creation process. However, in addition to the layout, the details you provide in these text fields are **extremely** important for selling successfully. Online retailers use the title, advertising blurb and keywords when presenting your work on their platforms.

Even the best calendar will not be sold when it is not found among all the competing products. Therefore, you should take enough time when creating your copy. You yourself are enthusiastic about your topic, so think about the target group for your calendar and consider which search words a possible customer would have to enter in order to find exactly your calendar. Also, make sure you use a coherent categorization.

We would also recommend reading the article “Why metadata matters (a lot) in our April 2019 newsletter.

You can find all the newsletters that have already been published on the homepage at any time, under: <https://www.calvendo.com/?id=1104>

For your own peace of mind, please also research the rights to the wording of your title in this section. You can find help and tips in the layout editor and in our FAQs.


Information for Retail


Clicking on the + symbol will give you more options.

Fields marked with an asterisk (*) are required. You will not be able to submit your project for publication if the information is incomplete. If you notice that an input screen is not fully displayed, hold down your Ctrl or Command key, then press the minus key on your keyboard to scale down.


Important: Should you wish to create a poster book, a perpetual calendar, a planer or a country-specific calendar for Austria or Switzerland, please pay attention to these instructions.


The product


Title * 



We strongly recommend that you research title and trademark rights that might concern your product. 



Research the rights situation
There is no documentation for your rights research!


Short description * 


Advertising blurb * 



Keywords * 


Author(s) +
First and last name or pseudonym of the author * 


Sale +
Date of sale 

Categorization
CALVENDO Series 

Categories of book retail
[Link to categories.](#)
[Download PDF with categories](#) 

Categories used by online shops *  One category selected

 2 categories selected

Geographic information for your project (not for your place of residence!)
Geodata 

CALVENDO®
share creativity

Seite 13

Step 14/16: Set the selling price

On the page with the "PRICING" tab, you can set your desired sales price and use the payment calculator to display a forecast. You can find more information about your royalties in the FAQs in the „Royalties“, questions 1 to 12.

Please also make sure that you have selected all calendar formats that your image resolution allows.

SETTINGS	LAYOUT EDITOR	INDEX PAGE	PREVIEW	PRODUCT DESCRIPTION	PRICING	SUBMIT
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Pricing

Set the price at which your product is to be sold.

Note the minimum price that we have applied to each format. You may not go lower than this price. If your product is subject to a fixed price agreement, the retail price may not be changed by retailers. If it is not subject to a fixed price agreement, your price may be seen as a suggested retail price (SRP).

Because price and format go together, you can change your format here, provided that your image resolution is sufficient for the new format. Naturally you can offer your product in various formats.

Choose your format[s] and your retail price[s] here. Estimate how many copies you will sell ... and learn how much you may earn.

Retail price

☒ DIN A4 Wall (ppi)

19,99 € / 16,99 £ / 27,99 \$

☒ DIN A3 Wall (ppi)

29,99 € / 24,99 £ / 41,99 \$

My Pay

[Start the payment calculator](#)

Payment calculator

Formats	Your projected sales volume	Retail price	Costs to deduct
	How many copies will you sell? Enter a number.	- with calendars: (recommended retail price) - with poster books (Flipart): fixed retail price Choose the price you want to ask for your product from the list.	- sales tax (goes directly to the tax office) - retail margin (goes directly to the retailer) - shipping and ordering costs (incurred by us)
DIN A4 Wall	100	€ 19,99 / £ 16,99 / \$ 27,99	
DIN A3 Wall	100	€ 29,99 / £ 24,99 / \$ 41,99	

	Author payment	Payment for your content	Payment for your design
	This is the amount you earn when you create a calendar or poster book (Flipart) using your own images or texts.	This is the amount you earn when you only make images and texts available to CALVENDO and we create a calendar or poster book (Flipart) from this material.	This is the amount you earn when you create a calendar or poster book (Flipart) using images or texts of other people.
Your pay	807,36 €	208,00 €	10,250 €

Note:

Your pay increases exponentially with the revenue: A higher sales price not only results in payment that increases linearly, but also in a growing percentage. You receive your pay without having to deal with production, packaging, distribution and delivery of your products.

For different currencies, simply use a currency calculator such as: www.x6.com/.

Step 15/16: Submit the project

On the page under the tab „SUBMIT“ you will find the final steps before you can submit your calendar to the jury: For each project, the CALVENDO publishing contract regulates the business relationship between you and CALVENDO as the publisher.

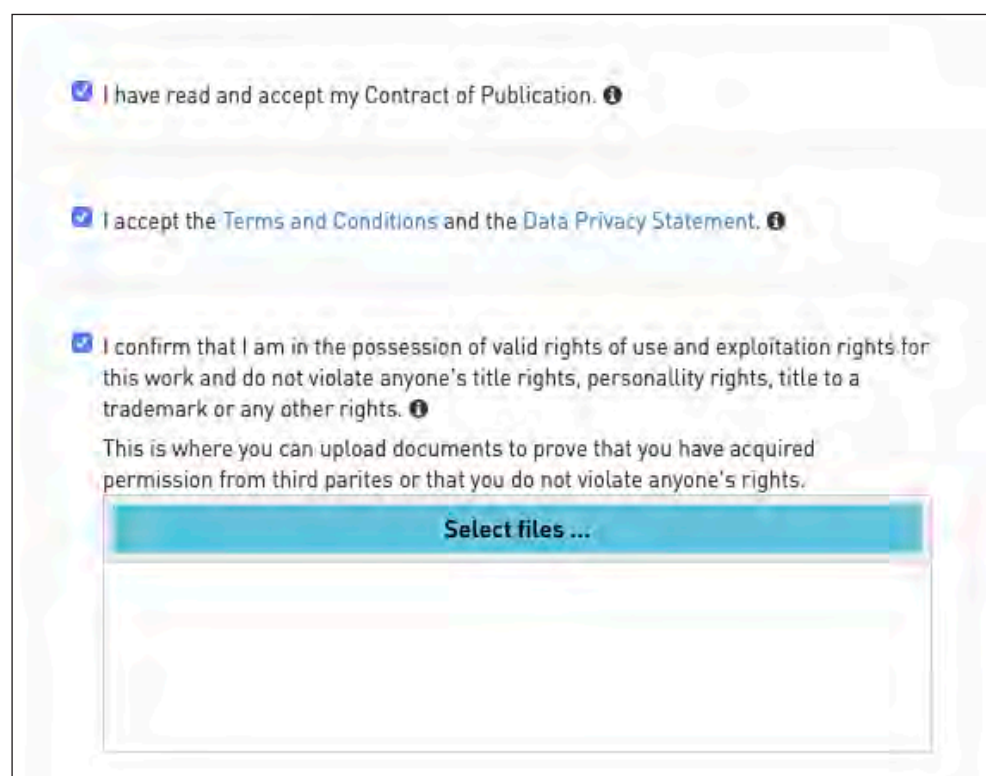
Please note that before you want to publish a project, you should be sure that you have all the rights to the title, images and copy including any personal and trademark rights. This is something you have to guarantee to CALVENDO. Please remember that the legal ramifications of a lawsuit can have severe financial consequences for you.

If you would like to send our jury a message, you will find an input field „Your note to our jury“ here. For example, if you are resubmitting a project, describe which changes you have made to the project.

You can find more information about this in the FAQs in the „Submitting and Publishing my Work“ section, questions 4 to 10.

Then press the blue „Submit“ button.

Congratulations – all done!



☒ I have read and accept my Contract of Publication. ⓘ

☒ I accept the [Terms and Conditions](#) and the [Data Privacy Statement](#). ⓘ

☒ I confirm that I am in the possession of valid rights of use and exploitation rights for this work and do not violate anyone's title rights, personality rights, title to a trademark or any other rights. ⓘ

This is where you can upload documents to prove that you have acquired permission from third parties or that you do not violate anyone's rights.

Select files ...

Step 16/16: After submitting your project

You will receive feedback from our jury within three to five working days of submitting the project. It assesses your project according to an extensive catalog of criteria (see our FAQs under „Submitting and Publishing my Work“, question 7).

The jury will evaluate your work within the framework of the legal provisions as well as based on image quality, artistic expression and whether it is a sellable product. You will receive lots of helpful tips and advice and get two opportunities to amend your project accordingly.

Products that our jury has approved for publication receive an ISBN and the CALVENDO logo. We enter them in the official book trade reference databases, i.e. German-language products in the directory of available books (VLB), English-language products in the Nielsen BookData database and French-language products in the Sodis catalog.

Your products can now be sold and easily be ordered on retail platforms such as Amazon. As you can see, becoming a self-publishers is not that difficult!

We hope you enjoy creating your calendars, with you lots of success and look forward to your submissions!

Your CALVENDO team

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Facebook: <https://www.facebook.com/calvendointernational/>

Twitter: https://twitter.com/calvendo_UK

Pinterest: www.pinterest.com/calvendo

Instagram: https://www.instagram.com/calvendo_uk/

YouTube: <https://www.youtube.com/watch?v=fmGfxjHoyjg>

We recommend subscribing to our newsletter through which we communicate everything users need to know. You can read all published newsletters at any time on the CALVENDO home-page at:

<https://www.calvendo.com/?id=1104>