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                I chose birds as the theme of my calendar because I felt it was a common pet that doesn't usually get the attention that dogs and cats get. Also, I just really like the colors and designs birds have on their feathers. The different types of birds in the world is staggering and people aren't very aware that they are out there. For the pictures for each of the four months I tried to choose birds that would be semi-representative of the time of year. For examples, January is a festive, fun new beginning so I chose a peacock. A peacock's bright colors, to me, represent excitement and newness all of which is represented in the start of a new year. Also, because I chose brightly colored birds for the calendars, I decided to keep the other colors in my layout neutral. That said, I chose black dots for the borders and black font for the numbers and month titles. I chose dots for the borders because they're fun and add something more than just lines around the boxes. I placed the numbers in the right hand corners of the boxes because it is different than the normal left hand corner placement. It adds a new dimension to the calendar by providing a new vocal point in the boxes. The four months I chose are random. I started with October and counted four months to January. The coupons I designed are randomly thought of. They are different than most coupons in that they benefit the services for animals and their owners.