



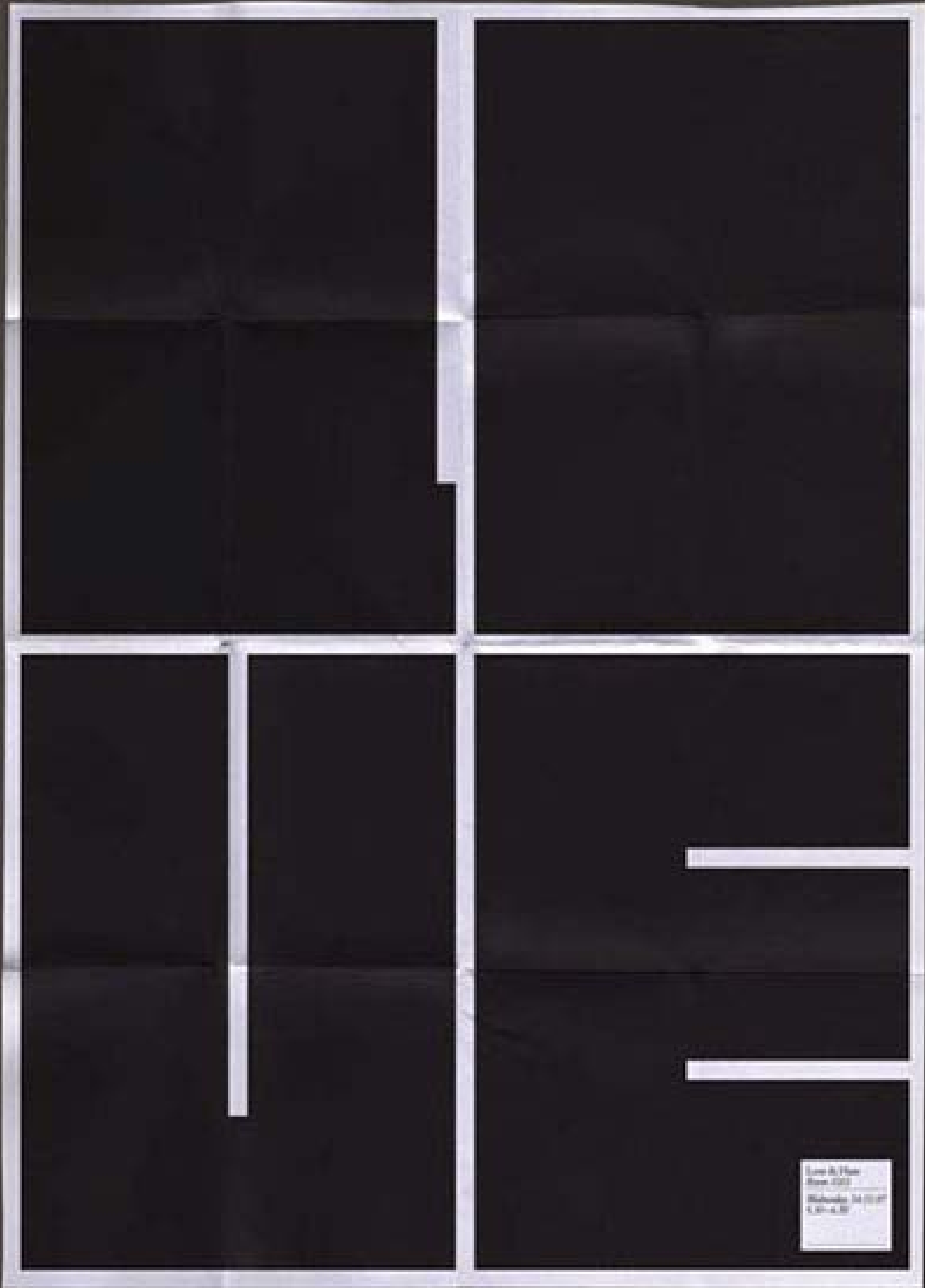
Proporcie formátu ovplyvňujú dizajn



2

Návrh závisí od
**MNOŽSTVA
INFORMÁCIÍ**

Čím je informácií (podklady ako napr. fotografie, texty a pod.) menej, tým je viac priestoru pre vizuálne zaujímavé riešenie

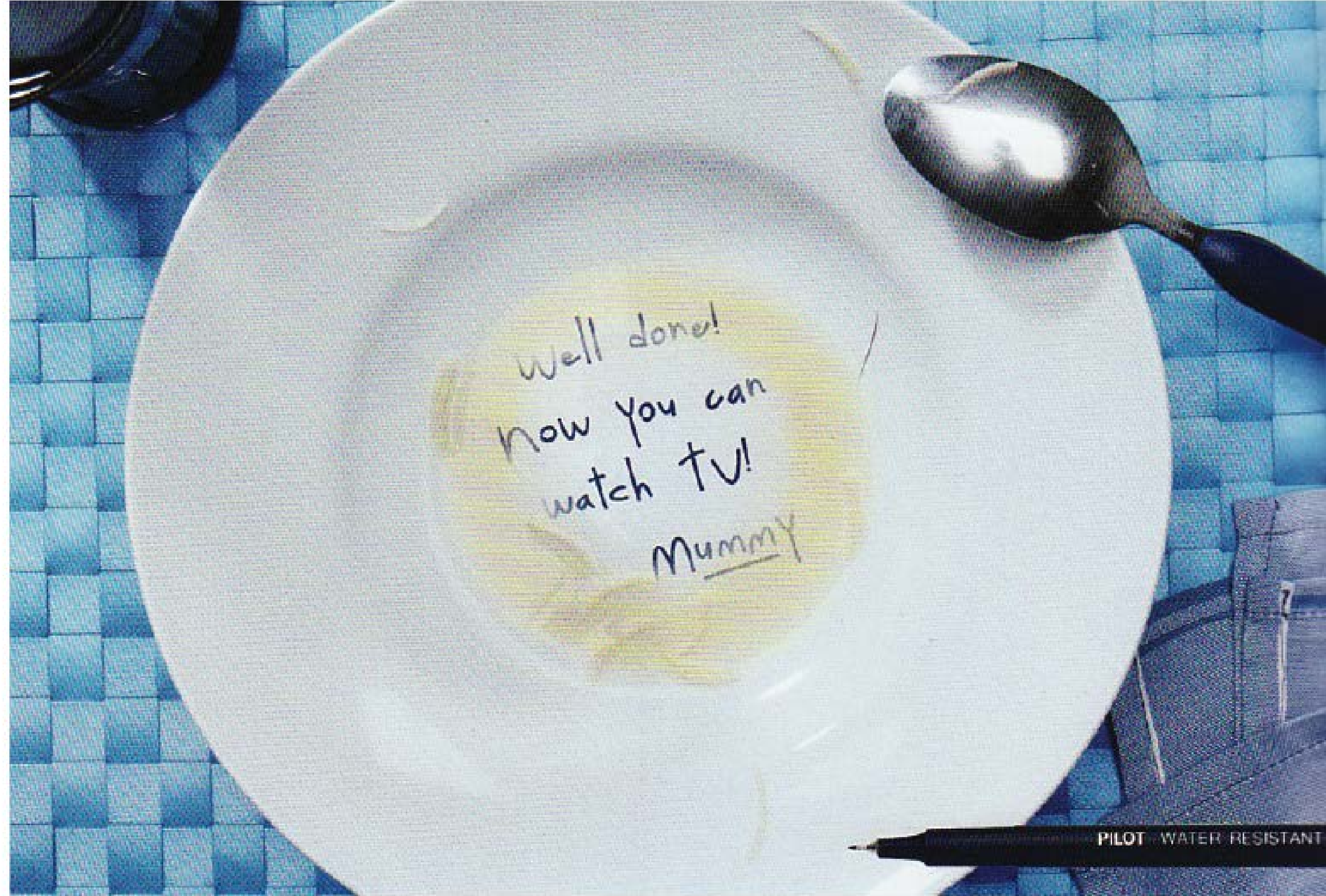


Level 01 Plan
Room 001
Wednesday, 04/01/2017
1:20:48 PM

3

Návrh závisí od
CIEĽOVEJ SKUPINY
(účelu)

Na základe definovania účelu a cieľovej skupiny je možné určiť štýl typografie a spôsob jej spracovania (napr. použitie fotografie, ilustrácie a pod.)



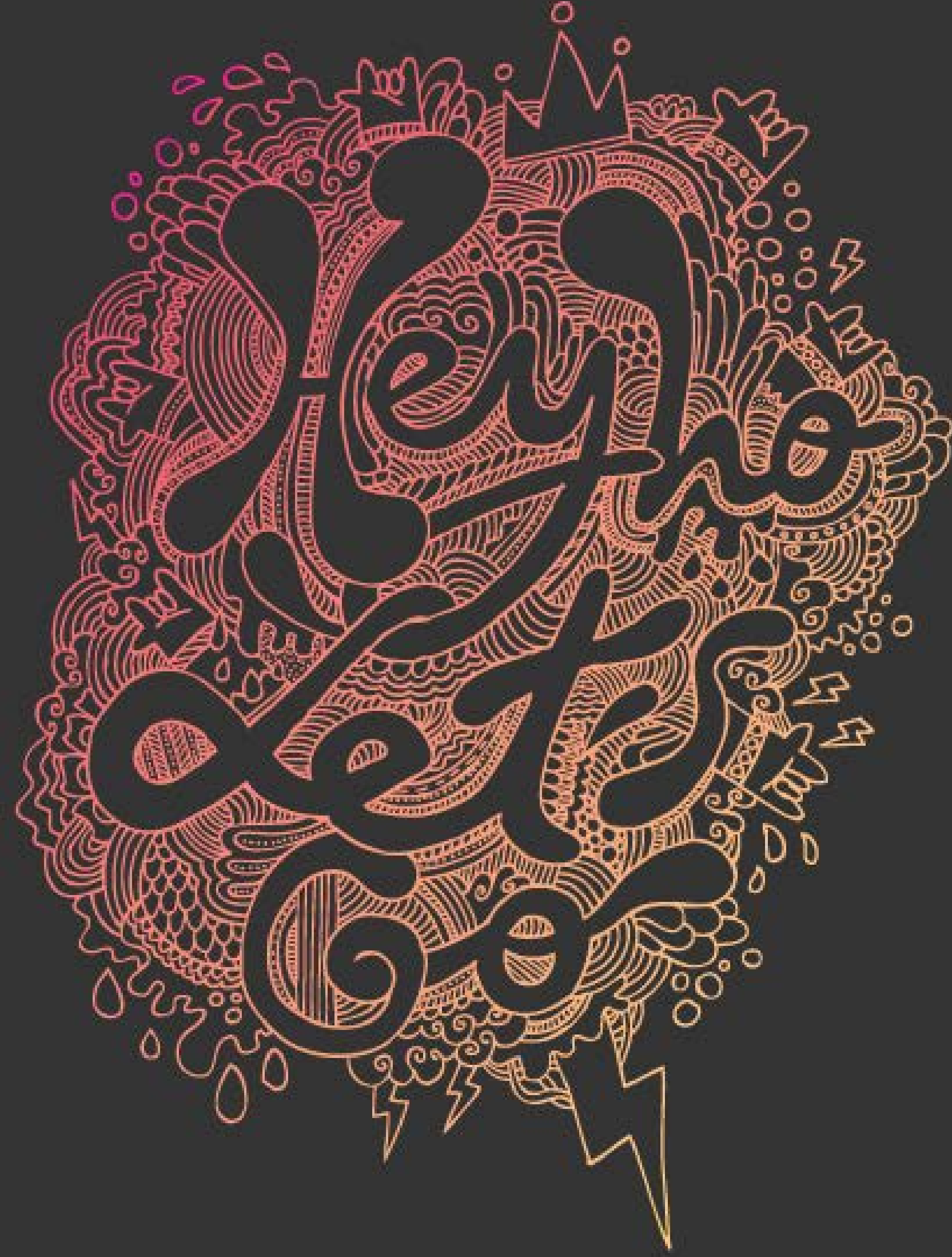
Well done!
Now you can
watch TV!
Mummy

PILOT WATER RESISTANT

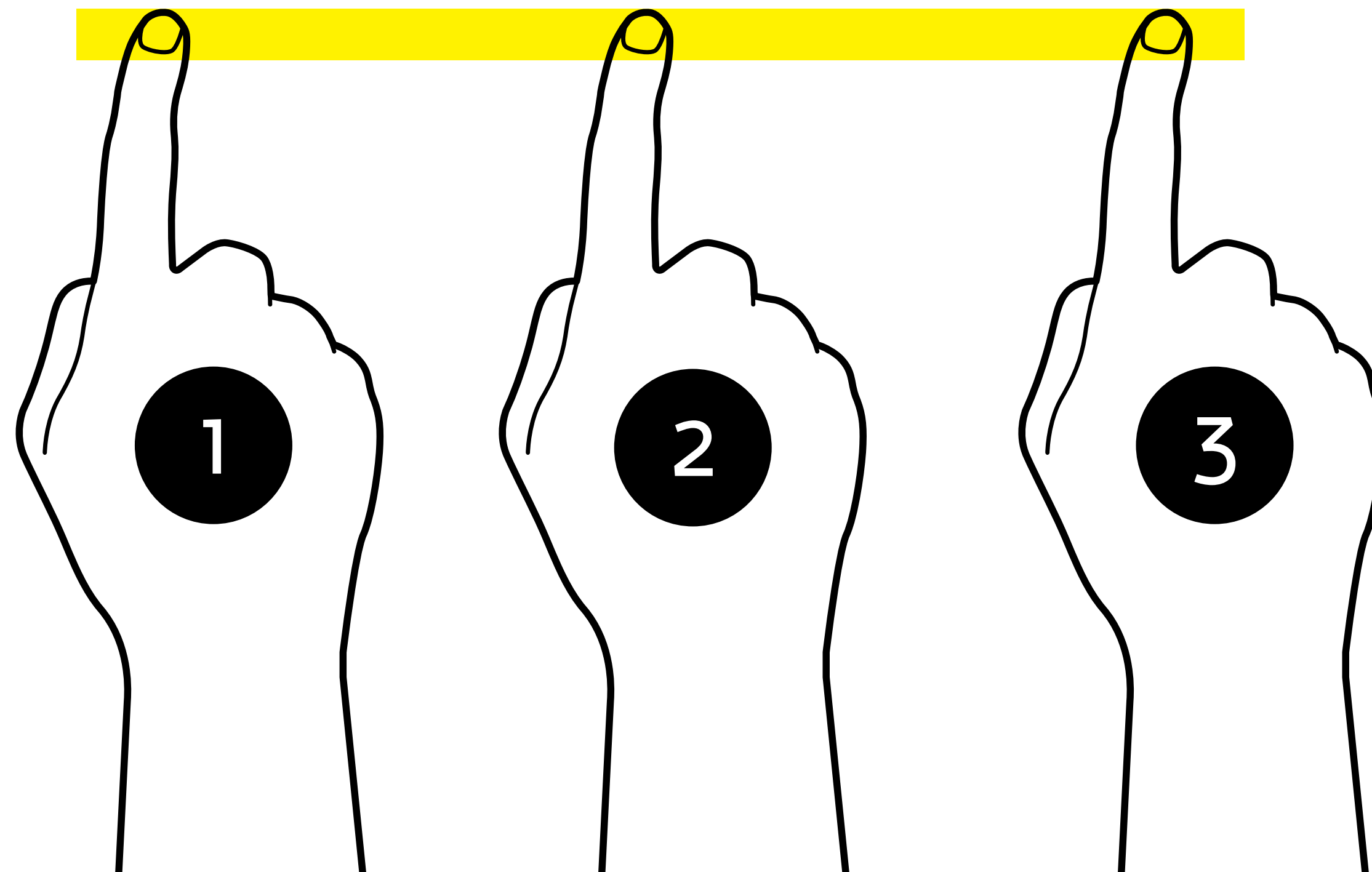


ORSZÁGOS
TERVEZŐGRAFIKAI
BIENNÁLE

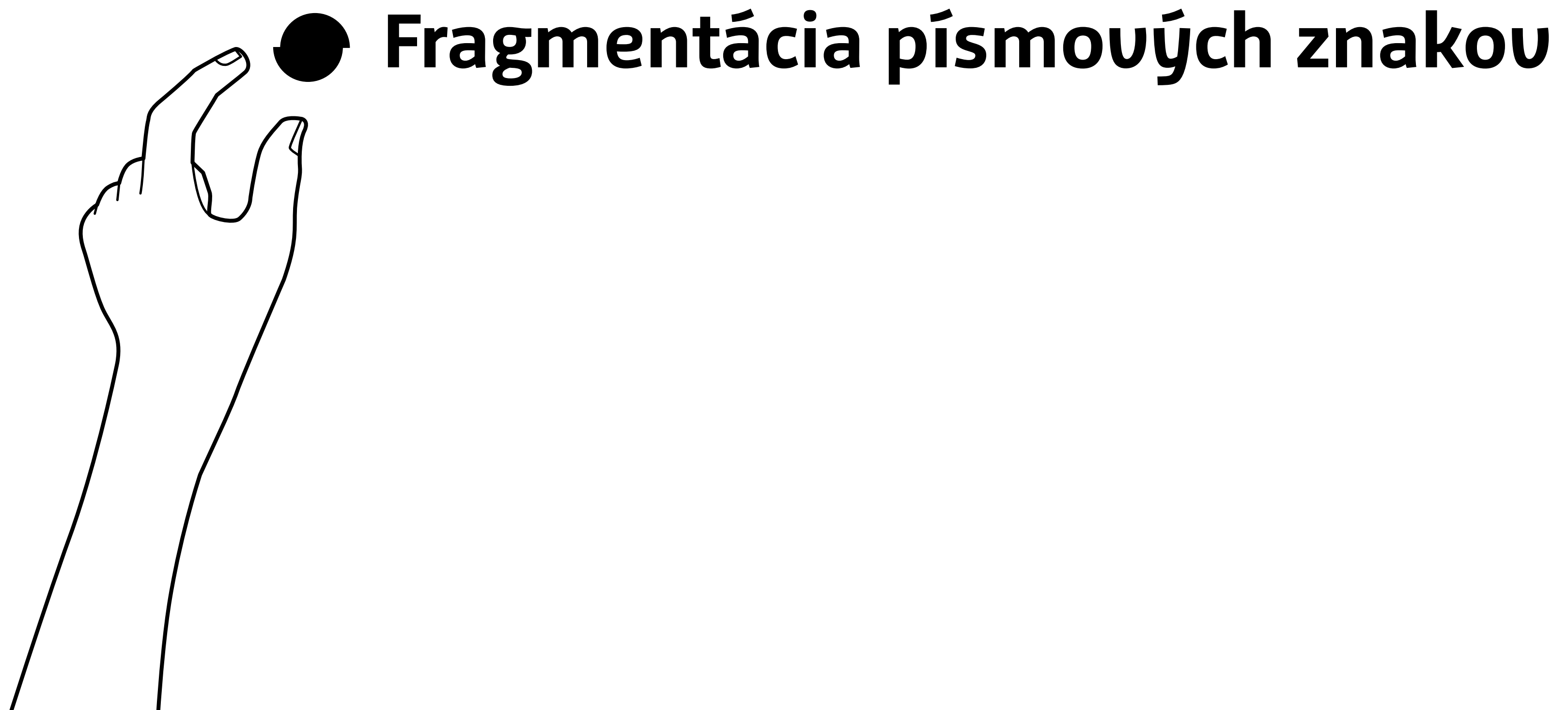




3 rôzne prístupy ako pracovať s písmom



1

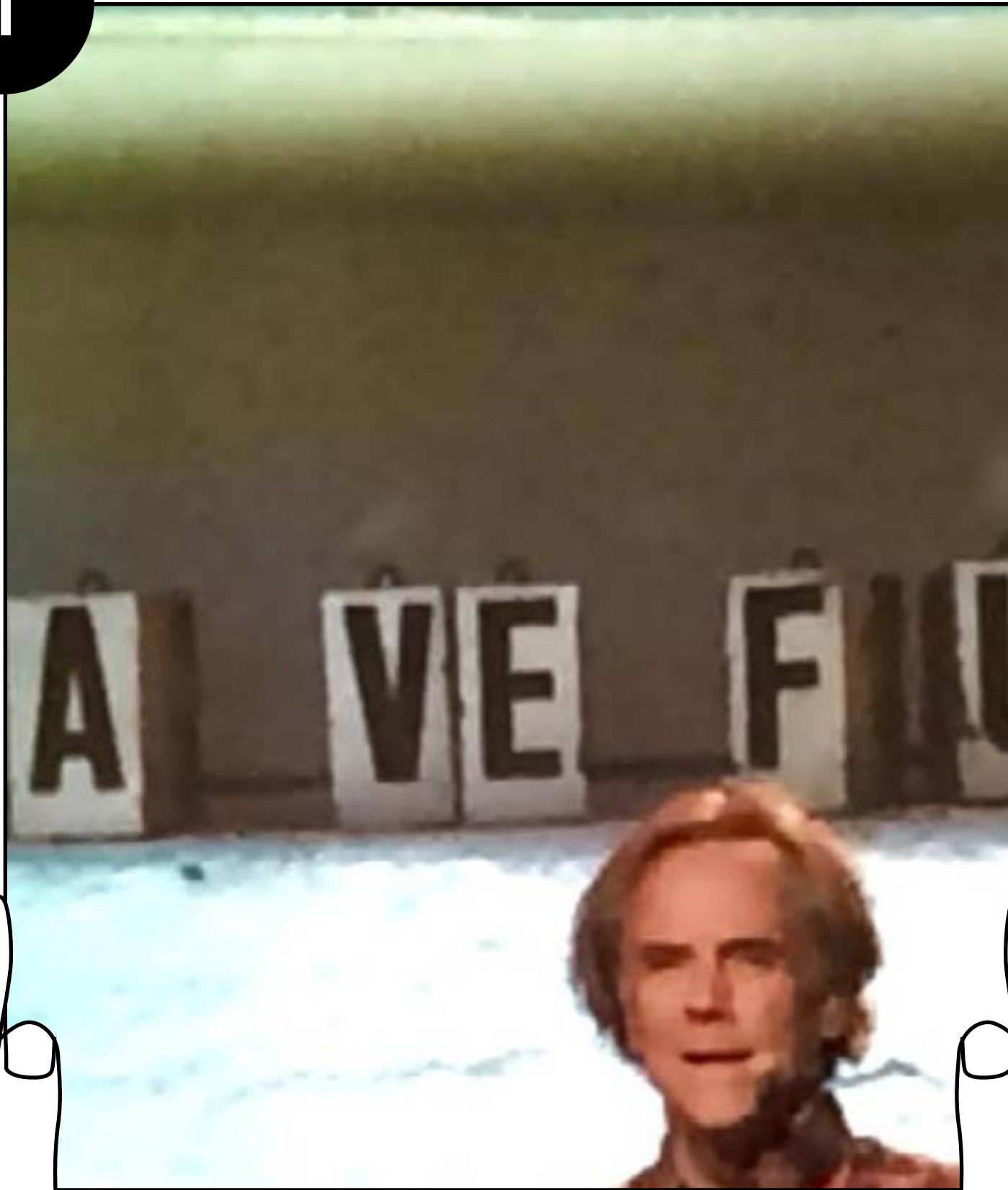


Fragmentácia písmouých znakov

David Carson

<http://www.davidcarsondesign.com>

1



DAVID CARSON

Jeho typickým rukopisom je práca s typografiou, ktorú rôznymi spôsobmi urstúí a tým vytvára nové tvary, kompozície.

David Carson
<http://www.davidcarsondesign.com>



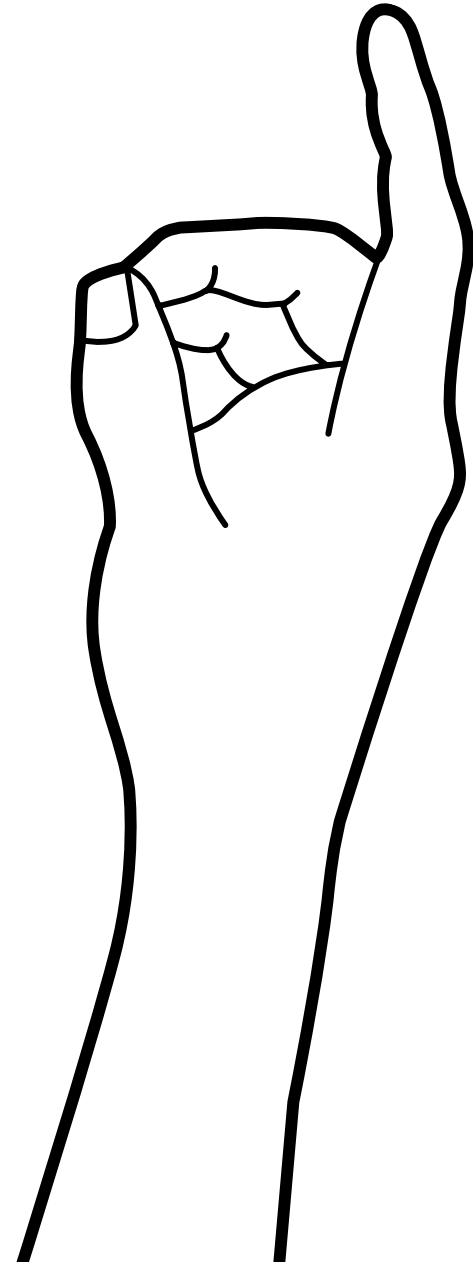
David Carson
<http://www.davidcarsondesign.com>





2

Využitie 3D efektou



2



HANSJE VAN HALEM

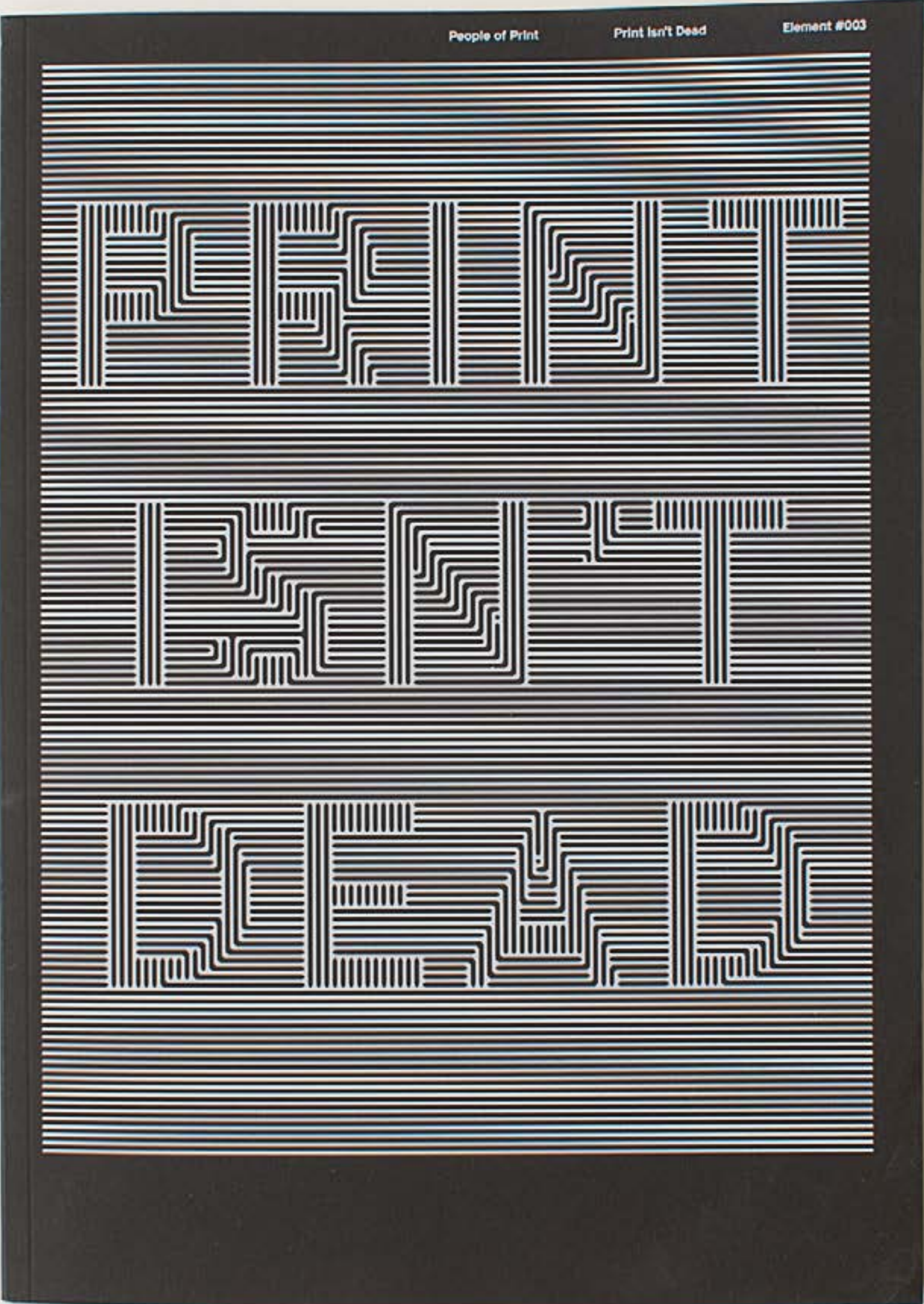
Vytvárá typografické plagáty. Využíva rôzne štruktúry, optické hry. Jednotlivé písmové znaky obkresľuje konkrétnou štruktúrou.

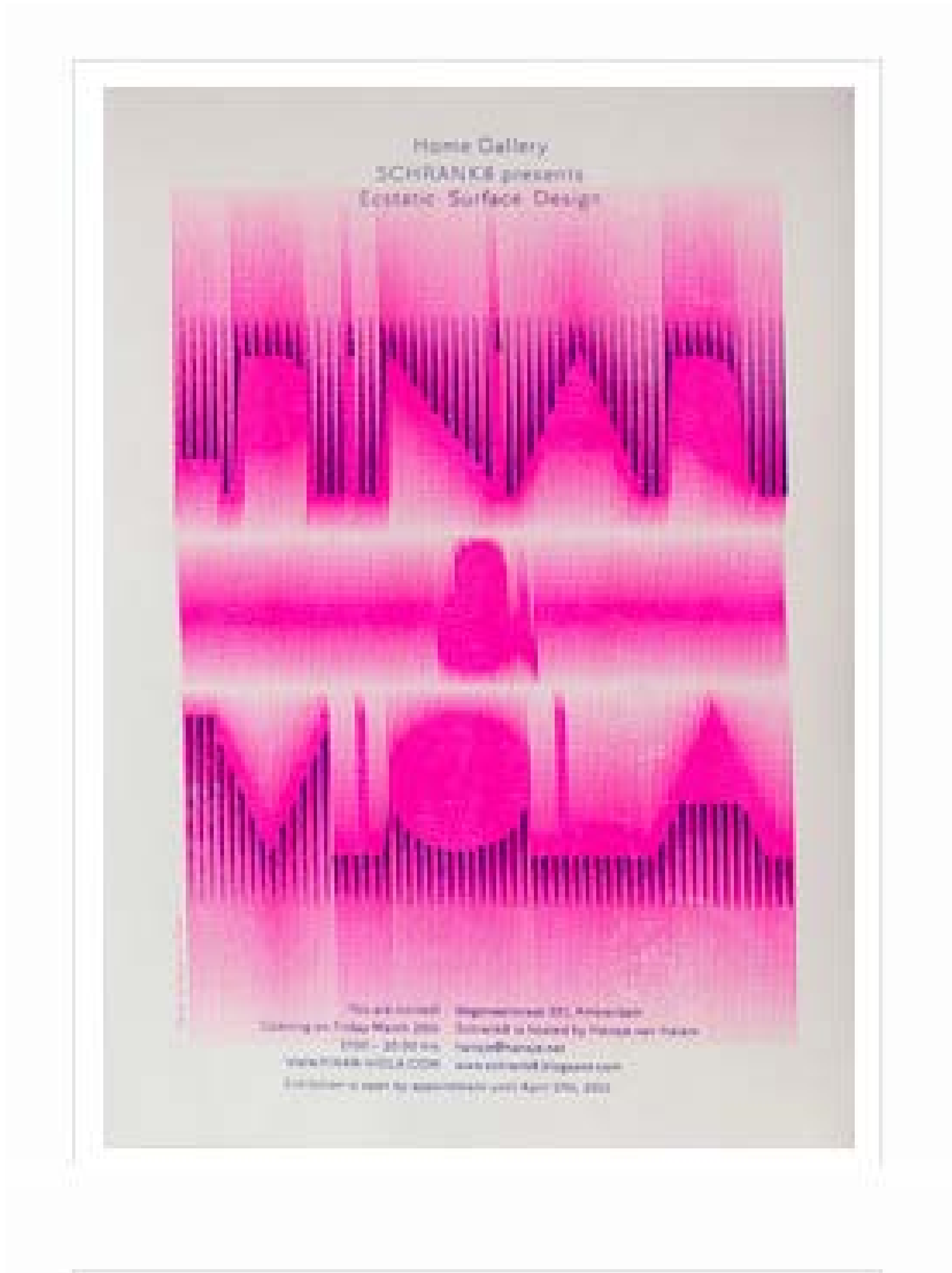


Hansje van Halem
www.hansje.net

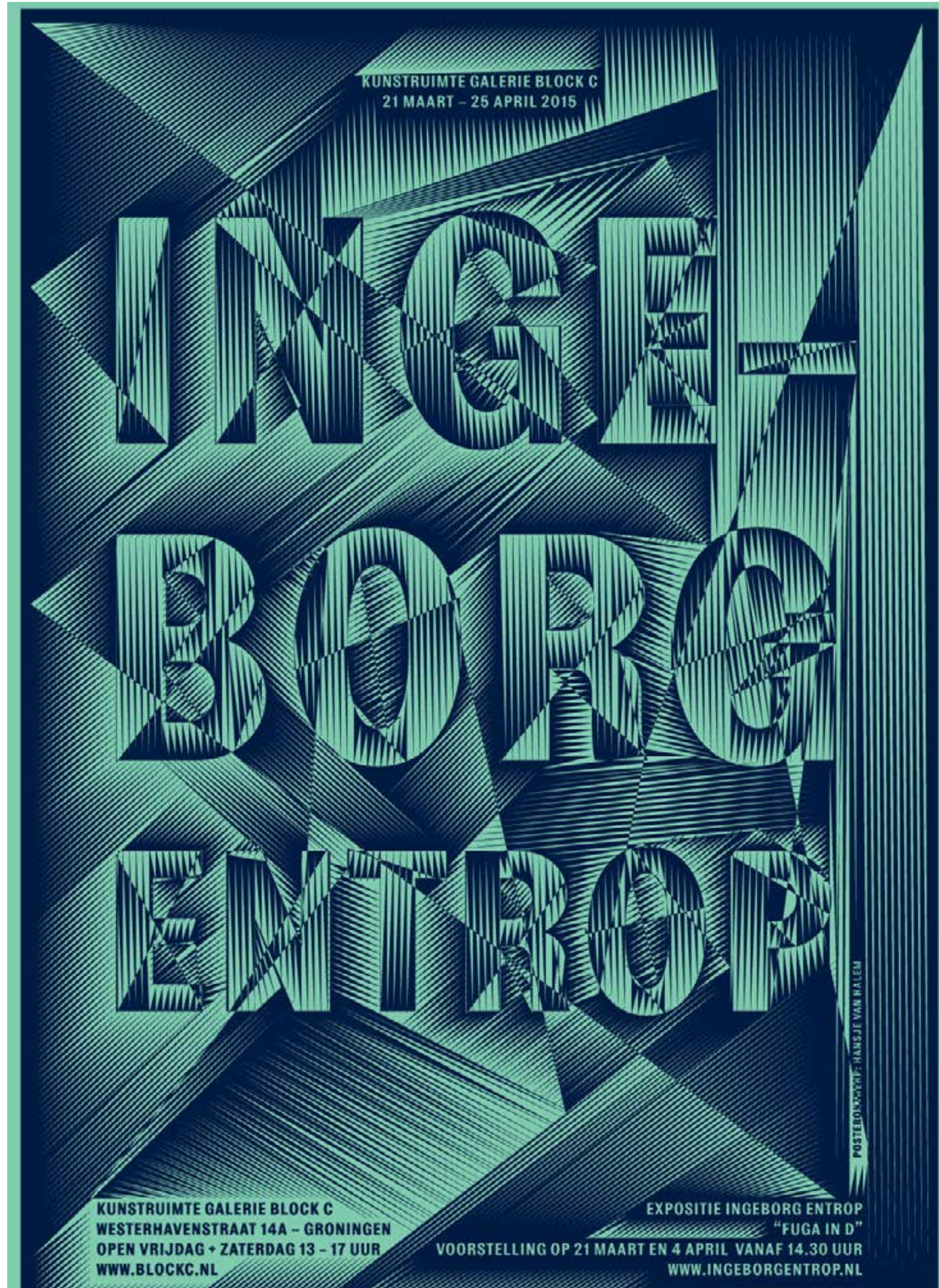


Hansje van Halem
www.hansje.net

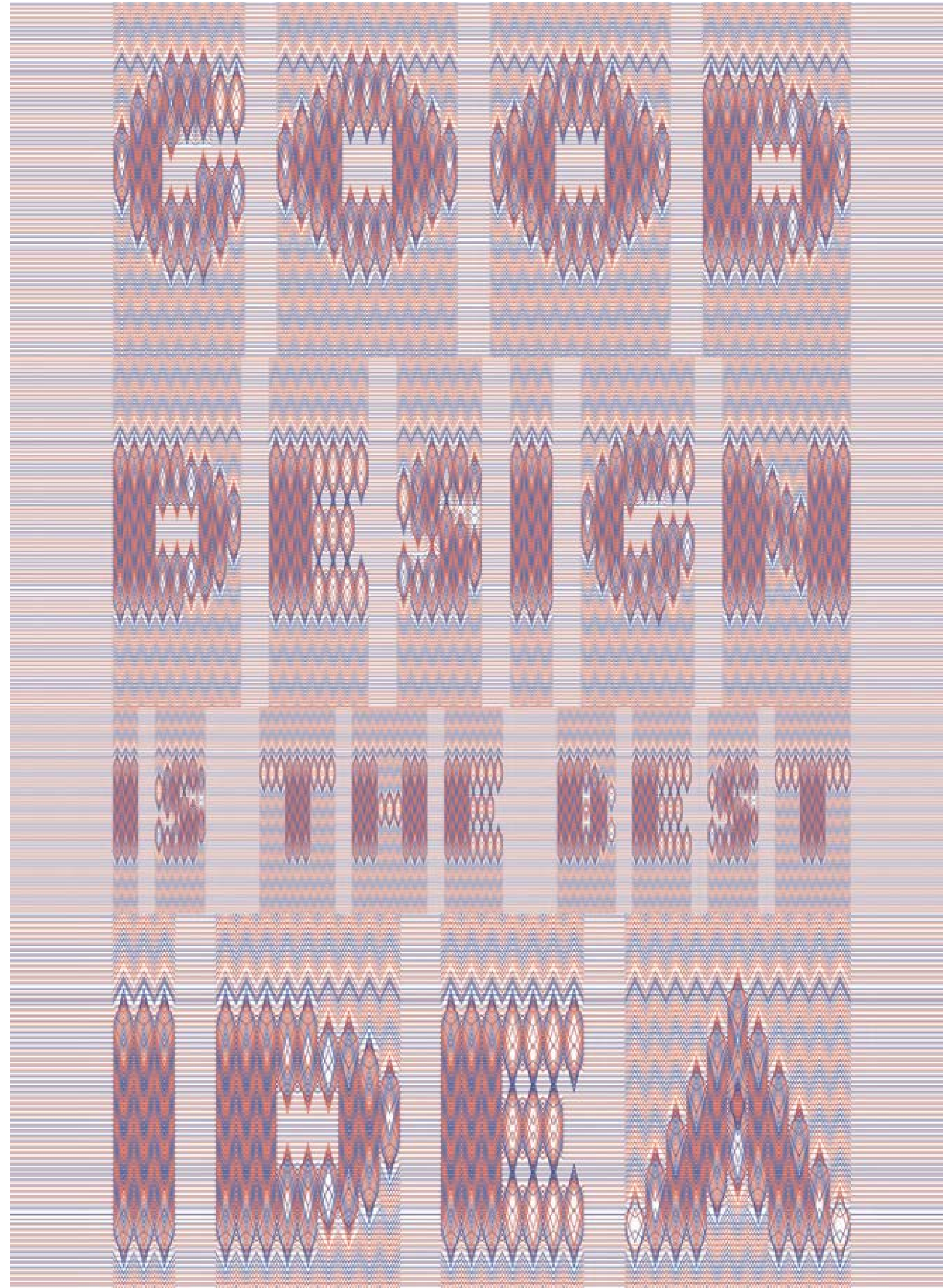




Hansje van Halem
www.hansje.net



Hansje van Halem
www.hansje.net



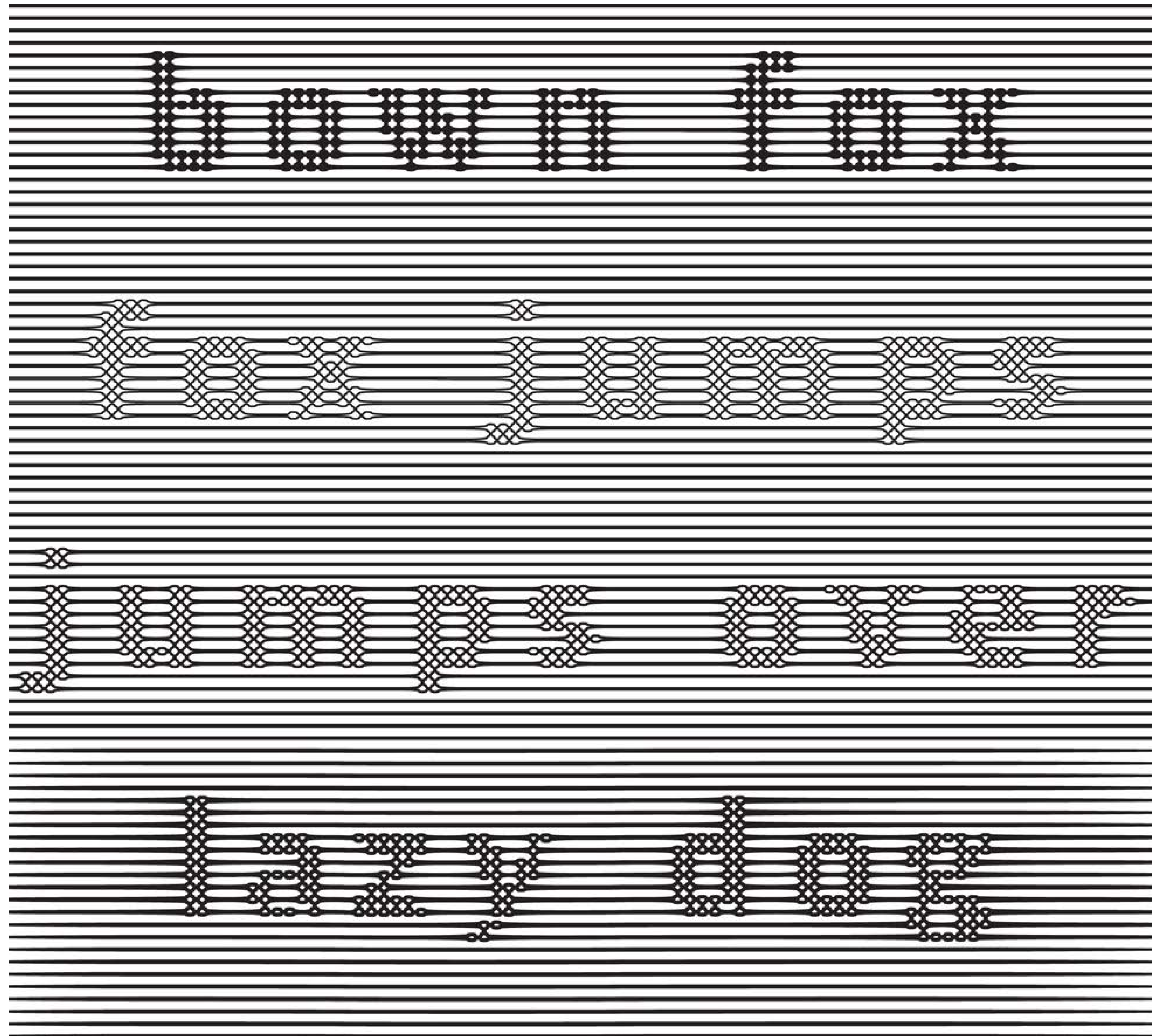
Hansje van Halem
www.hansje.net

KUNSTRUIMTE GALERIE BLOCK C
12 JANUARI – 21 FEBRUARI 2014

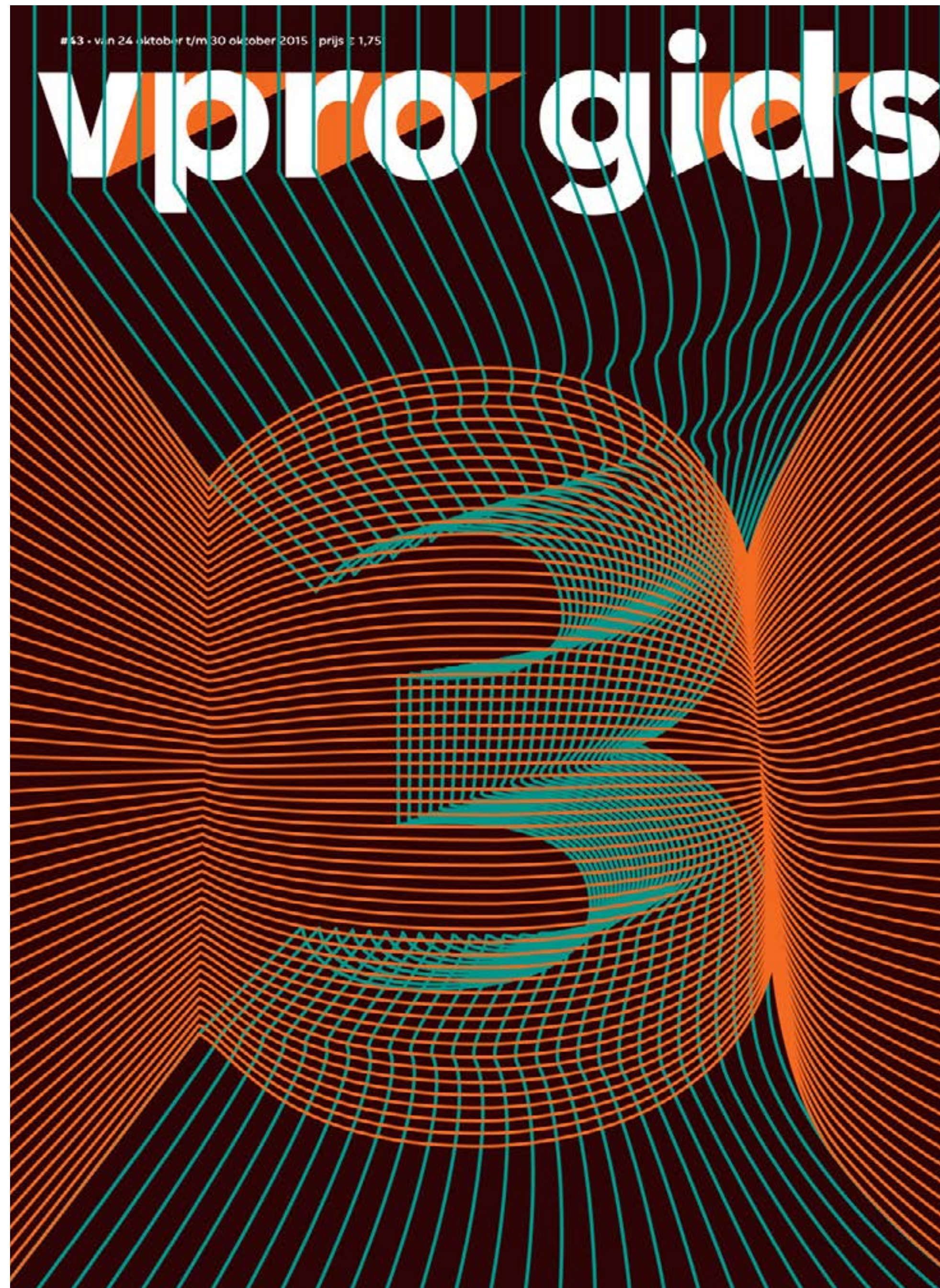


KUNSTRUIMTE GALERIE BLOCK C
WESTERHAVENSTRAAT 14A – GRONINGEN
OPEN VRIJDAGS 14.00 – 18.00 UUR EN OP AFSpraak
GALERIEBLOCKC.BLOGSPOT.NL / TEL: 06 – 412 82 015

PRESENTATIE MET WERK VAN
GRAFISCH ONTWERPER
HANSJE VAN HALEM
WWW.HANSJE.NET



Hansje van Halem
www.hansje.net

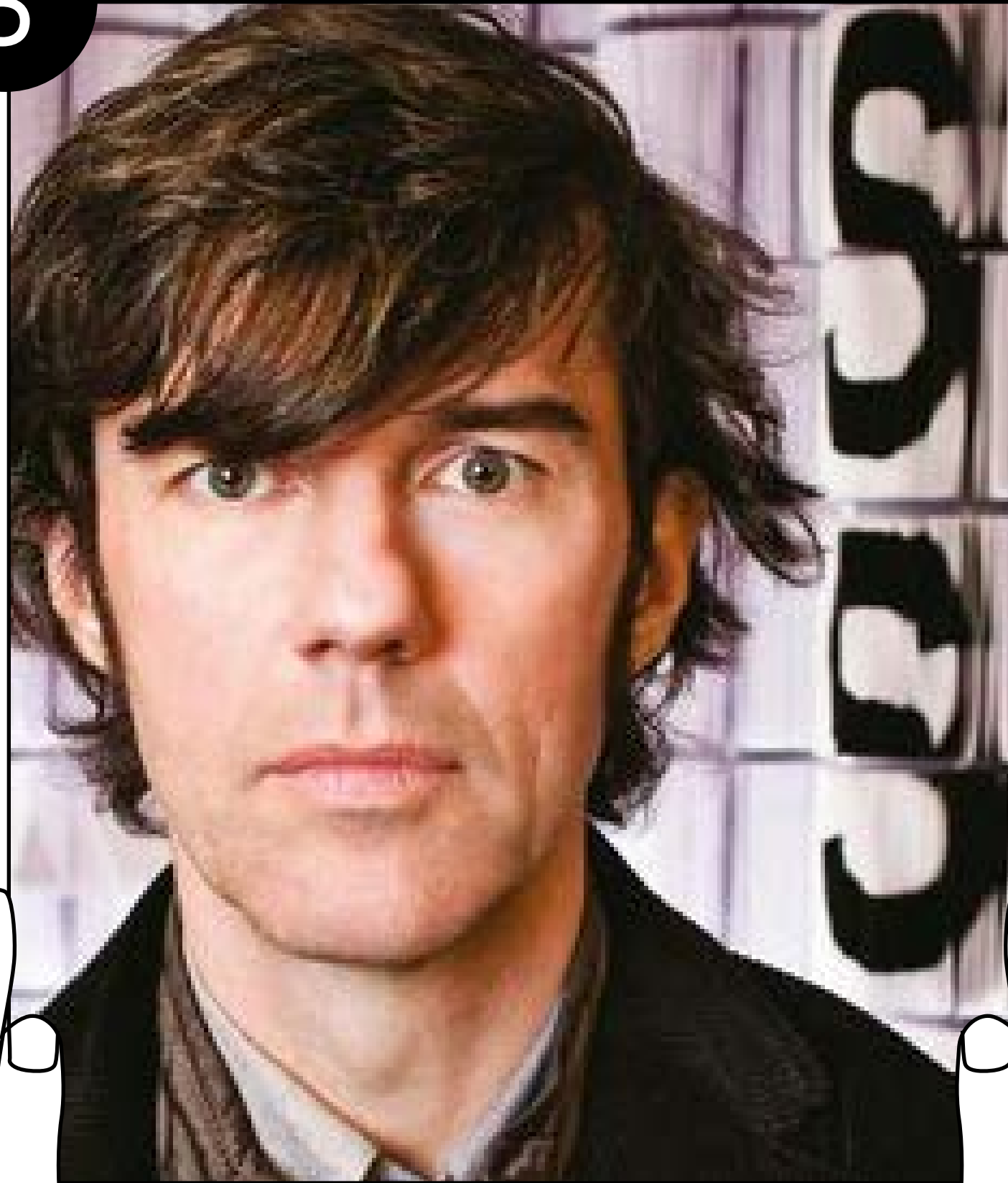


3



Vytvorenie vlastného písma v spojení s fotografiou

3



STEFAN SAGMEISTER

Vytvára vlastnú „hand made“ typografiu v priestore, ktorú prenáša na plagáty fotografiou.



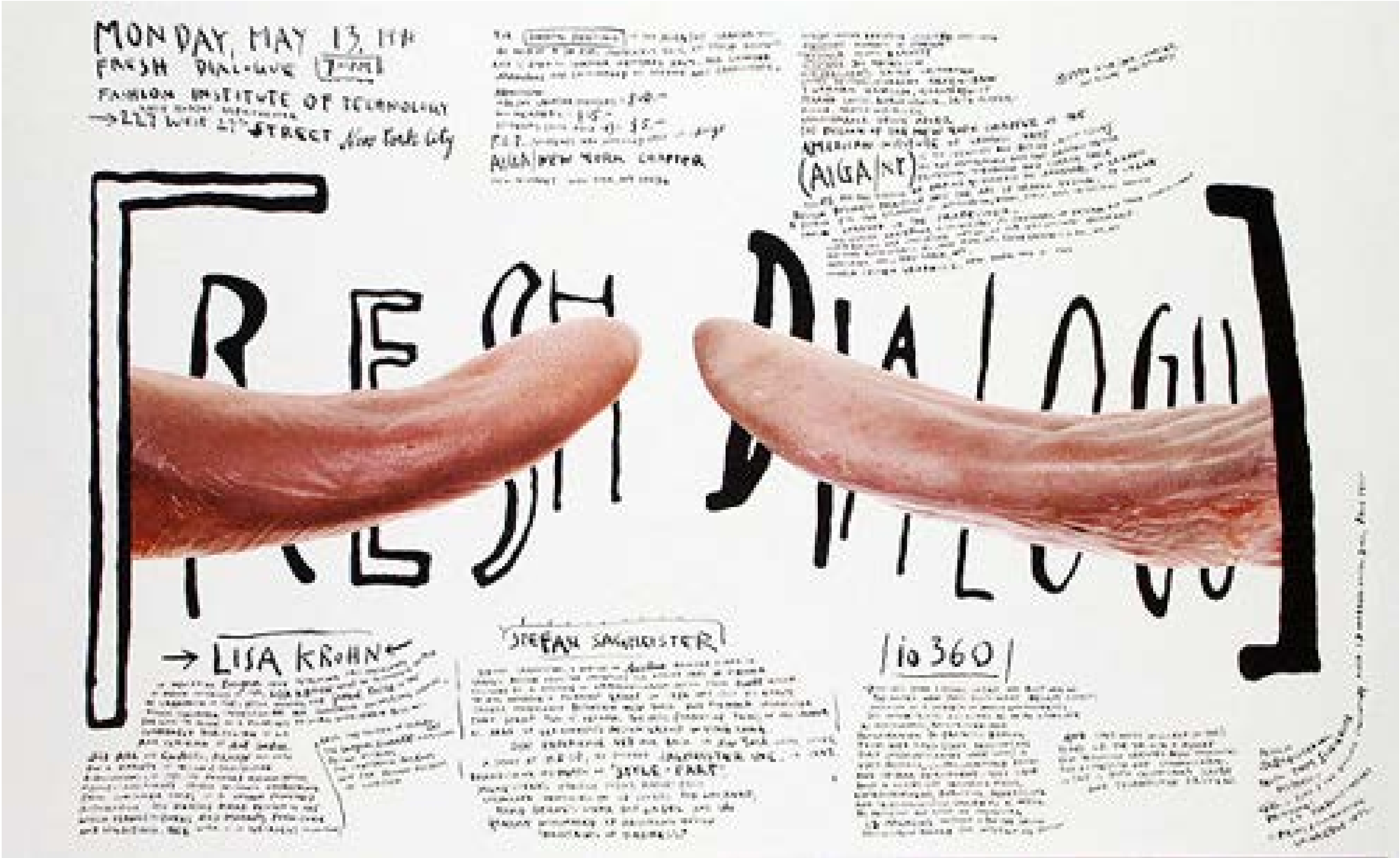






Stefan Sagmeister

www.sagmeisterwalsh.com





100%
helvetica

0%
arial

No Arial® was used in the production of this poster

* Although the word Arial helvetica appears in the poster, it is not spelled out in full.

The preceding content may appear on a computer screen only, and the full amount may not be visible on all devices. Please refer to the user manual for more information.

There is no margin for negotiation

Educational poster designed by
Graham Smith | GrahamSmith.com

 helvetica

ABCDEF
GHIJKLM
OPQRS
TUVW
XYZ

ABCDEF
GHIJKLM
OPQRS
TUVW
XYZ

ABCDEF
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HELVETICA

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TUVW
XYZ

ARIAL

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O P Q R S

T U V W

X Y Z

G O Q R

HELVETICA
ARIAL

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HELVETICA

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ARIAL

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o p q r s

HELVETICA
ARIAL

Go away, Arial.

à

But, Helvetica!

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arcfit

HELVETICA
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1

art

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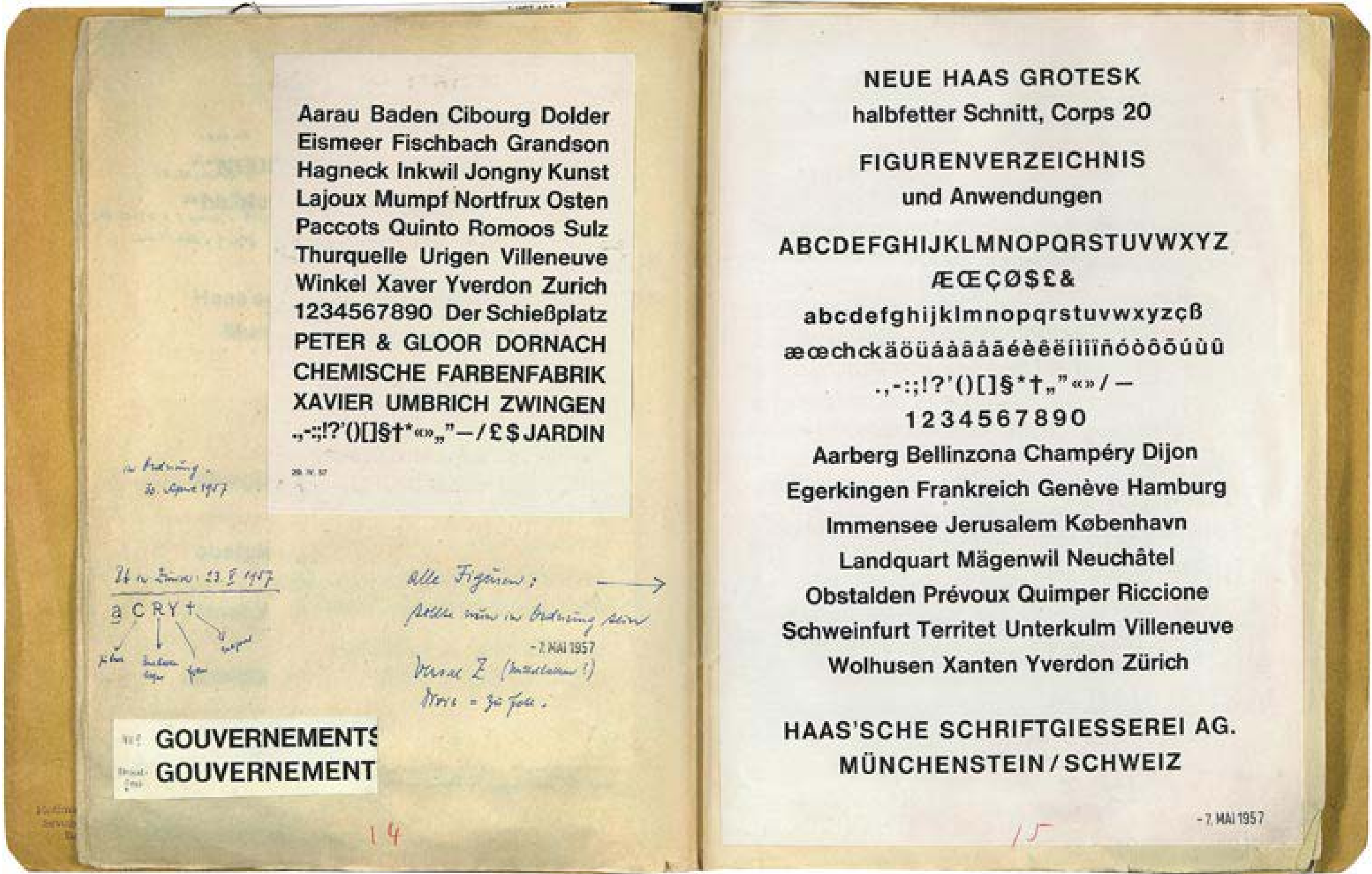
art

Lici omnitiant qui sumquam faccus.
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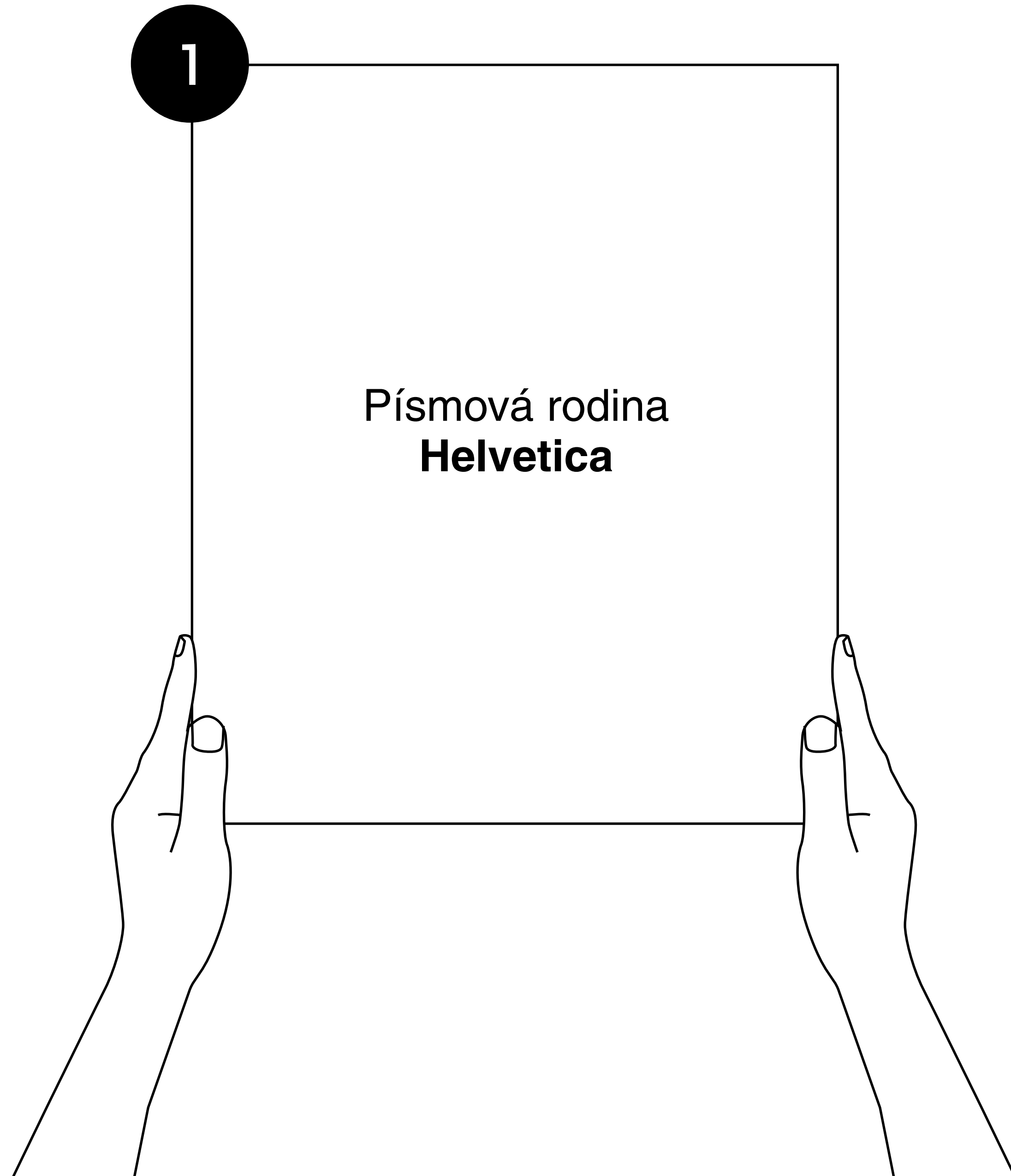
1

Helvetica

Dizajner: Alfred Hoffmann
1975



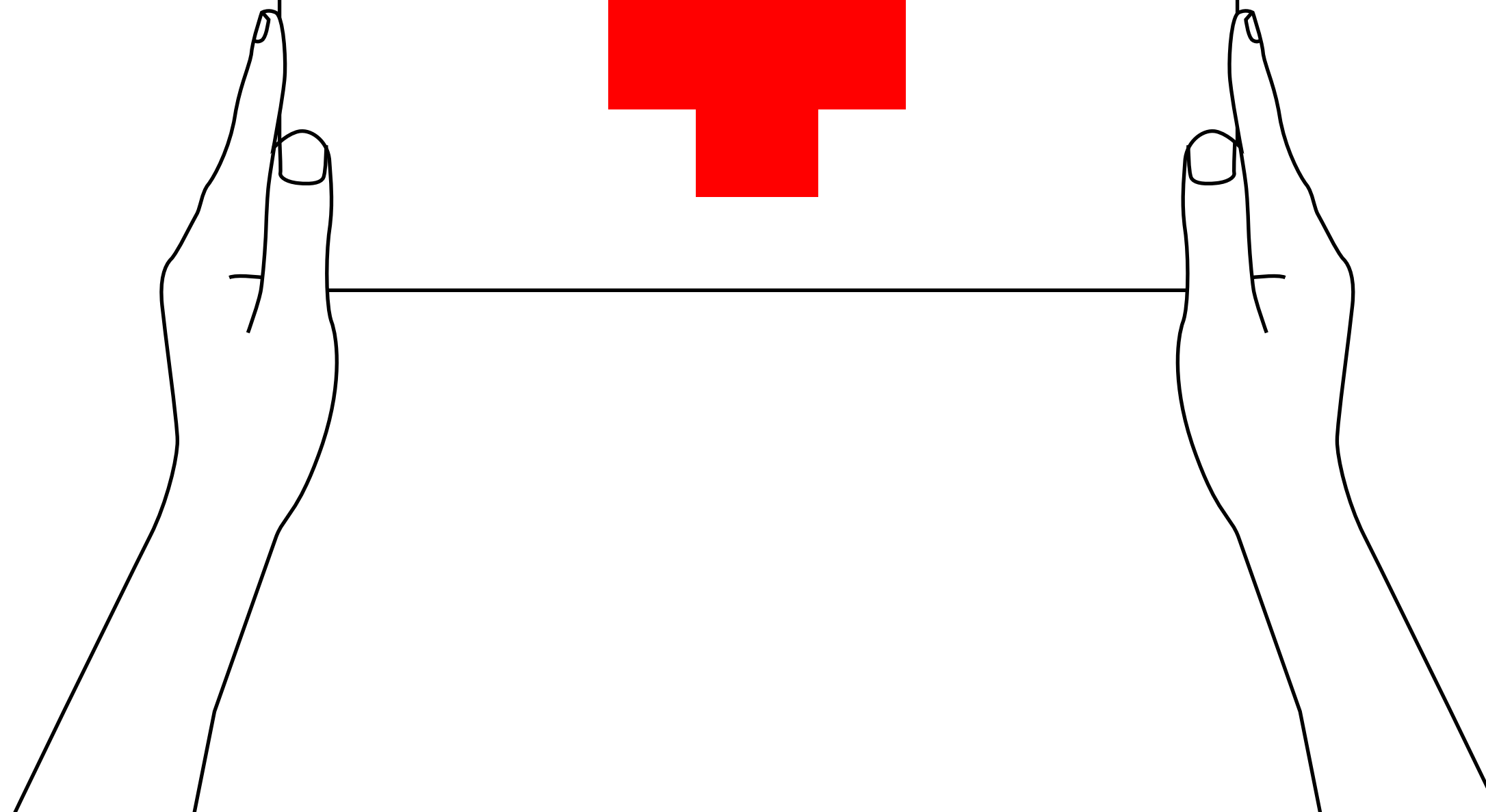
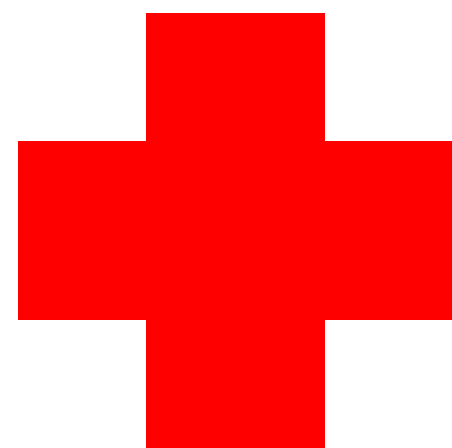
Eduard Hoffmann's notebook documents the birth and early development of Neue Haas Grotesk and Helvetica. On this page from May 7th, 1957, he noted: "All characters: should be OK now"

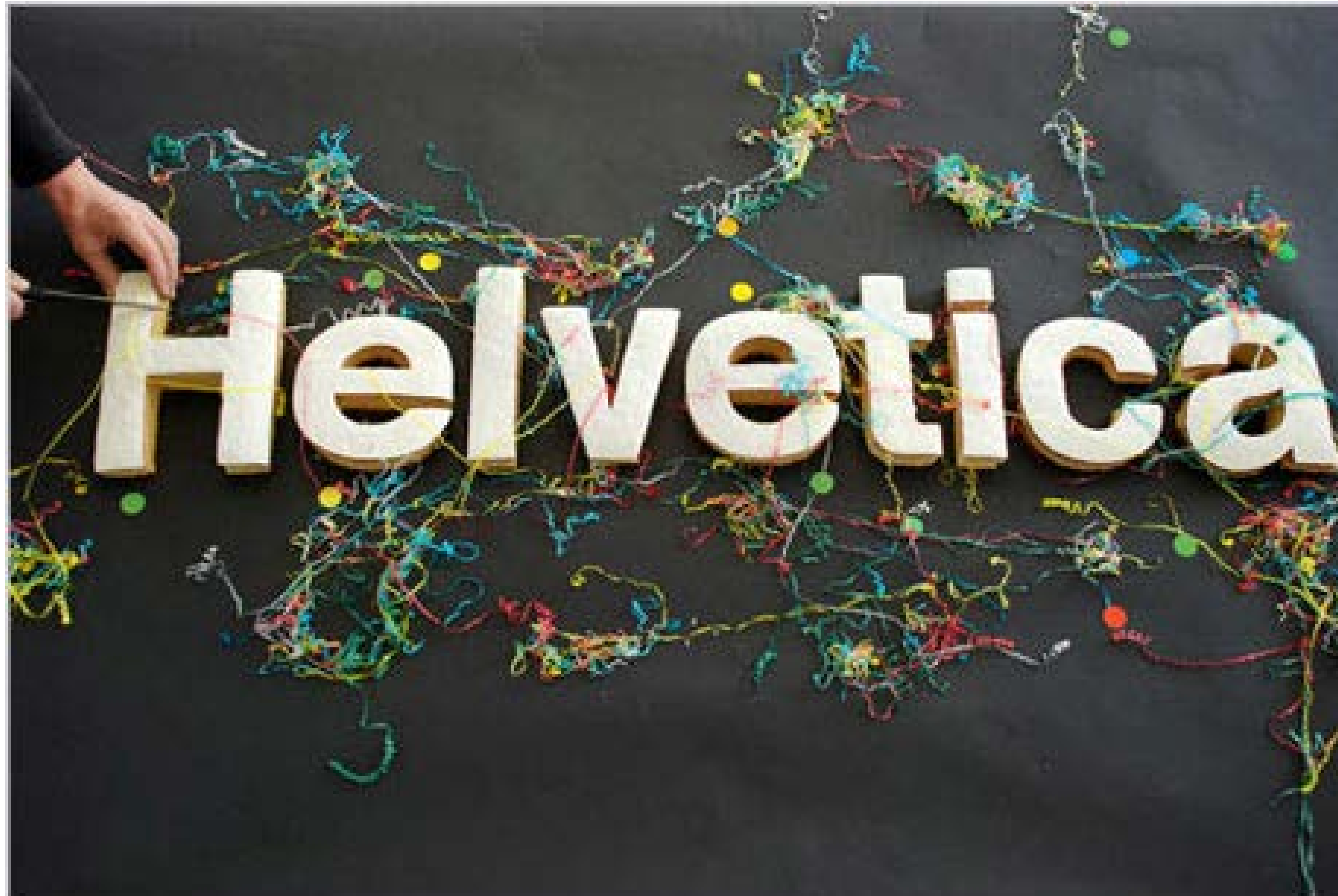


Helvetica™ Light
Helvetica™ Light Oblique
Helvetica™ Roman
Helvetica™ Oblique
Helvetica™ Bold
Helvetica™ Bold Oblique
Helvetica™ Black
Helvetica™ Black Oblique
Helvetica™ Light Condensed
Helvetica™ Light Condensed Oblique
Helvetica™ Condensed
Helvetica™ Condensed Oblique
Helvetica™ Bold Condensed
Helvetica™ Bold Condensed Oblique
Helvetica™ Black Condensed
Helvetica™ Black Condensed Oblique
Helvetica™ Ultra Compressed
Helvetica™ Compressed
Helvetica™ Extra Compressed
Helvetica™ Narrow Roman
Helvetica™ Narrow Roman Oblique

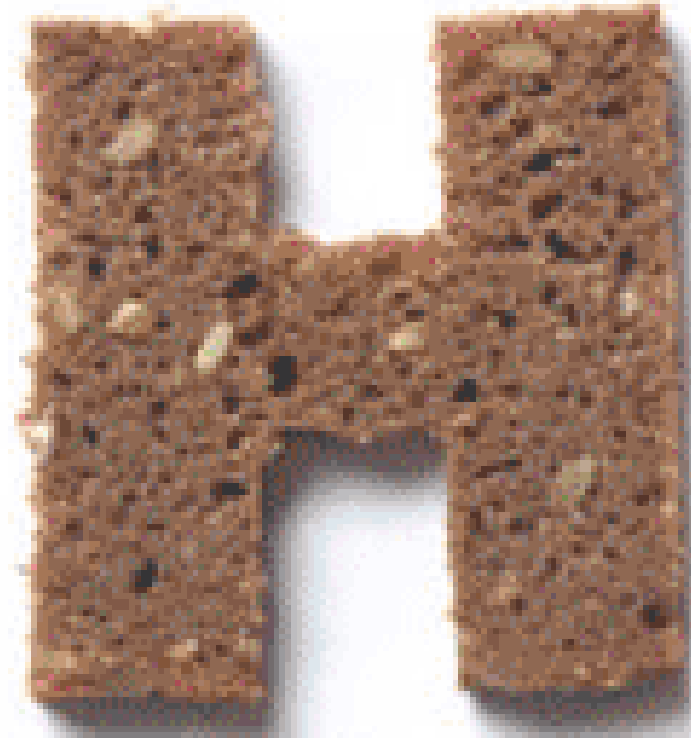
Helvetica™ Narrow Bold
Helvetica™ Narrow Bold Oblique
Helvetica™ Rounded Bold
Helvetica™ Rounded Bold Oblique
Helvetica™ Rounded Black
Helvetica™ Rounded Black Oblique
Helvetica™ Rounded Bold Condensed
Helvetica™ Rounded Bold Condensed Oblique
Helvetica™ Textbook Roman
Helvetica™ Textbook Roman Oblique
Helvetica™ Textbook Bold
Helvetica™ Textbook Bold Oblique
Helvetica™ Inserat Roman

**Ukážky
plagátov
k 50. výročiu
pre písmo
Helvetica**

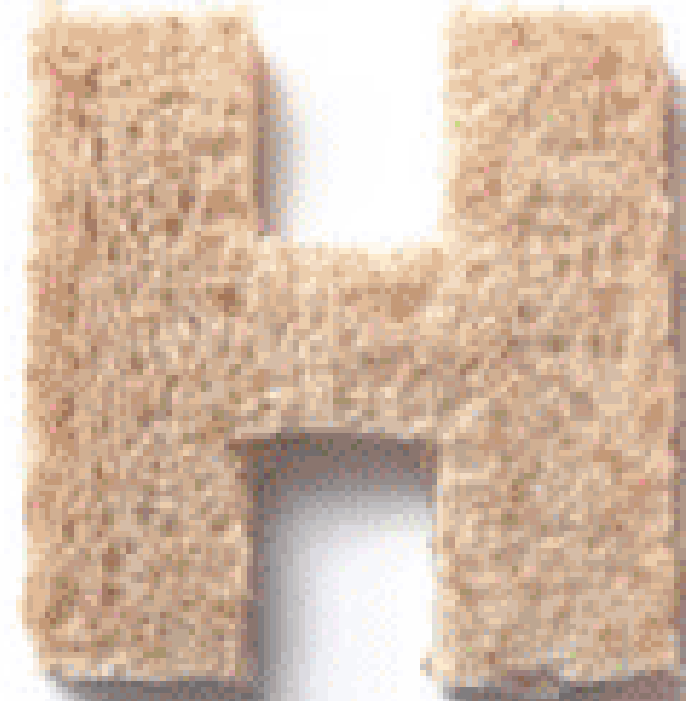




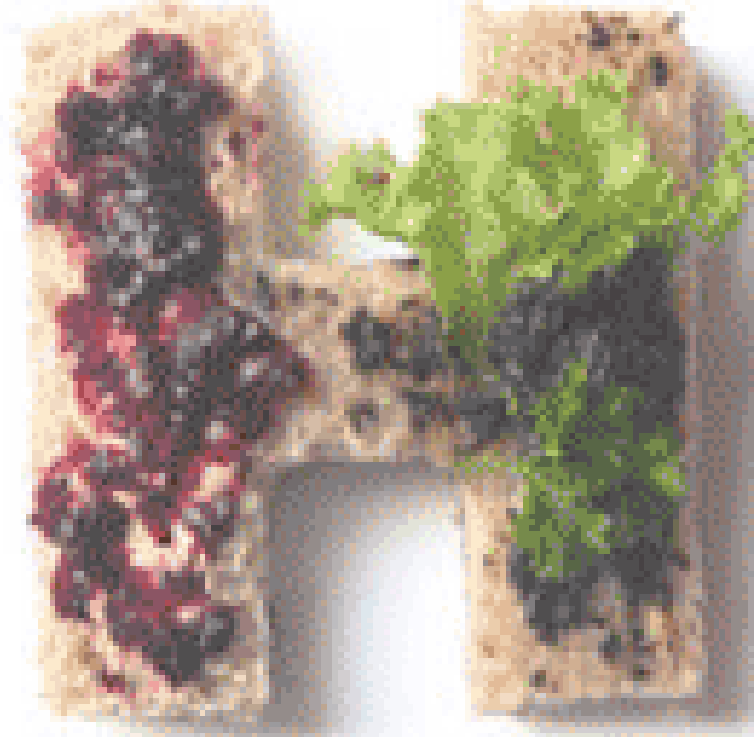
HELVETICA NEUE
HELVETICA NEUE
HELVETICA
IN USE



solid base

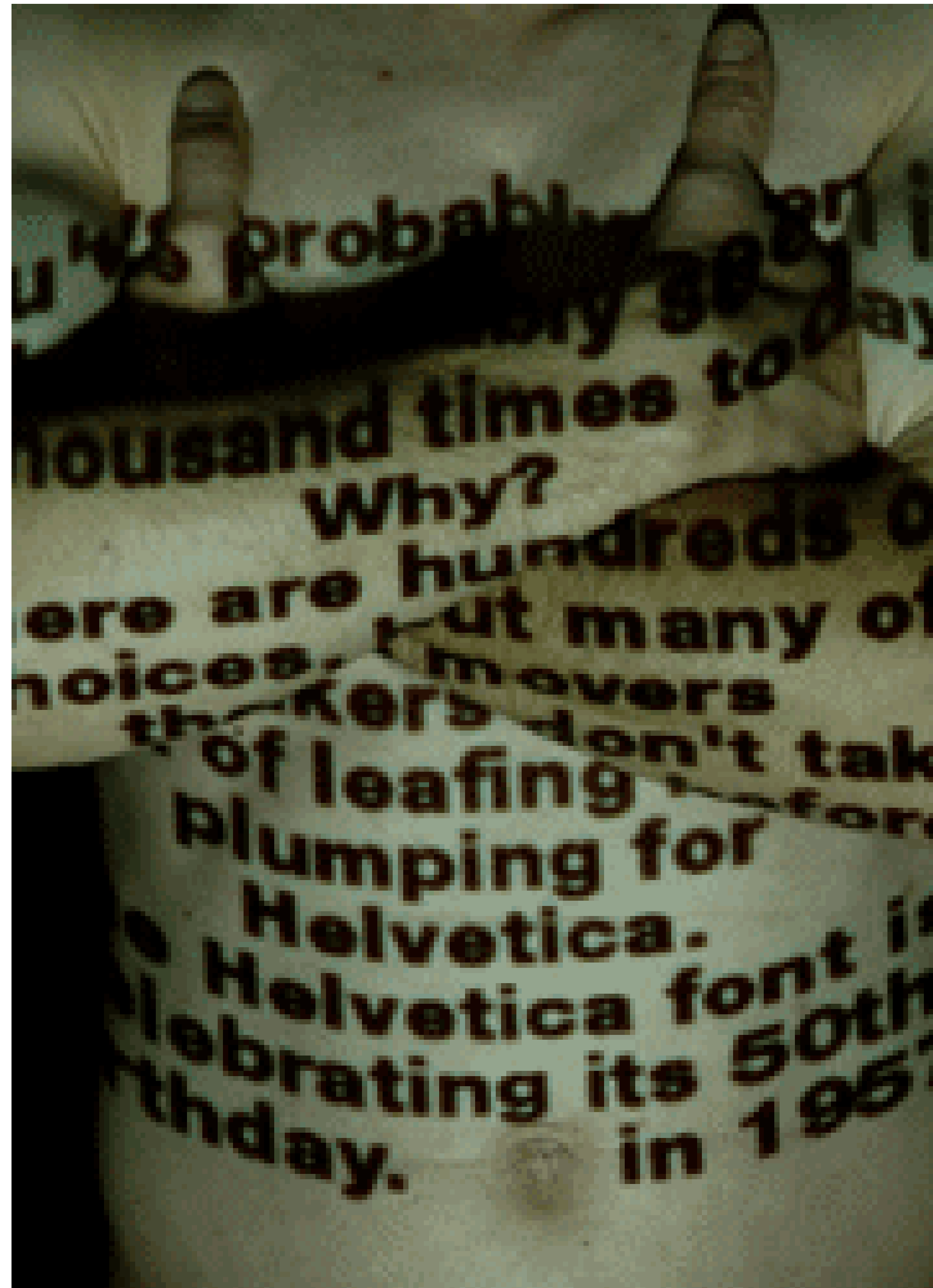


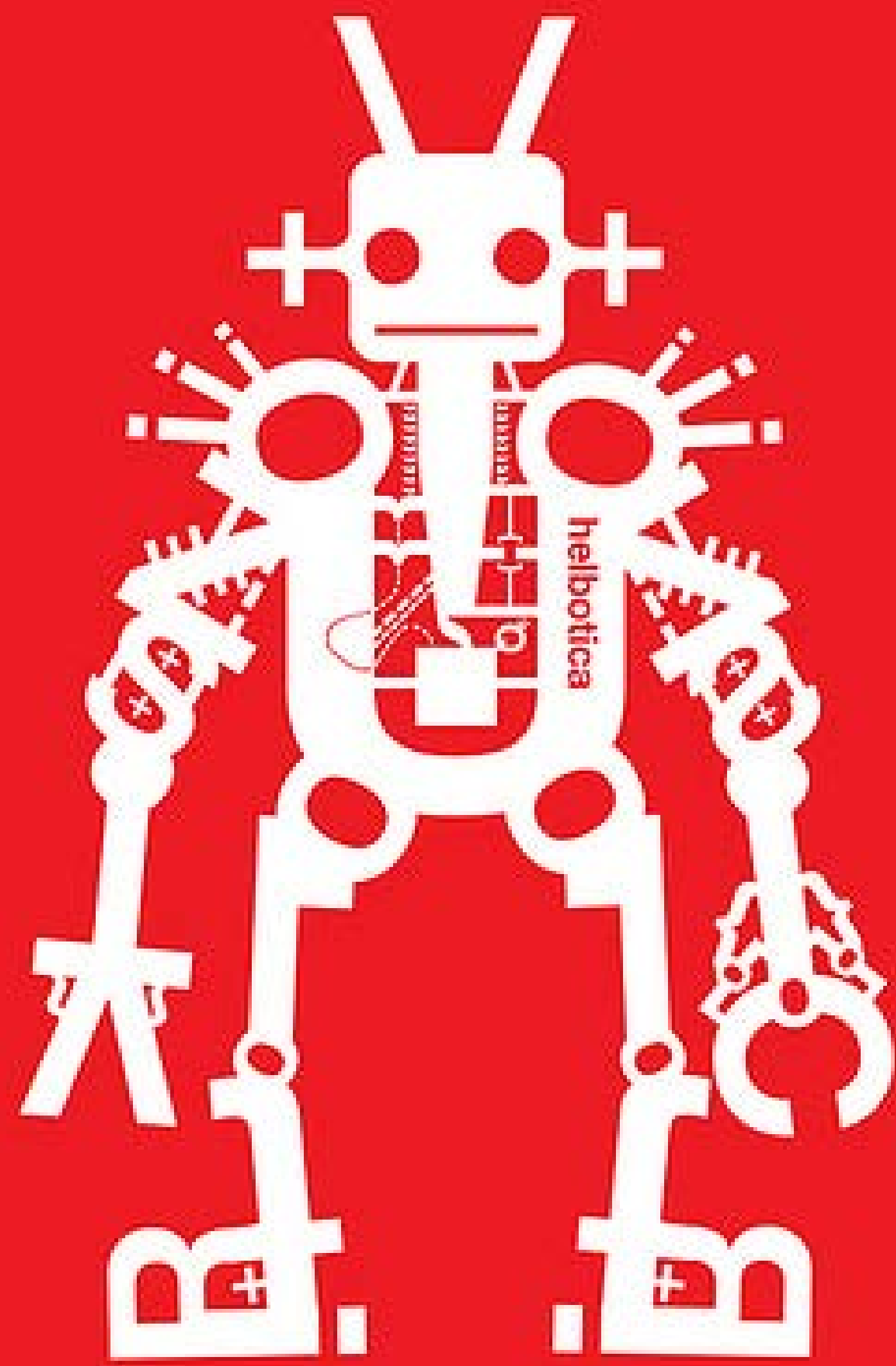
refined



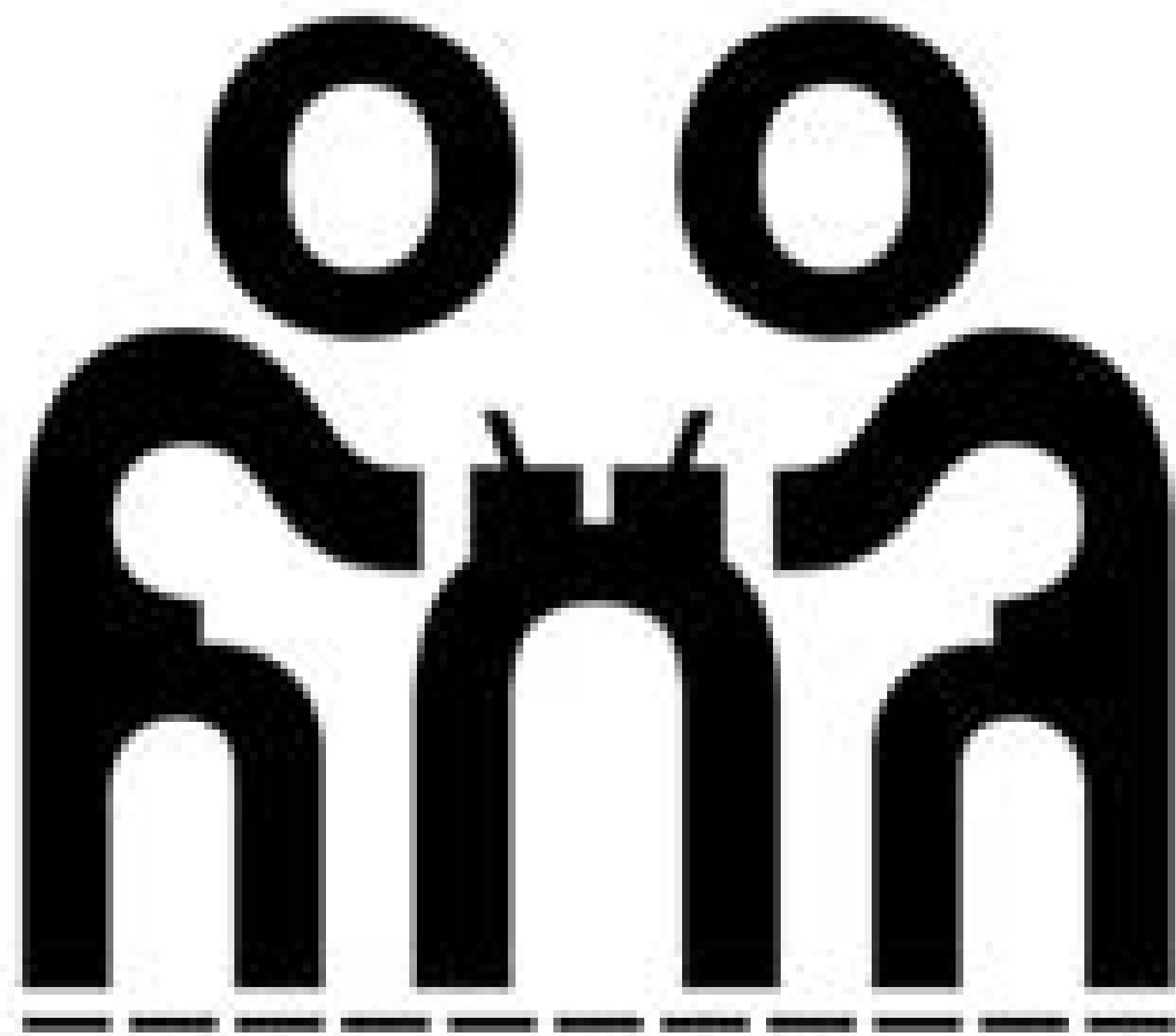
matching everything

Použitie fotografie





Helvetica



Thank you, Max!

Hel
netica

meet the
family

Philipp Thom
03/02/2009

helvetica
half century
1957-2007

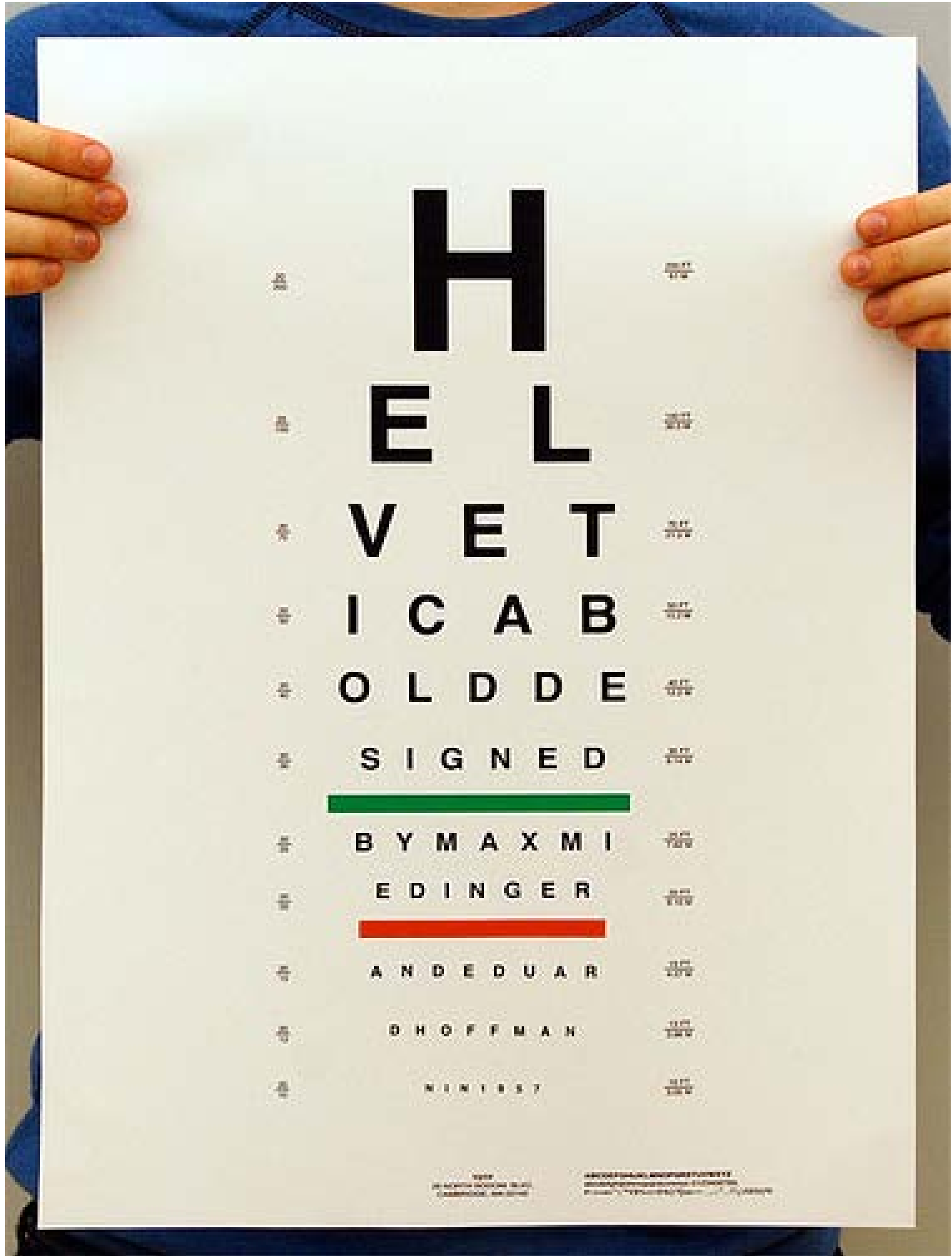
helvetica
half
century

Hal
7/2
3
3

**Am 8. Mai im
Hardenberghaus**
Beginn ist 20:30 Uhr

Redaktion von Gery Heiser
Der Film ist eine vollständige Dokumentation in Speelfilmlänge über Fotografie, Grafik
und die größte Kultur des 20. Jahrhunderts, im Mittelpunkt steht die Verbindung von Kunst
und der ersten weltweiten Kommunikationstechnologie mit der Frage, welchen Einfluss Grafik
auf unser Leben hat. Der Film betrachtet das moderne Kunst in Großbritannien und die
USA, die sich in ihrer Arbeit. Es handelt sich um Gespräche mit Designern über ihre
Arbeit, den kreativen Prozess und die kulturellen Hintergründe, die ihre Entwicklung zu ein
weltweiter Fotografie zeigen.

Halbzeit zeigt die Welt der Gestaltung, Werbung, Fotografie und Kommunikation.
Es ist eine Aufforderung, einen gewissen Blick auf die neuen Werte zu werfen, die uns
täglich umgeben.



©2007 COOK, emigre no. 65, helvetica again, p. 32

GO TO HELLVETICA.

*It's obviously not a "nice" typeface.
It has something rather fascist about it.*



A H
H E C A
H E L H I C A
H E L V E T I C A
L V E L E T I
V E T V E T
E T I E L V E
T I C T E L V
I C A I H E L
C A C H E
A A H

HELVETICA • FONTS • LETTERS



‘you
don’t
look
50’

Helvetica
Hate

Helvetic



**Am 8. Mai im
Hardenberghaus**
Beginn ist 20:30 Uhr

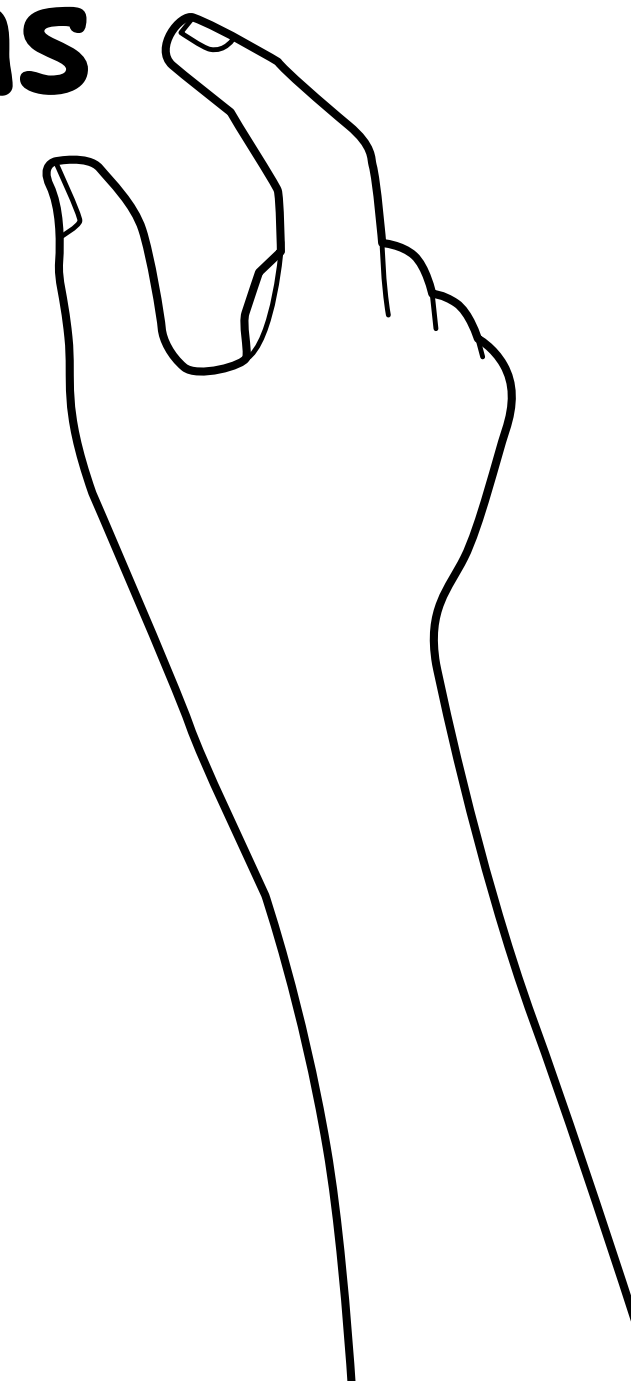
Hebrew von Gery Hattler
Der Film ist eine unabhängige Dokumentation in Spielfilmform über Typographie, Schrift
und die globale Kultur des 20. Jahrhunderts. Im Mittelpunkt steht die Entwicklung einer Schrift
als Teil einer gesellschaftlichen Auseinandersetzung mit der Frage, welchen Einfluss Schrift
auf unsere Lebensart hat. Der Film verbindet eine intensive Reise in Deutschland und die
Schweiz, die sich in Israel findet. Er verbindet auch Deutschland mit Designern aller drei
Arten, den israelischen Hebraea und die ästhetischen Wurzeln, die ihre Entwicklung zu ein
bestimmten Typografen prägen.

Hebrew zeigt die Welt der Gestaltung, Werbung, Psychologie und Kommunikation.
Es ist eine Aufforderung, einen gewissen Blick auf die vielen Werte zu werfen, die uns
digital visual inspirieren.



Helvetica

Comic sans





Hel
veti
ca.

vonko.org
We are not afraid.



100%
comic sans

0%
humour

A crap* font was used in the production of this poster

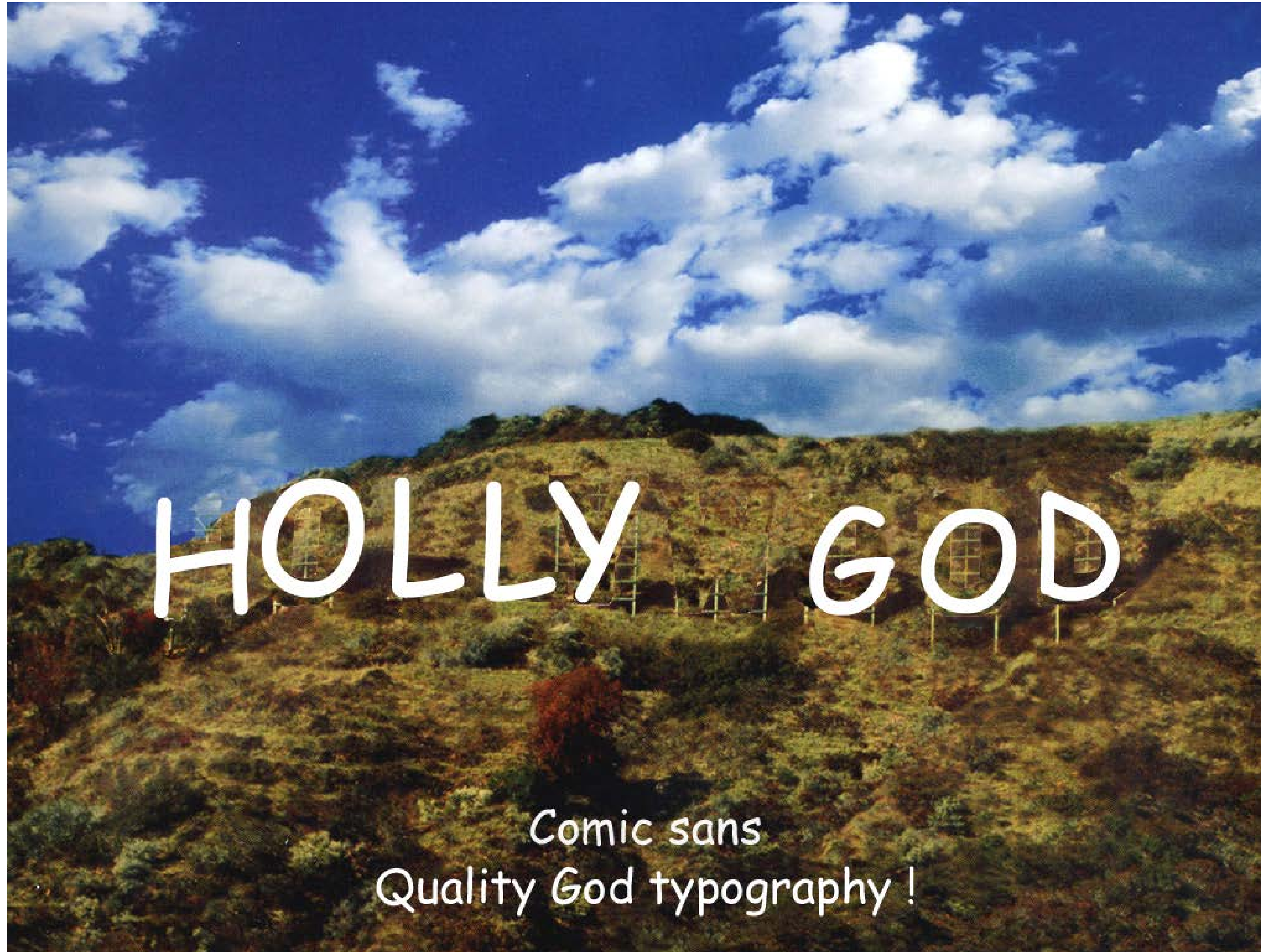
* Although the word crap can
define several things, like going
to the toilet or the design,
it is used to imply poor taste.

The preceding percentages
marked are for educational use
only. It will be held responsible
should anyone voluntarily choose
to ignore this sound advice.

There is no margin for negotiation

Educational poster designed by
Andrew Smith | TheFontTrust.com

 Comic Sans







Comic sans

cestoviny

400 g

Dobrá kvalita
za dobrou cenu

