

A YEAR ON PRESS

2012
CALENDAR



Final calendars
need to be delivered
Jan 1 - it's OK
if we get you files
by Dec 30, right?
THX! ☺

Off Register



20

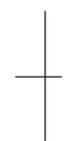
A YEAR ON PRESS

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12

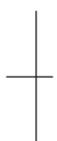


Off Register





WHY IS IT UPSIDE DOWN?





Monday, February 29th.



You have an extra day to

wow me.



February

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





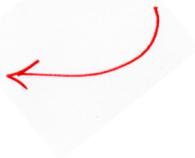
I DON'T
 WANT DARK
 GRAY. I'M
 LOOKING
 FOR MORE
 OF A LIGHT
 BLACK.



*This is it!
Get it right.*



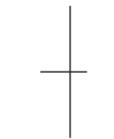
Not even close.





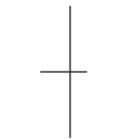
WAIT,
THIS ISN'T
RECYCLED
INK?

O/S PANTONE® 977
GS07901



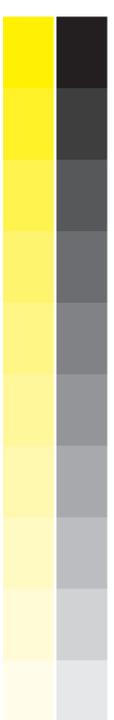


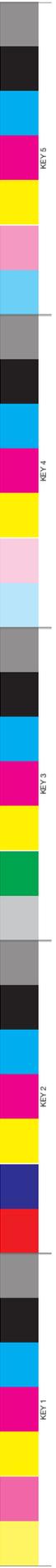
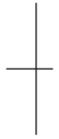
Look, my work was featured in the Biloxi Semi-Annual Design Review in May of '03. I think I know what I'm talking about.





THESE
 COLORS
 ARE
 VIBRATING.
 MAYBE YOU
 SHOULD
 SLOW DOWN
 THE PRESS?







First run of the day.

7:50am Good morning!

8:14am Why are these all on the same page?

8:15am Turn down the magenta here.

8:45am Bump up the cyan overall.

9:30am This is too warm.

9:50am Is your cyan working? Try blue.

10:00am I'm pretty sure the cyan isn't working.

10:15am Not enough yellow.

10:30am I want to be able to taste this lemon!

10:45am Touch more yellow.

11:06am Soften the cyan.

11:15am Not so yellow.

11:40am Hmmm. Try again.

11:57am Turn down the cyan.

12:25pm I just can't feel it.

12:45pm Looks weird to you too right?

1:04pm Certainly less cyan.

1:15pm Still too warm.

1:26pm What happened to all the skin tones?

2:00pm Bring the magenta up 4 points on key 6, 7 and 8

2:01pm Could someone get me a soda?

2:17pm You heard Diet, right?

3:15pm This black isn't anywhere near black enough.

3:26pm Too dark now.

3:29pm Soften the cyan.

4:00pm Bump up the cyan overall.

4:10pm Let's try bringing the water up.

4:35pm Sharpen the yellow.

4:25pm Not quite there. More cyan.

4:45pm Less cyan overall.

5:15pm More cyan.

5:45pm Less cyan.

6:30pm I said more cyan.

6:32pm Less cyan!!!

7:45pm Better put on some coffee.

8:30pm Bump up the cyan overall.

8:50pm Half the amount of cyan from last time.

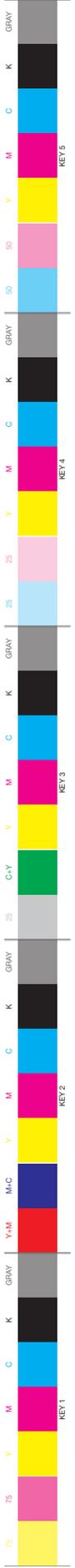
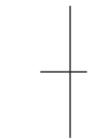
8:56pm More cyan in this spot.

9:02pm Even more.

9:24pm More.

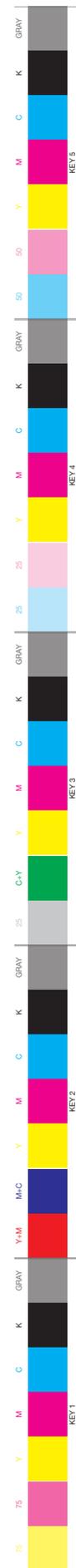
9:56pm Just a pinch less.

10:00pm **Can I see that first sheet again?**





Friday, October 5th.



October

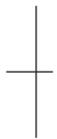
1 2 3 4 5 6 / 7 8 9 10 11 12 13 / 14 15 16 17 18 19 20 / 21 22 23 24 25 26 27 / 28 29 30 31
S S S S



Wednesday, November 21st.



ONLY
4 COLORS?
SHOULDN'T YOU
HAVE LIKE
A 100-COLOR
PRESS?



November

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



Who cares?
Just run it.
It's the end
of the world
anyways.

