

Pretty Little Planners
Custom Personal Planners

Process Journal

Michaela Scheerer



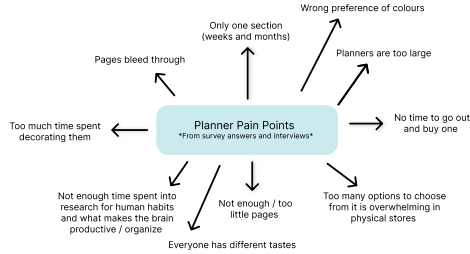
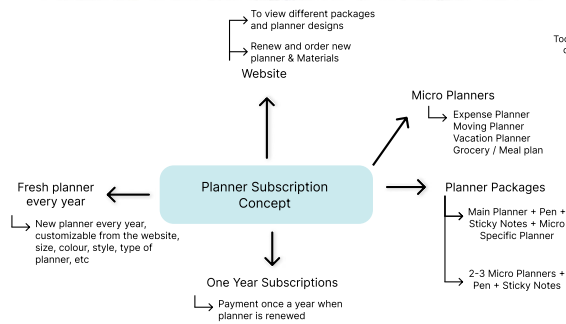
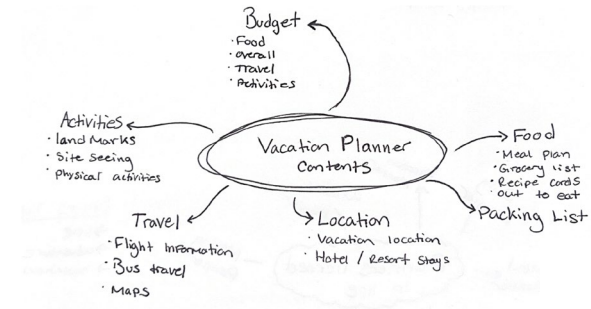
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Term one

Initial Concept + Design Direction

The idea of this concept is to create a series of planners for all different areas of life. This would be targeting people who like to be organized and plan all of their thoughts, people who get overwhelmed easily when there is a lot to remember or a lot of steps to get something done, age 13+ and targeted at a more feminine audience. Each planner will be created to help in a different area or stage of life. For example, the wedding planner, the expense planner, the vacation planner, the moving planner etc. Each planner will follow the same template but will have different contents inside, adding or subtracting parts of the template depending on what is needed for that planner. For example you wouldn't need a flower section in a road trip planner but you would in a wedding planner. I would also create a website where the planners would be able to be bought and sold online, marketed on social media.



Description

The Planner Subscription project is an extended version of physical planners and digital planners. Calendars are available every year to be purchased on a subscription base, with that subscription comes a new planner every year. The planner is customizable to the preference of the buyer. Customizations include colour / theme, layout, sections, type of paper, cover design and the choice of personalizing the planner with your own photos. This way each person can create their own planner to their liking, so that they can use it without getting bored or discouraged of using it since it is customized to the consumers wants and desires. The subscription also eliminates the need to go to a store and spend hours searching for the perfect planner. Having a website will also have options for "add on" packages with each renewal.

Objectives / Goals

The Goal of this concept is to create an easier and more efficient way for people to shop and receive their planners yearly by taking away the stress of needing to go out and find the perfect planner.

Target Audience

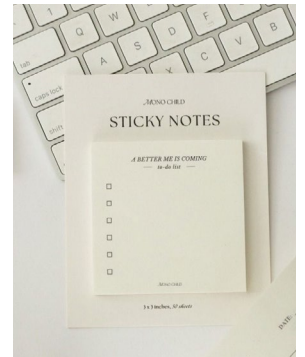
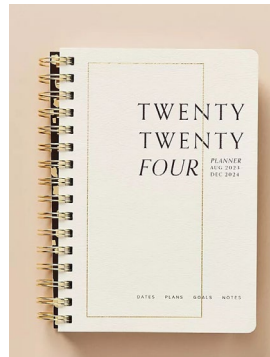
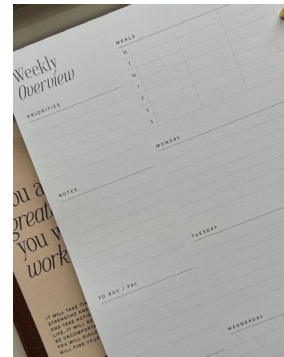
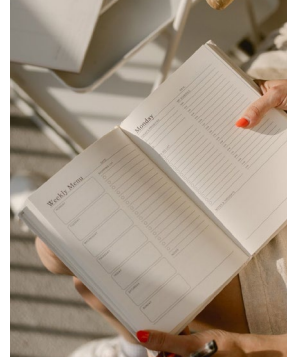
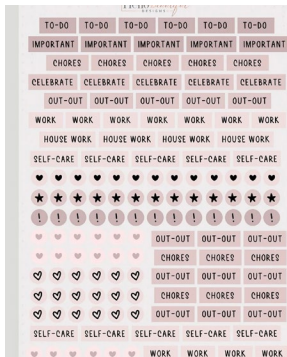
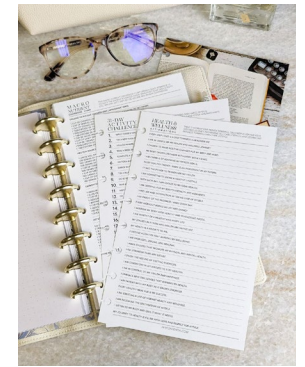
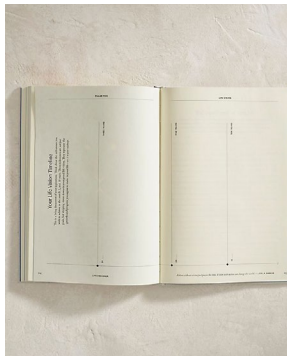
My target audience are prominently females ages 15 to 55. This would be targeting those who get overwhelmed easily when there is a lot to remember or a lot of steps are needed to get something done. People who enjoy or need structure in their life, Those who struggle with chaos, mental clutter and forgetfulness. Typically, students, teachers, mothers.





Term one

Research



Created and sent out a google form to peers, family and friends to conduct and get information on how they feel about planners and agendas to get an understanding of what problems I can try and solve.

Q: What are some things that turn you away from using a planner?

A: Over complicated and crowded, not enough room to write

A: Boxes are too small!

A: Small spaces to write

A: too big to take with me everywhere a phone can go

A: I lack the organizational skills

A: Sometimes they get lost in my bag

A: I forget and it's just another thing/chore to do. Phones are

A: lot easier because they can give you notifications, instead

A: of opening a book.

A: Me already being a great planner

A: It's a lot of work to write everything down

A: Entering dates into it

Q: What do you enjoy about using planners?

A: Being able to see my week / month laid out

A: Cute patterns and I can visually see what I've got happening week to week

A: if I do not have thing written downhill will absolutely forget so a planner is essential to my being able to function

A: Appointment reminders

A: Seeing the whole month on one page

A: They are pretty and nice to keep track of things

A: I like laying out all of my plans and information in one place

A: Relaxing, making checklists, if i had more self discipline i wouldn't have to rely on my phone.

A: Being organized. Knowing that I won't miss an event or deadline

Q: If you easily get bored of your planner or lose interest, why is that?

A: Trying to cram in everything I want to write in a tiny box

A: Because I have a short attention span

A: I sometimes feel like filling it out adds more to my list

A: because they're usually boring to look at and its just another old notebook lying around.

A: It takes time to plan things out. Also if it's not cute I'm not using it.

What would it take for you to use a planner if you typically do not?

A: Bigger spaces and aesthetically pleasing designs on each page rather than just the cover

A: Easy ways to fill it out...not having to do it all yourself

A: One that i could fully customize and have it organized in a

A: way that would keep me on track.

A: money

A: A monthly, weekly, and daily checklist.

Q: What do you wish planners had more of?

A: Larger sections for weekends as they typically tend to be smaller than the other days of the week

A: Space!!

A: More monthly calendars don't need a day planner

A: Fill in the blanks

A: Big lined spaces for writing

A: Colours and more specific details (i.e., colour coordinating things for your school classes and assignments, colour related to urgency)

Q: Would you sign up for a yearly planner subscription?

A: Depends on the price!

A: Depends on the cost

A: It would be cool to choose the theme of your planner each year

A: Depending on cost

A: Getting to design a planner of my choice based on the stage of life

Q: Describe your perfect planner.

A: I can see my month at a glance with enough room to write in the dates, as well as sections with my weeks at a glance with ample room for writing. As well as spots for writing lists or larger notes

A: Aesthetically pleasing, enough space to write multiple things for one day, spiral binding, think non bleeding pages,stickers!!

A: Pretty, simple, I just need to fill in the blanks

A: I'd like it to be spiral bound with some extra notes pages and fun stickers! I'd also like half the box to be for work and half the box for home life, or maybe a separate work and personal one

A: Colour coordinated for school, work and home (like the iPhone calendar), fun to look at and use.

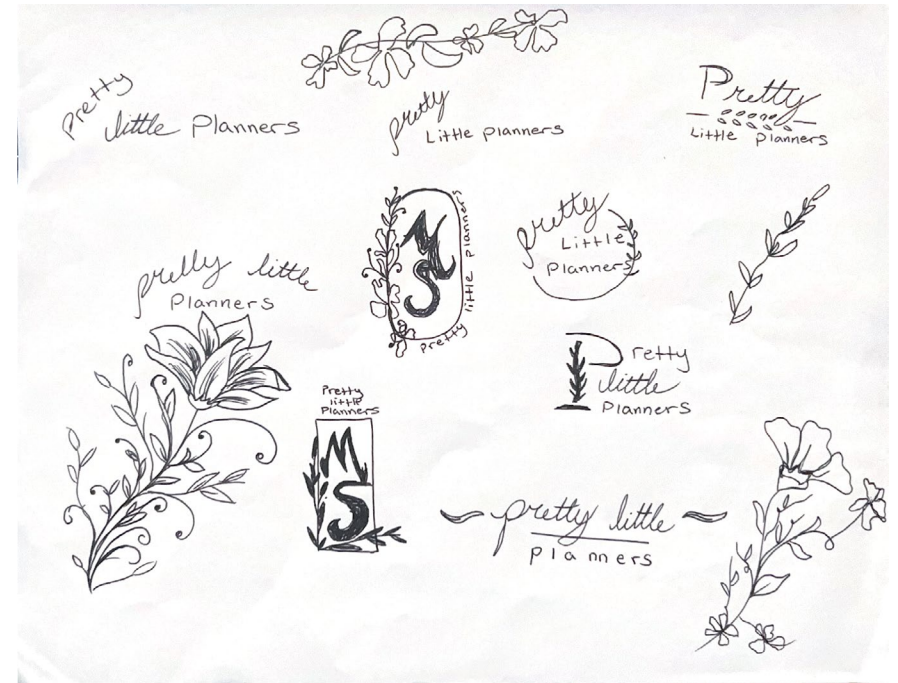
A: It would have to be pretty, something with neutral colours, nice font. I would want a monthly calendar. A section for monthly budget would be cool too.

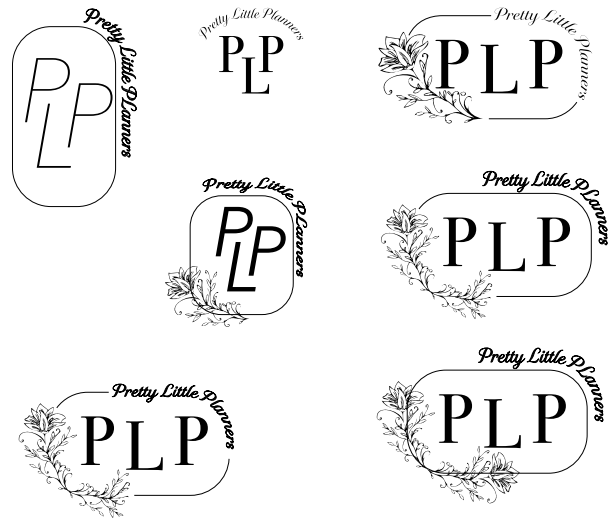
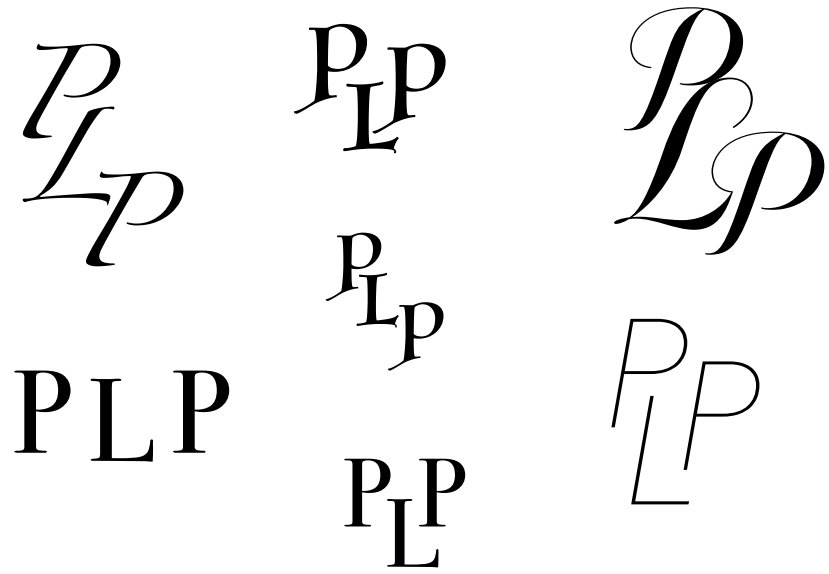
Term one

Logo Design + Type Selection

This section is my initial logo development. I was playing around with the letters of pretty little planners to see if I could come up with a compelling logo using the letters. I was finding that the letter didn't fit well together, so I moved onto using the whole word. I knew I wanted to include lose flowers so I was mainly designing wit that in mind.

Bellow on this page are some initial thumbnails and ideas.





Final logo Design



Small Version



Type Selection Process

Pretty Little Planners

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! @ # \$ % ^ & * () _ -

Pretty Little Planners

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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Pretty Little Planners

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! @ # \$ % ^ & * () _ -

Pretty *Little* Planners

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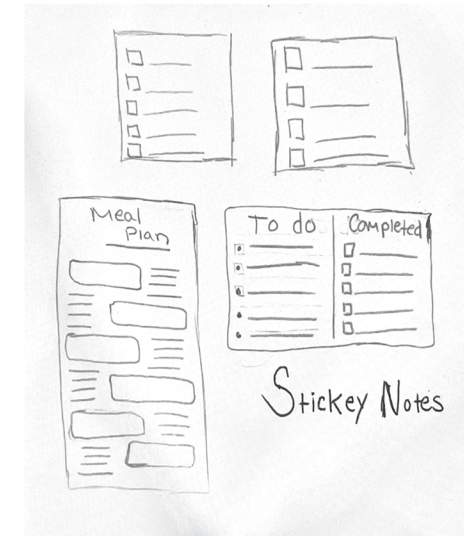
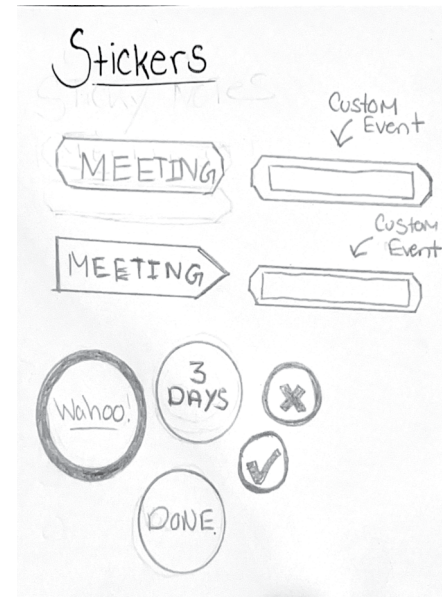
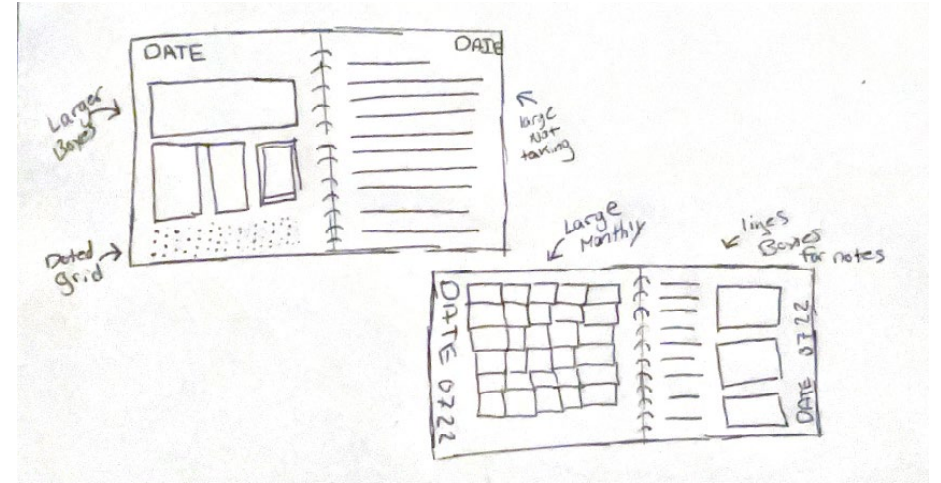
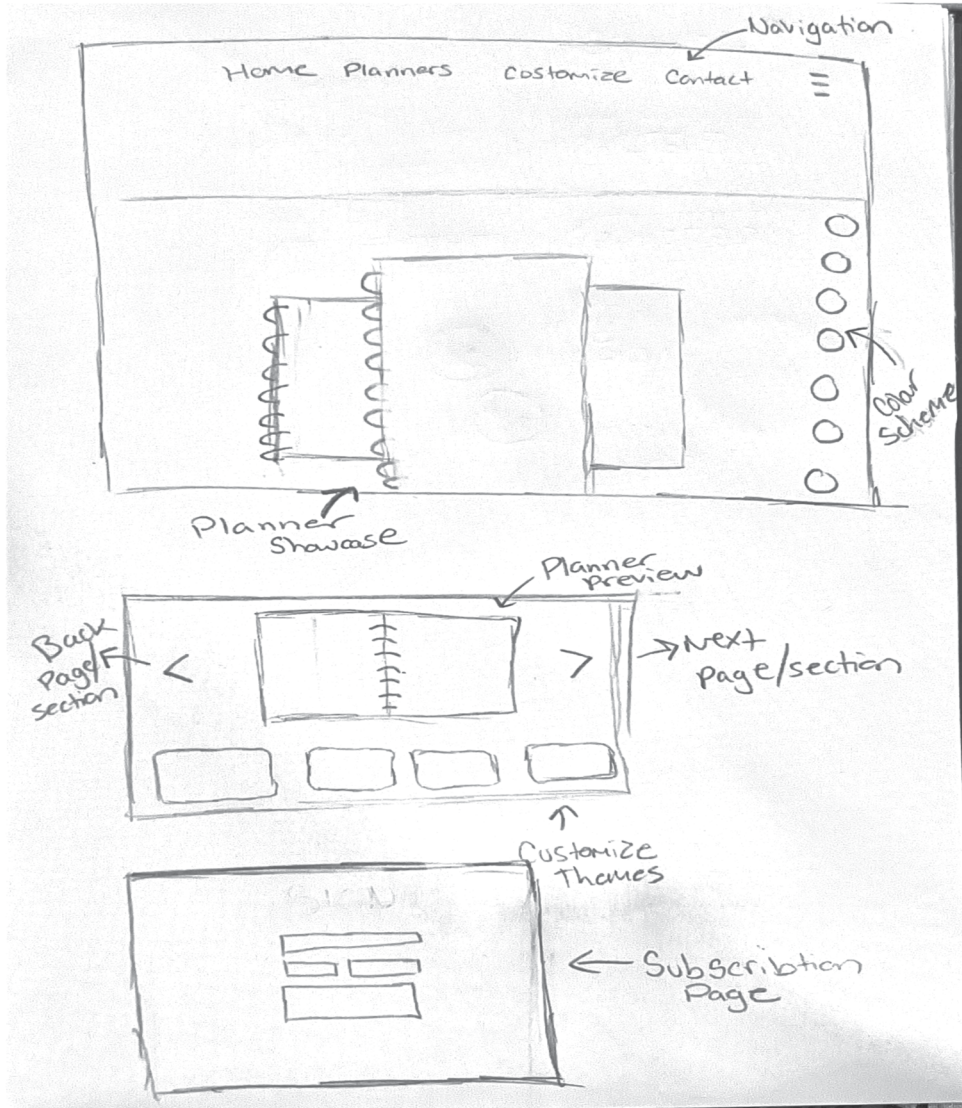
Pretty *Little* Planners

Term one

Planner Layout Design

In this section I started by exploring planner layouts and sections included in standard planners to get inspiration and look for possible issues and things I can improve with my book, as well as briefly looking at what the website could look like.

First layout thumbnails and sticker ideas.



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
 JANV FEVR MARS AVRIL MAI JUIN JULI AOÛT SEPT OCT NOV DÉC
 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

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

End pages

- Grocery list
- Finance pages

Notes

M	T
W	T
F	S
Su	

October 2027

M	T	W	T	F	S	Su
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Notes

Meal

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
 JANV FEVR MARS AVRIL MAI JUIN JULI AOÛT SEPT OCT NOV DÉC
 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

October 2027

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
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Appointments:

TO DO/Check:

Budgeting:

World:

Printer:

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
 JANV FEVR MARS AVRIL MAI JUIN JULI AOÛT SEPT OCT NOV DÉC
 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

MONDAY

Meals

Notes/other

History/see Chalk Board

TUESDAY

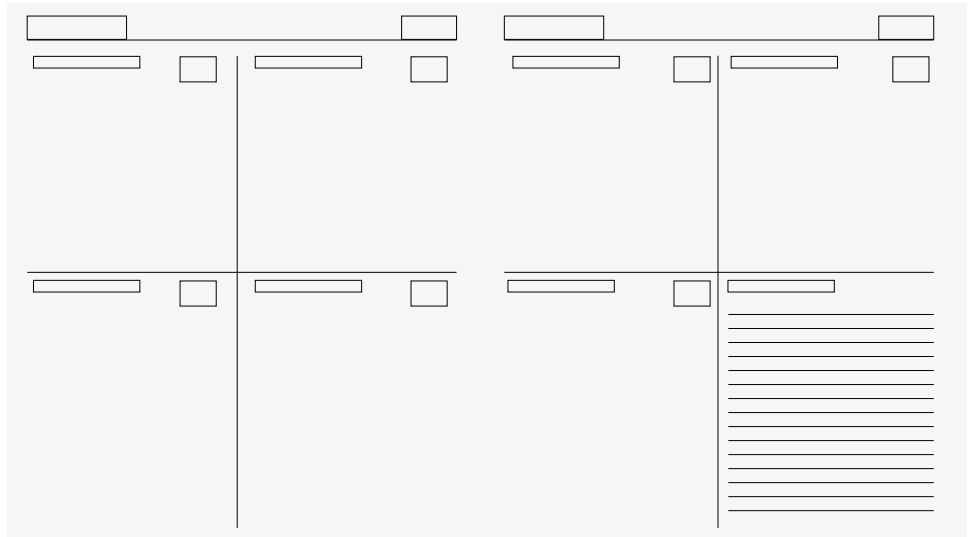
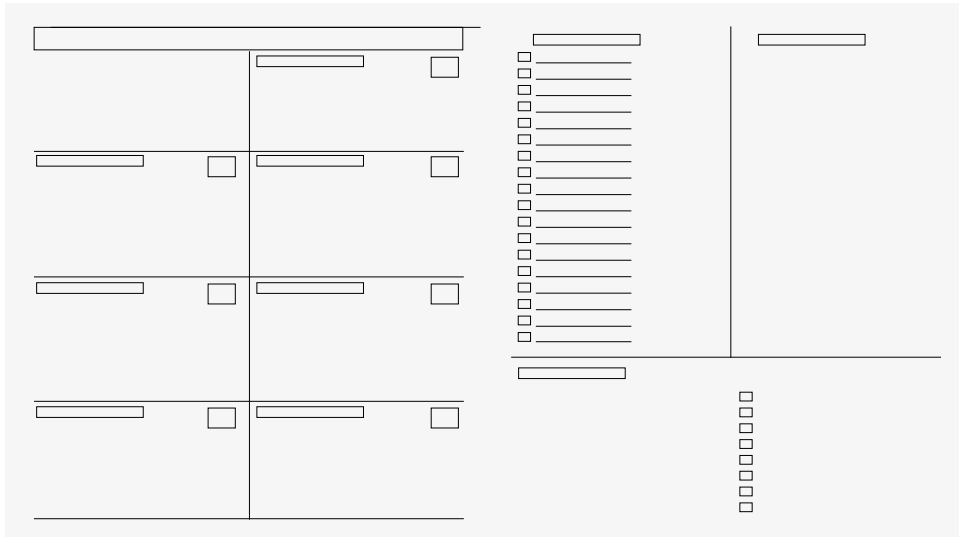
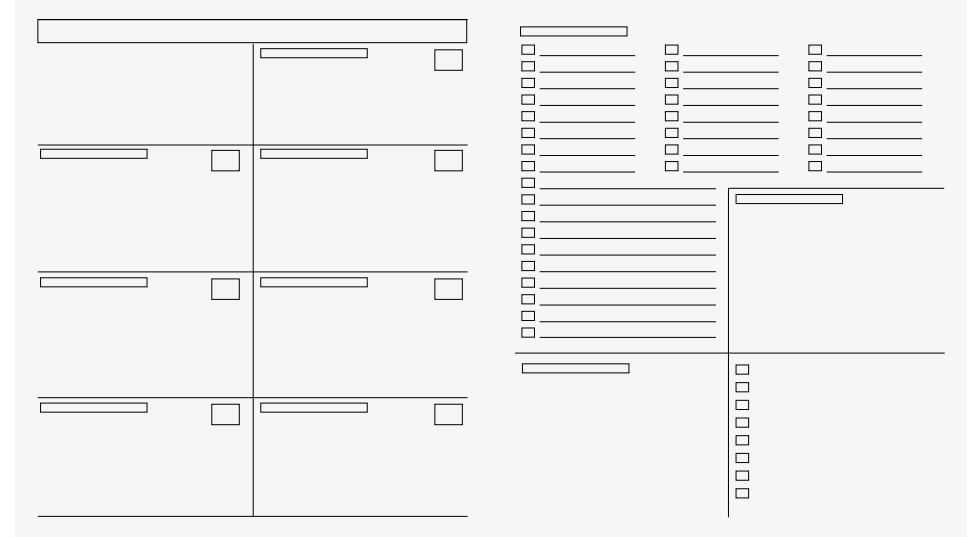
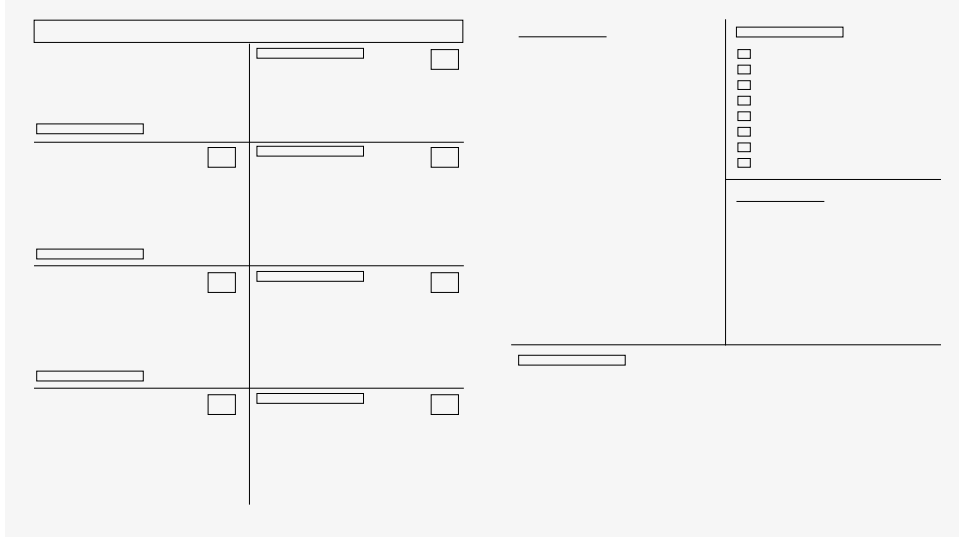
Grocery

Priorities

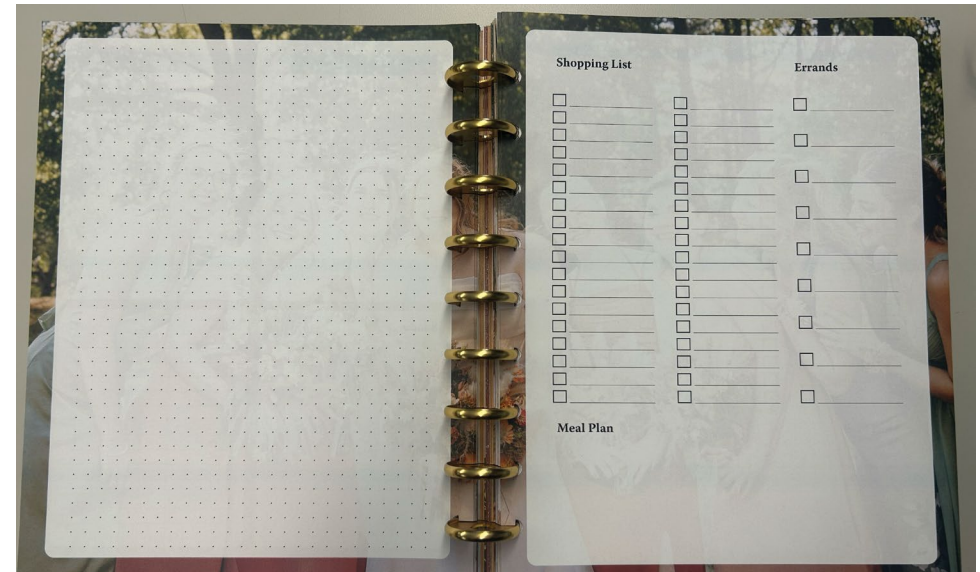
Notes

DAYS

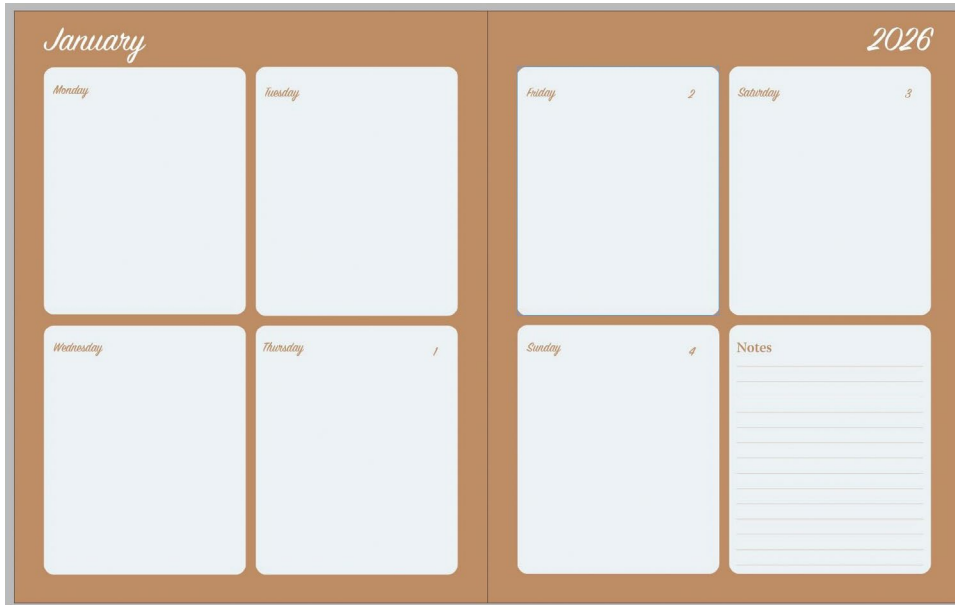
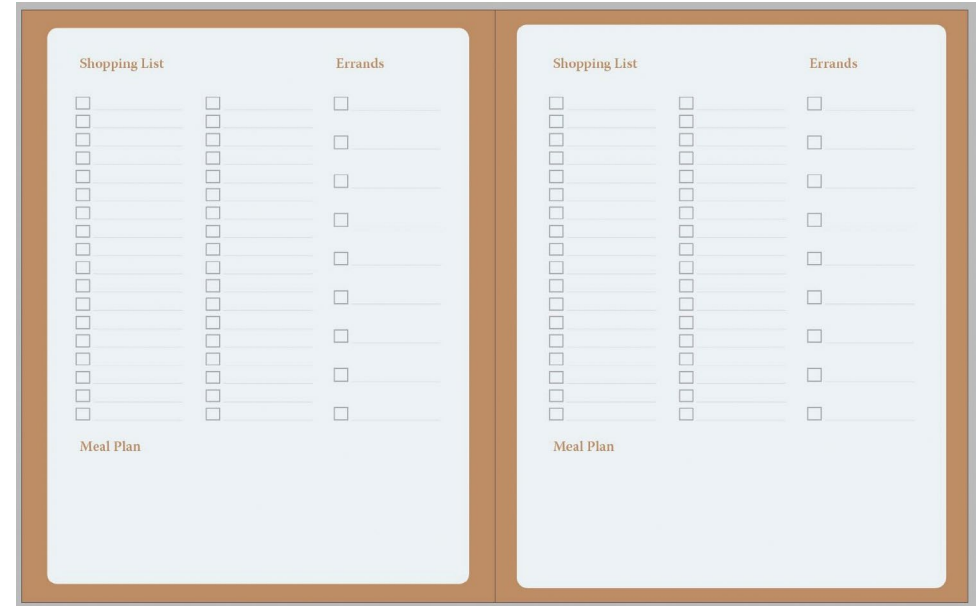
Chose one layout and brought it into InDesign to build it out further.



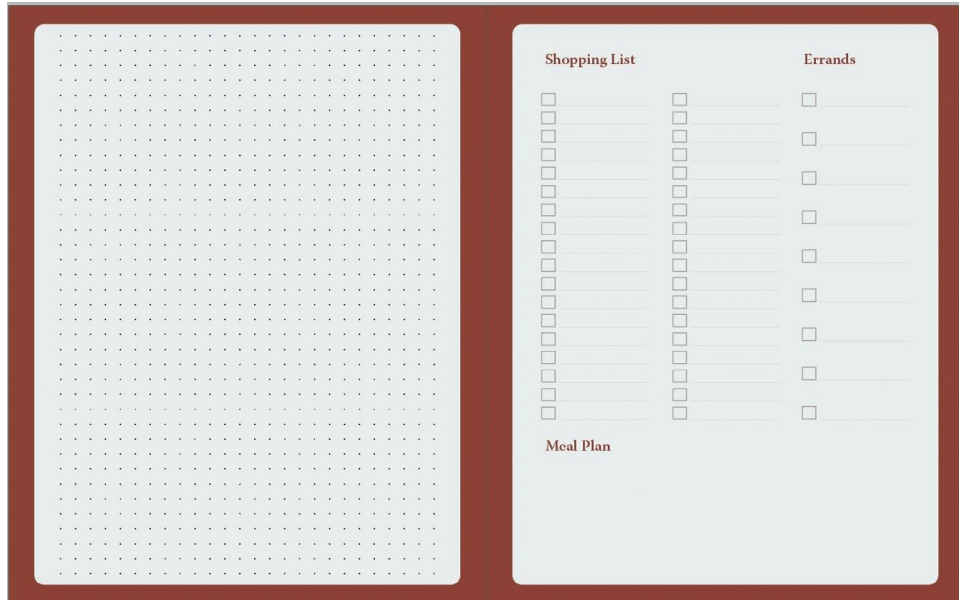
In the first design of the planner it featured a calendar spread with the full month in view, a week in few spread with all the days of the week at a glance, a full page notes section along with 4 shopping list pages. Each of the spreads have a custom photo in the background which proved to be too confusing to the eye and took away from the design. The month at a glance had only 6 days across which would confuse the consumer, as well as having the photo for that month in the background of the spread but only in half view.



In the second design of the planner, the images behind the spreads were taken out and replaced by a colour that corresponds with the photo displayed on the calendar spread. The calendar spread now feature the month in view horizontally instead of vertically to fit 7 days in a row. This also serves the purpose of being able to stand on a desk and be used as a desk calendar. A script font was also added to keep consistent with the brand and cover. However the script font needs to be changed on the weeks spread to be more legible.



This final planner design includes all the final changes that needed to be made and showcases the final planner design, including switching the typefaces in the week view, and creating all lines grey instead of black to be less harsh. This version also is when the cover was added.

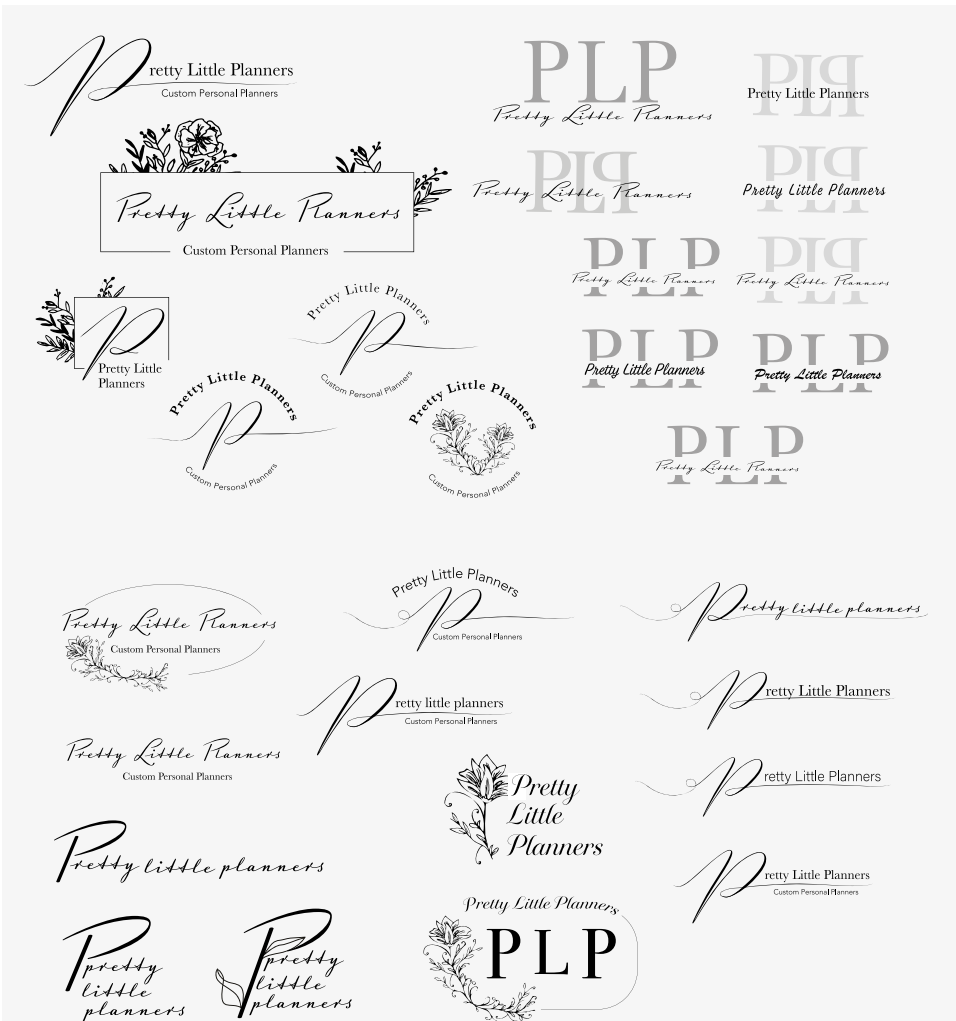




Term Two

New Logo Design

After being reviewed and getting feedback, the logo started to go through a revision process, finding a concept that communicated the name of the project clearly, a concept that was slightly less abstract. Many different ideas were tried, playing with the first letters of each word again, soft round shapes, and stacking in different layouts. Then at first Ultimately landing on a full word version of the logo with soft florals on top.



Near the end of the project the logo was still feeling too overwhelming, I took a look back at my logo exploration and was still like the idea of the tagline under the main logo, then the idea just popped into my head to just get rid of everything around the words, drop the bottom of the "L" slightly to nicely frame in the bottom words, creating the FINAL logo.

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Term Two

Micro Planner Layout Design

The second piece of PLP is called the micro planners. Micro planners are smaller planners trailered to specific events that would need to be planned. Instead of adding more sections to your large planner, you just get a micro planner that only has contents for the subject. For example a micro planner dedicated to just budgeting, a micro planning for vacation planning, road trips, bachlorette planning and more!

When going through print the first time I noticed the margins were a bit thin for the binding I was going. For the next print I did I made the pages slightly bigger to increase the margin space for binding.



Using the budgeting planner as a base, the vacation planner came to life, there were actually no revisions to the vacation planner. The colour green was chosen to create a difference between the two micro planner while still staying in the theme and consistency if the other planners. Since this was a vacation planner i wanted the cover to be a bit more fun, it does not feature flowers but still has a coherent look because of the faded designs and background.



Term one

Desk Calendar Layout Design

The desk calendars were my final addition to the PLP pieces, I thought it would be the perfect mini addition for consumers. Considering the people who just don't like to plane in planners but enjoy having a calendar and still want it customized. Inspiration came from the desk calendars I created for Grandridge Carriers so there weren't many revision. However the layout is special because from what I have found there isn't a desk calendar that was a photo and boxes big enough to write in on one side. This was my biggest goal with these desk calendars.



The first print of the desk calendar didn't have a cover or anything on the back of each page. Later on the cover was added with a design to match the micro planners and the main planner, the photo connects it to the main planner and the faint design connects it to the micro planner. The content put on the back of pages are lines for extra note taking for the month.



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