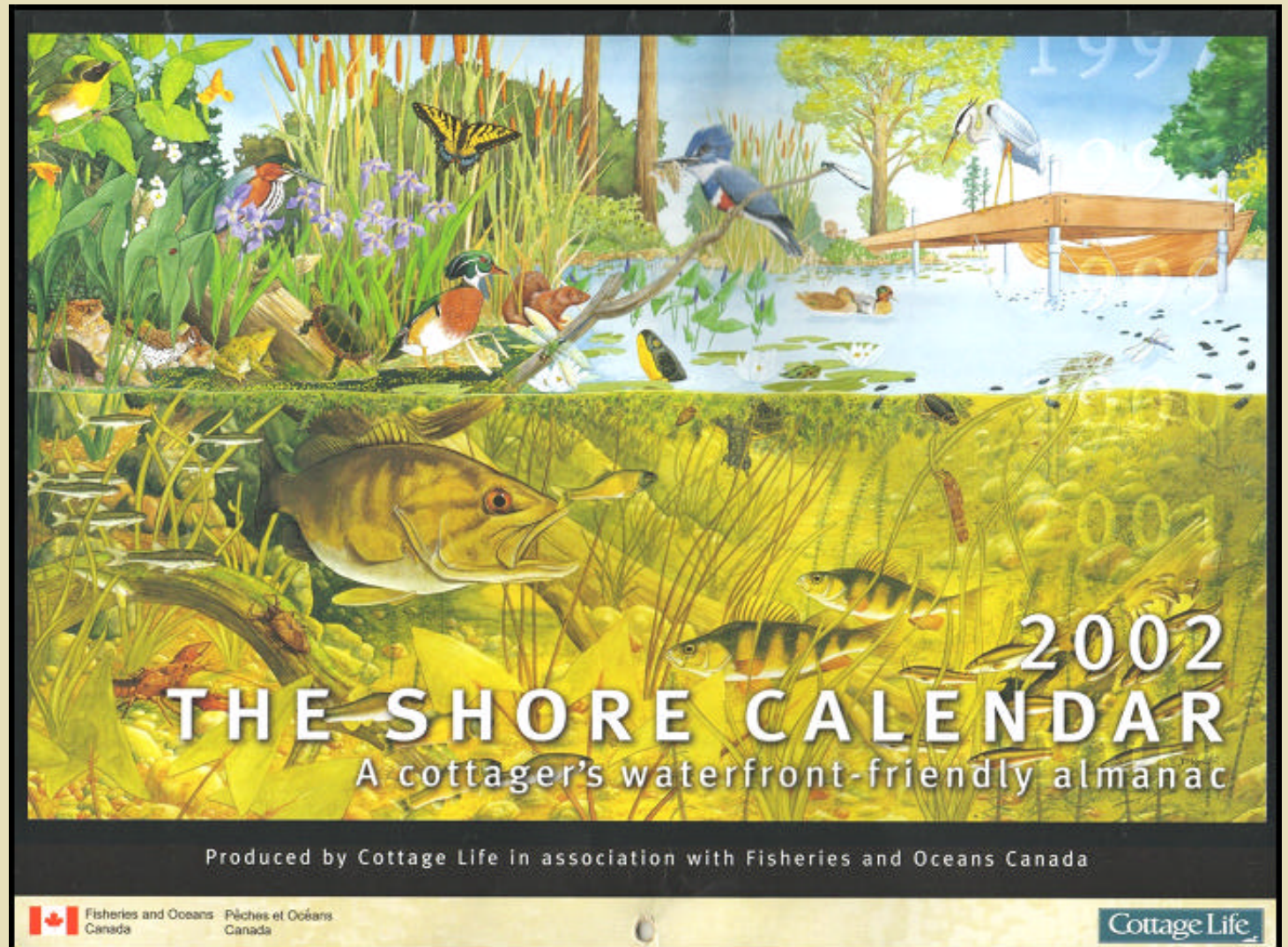


The Shore Calendar



Genre & Purpose

- a calendar - a table showing the months, weeks, and days in the year 2002
- designed to:
 - help users keep track of important dates
 - indicate the passage of time
 - inform
 - educate





Topic

- shore-related information, including:
 - educational information about aquatic life
 - tips for preservation of natural vegetation and wildlife near the shore
- regular calendar information, including:
 - moon phases
 - holidays and other special days (ie: Mother's Day)



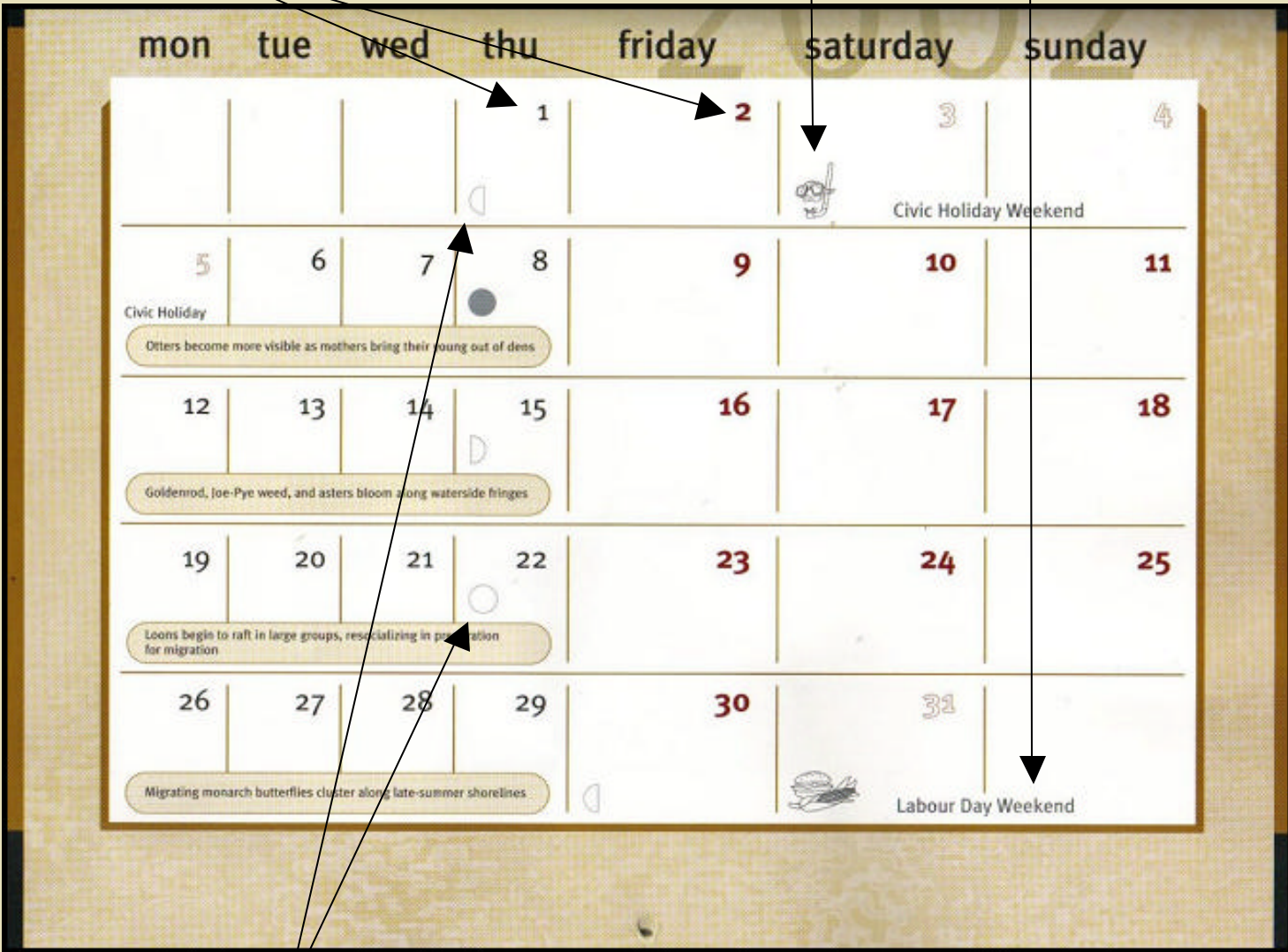
Audience

- Canadian cottagers and boaters
- those who spend significant amounts of time near freshwater ponds or lakes
- those who are interested in aquatic wildlife
- those who are or would like to be “waterfront friendly”

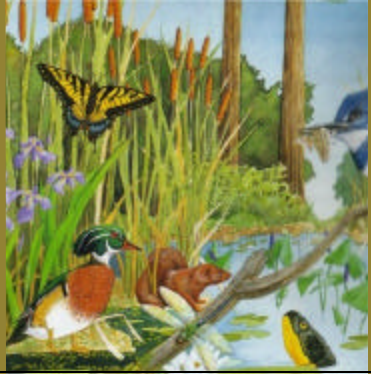


dates

holiday icons and labels



moon phases



illustration

label

SHORE SNAPSHOT

MAY JUNE JULY **AUGUST** SEPTEMBER



Though great blue herons will capitalize on any opportunity for a meal, even spearing mice and squirrels on dry land, their prime fishing and frogging is done in weedy, shallow waters just offshore. Patience and lightning quickness are their stock in trade. Their skills, though, are not so easily come by and many of the young that fledge and start fishing for themselves in August end up starving to death, becoming themselves nourishment for scavenging fish, gulls, and turtles.

Healthy Shore Tips

To help a renaturalized buffer area blend into the more manicured part of your lot:

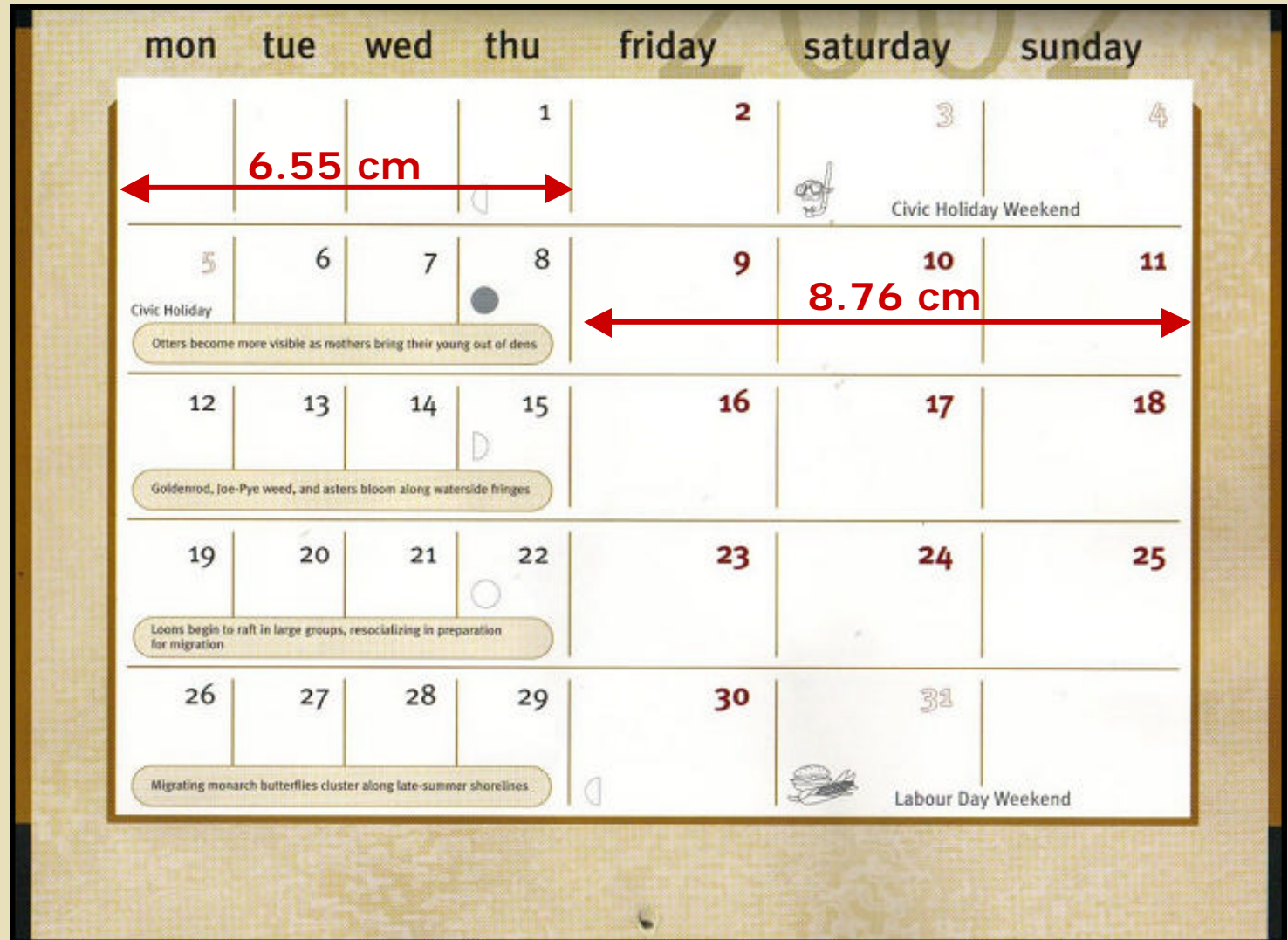
- Turn a straight path to the shore into a softer-looking, meandering one.
- Plant a transition zone of native flowers between your "wilder" buffer and more cultivated plot. Their scent and colour will also attract bees and butterflies.
- If you've retained some lawn, consider letting the grass grow until fall. This will help the soil retain moisture and encourage wildflowers to root.

healthy shore tips

explanatory text



Space





Space

9.41 cm SHORE SNAPSHOT

← MAY JUNE JULY → AUGUST ← SEPTEMBER →

5.09 cm



Though great blue herons will capitalize on any opportunity for a meal, even spearing mice and squirrels on dry land, their prime fishing and frogging is done in weedy, shallow waters just offshore. Patience and lightning quickness are their stock in trade. Their skills, though, are not so easily come by and many of the young that fledge and start fishing for themselves in August end up starving to death, becoming themselves nourishment for scavenging fish, gulls, and turtles.

Healthy Shore Tips

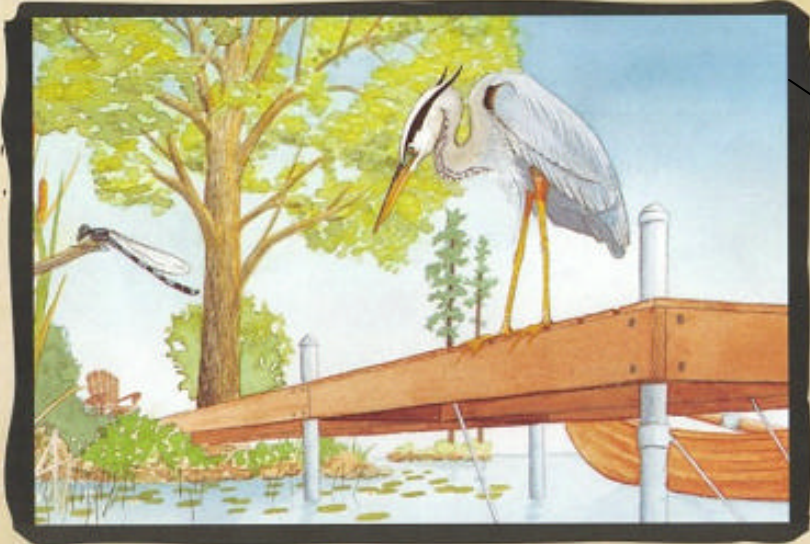
- To help a renaturalized buffer area blend into the more manicured part of your lot:
 - Turn a straight path to the shore into a softer-looking, meandering one.
- Plant a transition zone of native flowers between your "wilder" buffer and more cultivated plot. Their scent and colour will also attract bees and butterflies.
- If you've retained some lawn, consider letting the grass grow until fall. This will help the soil retain moisture and encourage wildflowers to root.



Colour

SHORE SNAPSHOT

RIL MAY JUNE JULY **AUGUST** SEPT



Though great blue herons will capitalize on any opportunity for a meal, even spearing mice and squirrels on dry land, their prime fishing and frogging is done in weedy, shallow waters just offshore. Patience and lightning quickness are their stock in trade. Their skills, though, are not so easily come by and many of the young that fledge and start fishing for themselves in August end up starving to death, becoming themselves nourishment for scavenging fish, gulls, and turtles.

Healthy Shore Tips

To help a renaturalized buffer area blend into the more manicured part of your lot:

- Turn a straight path to the shore into a softer-looking, meandering one.
- Plant a transition zone of native flowers between your "wilder" buffer and more cultivated plot. Their scent and colour will also attract bees and butterflies.
- If you've retained some lawn, consider letting the grass grow until fall. This will help the soil retain moisture and encourage wildflowers to root.



Colour

SHORE SNAPSHOT

APRIL MAY JUNE JULY **AUGUST** SEPTEMBER



Though great blue herons will capitalize on any opportunity for a meal, even spearing mice and squirrels on dry land, their prime fishing and frogging is done in weedy, shallow waters just offshore. Patience and lightning quickness are their stock in trade. Their skills, though, are not so easily come by and many of the young that fledge and start fishing for themselves in August end up starving to death, becoming themselves nourishment for scavenging fish, gulls, and turtles.

Healthy Shore Tips

To help a renaturalized buffer area blend into the more manicured part of your lot:

- Turn a straight path to the shore into a softer-looking, meandering one.
- Plant a transition zone of native flowers between your “wilder” buffer and more cultivated plot. Their scent and colour will also attract bees and butterflies.
- If you’ve retained some lawn, consider letting the grass grow until fall. This will help the soil retain moisture and encourage wildflowers to root.



Summary

- the Shore Calendar was designed to inform, educate and track the passage of time
- it is aimed at those who spend time near freshwater ponds or lakes
- the calendar uses space and colour to communicate an understanding of the progression of time