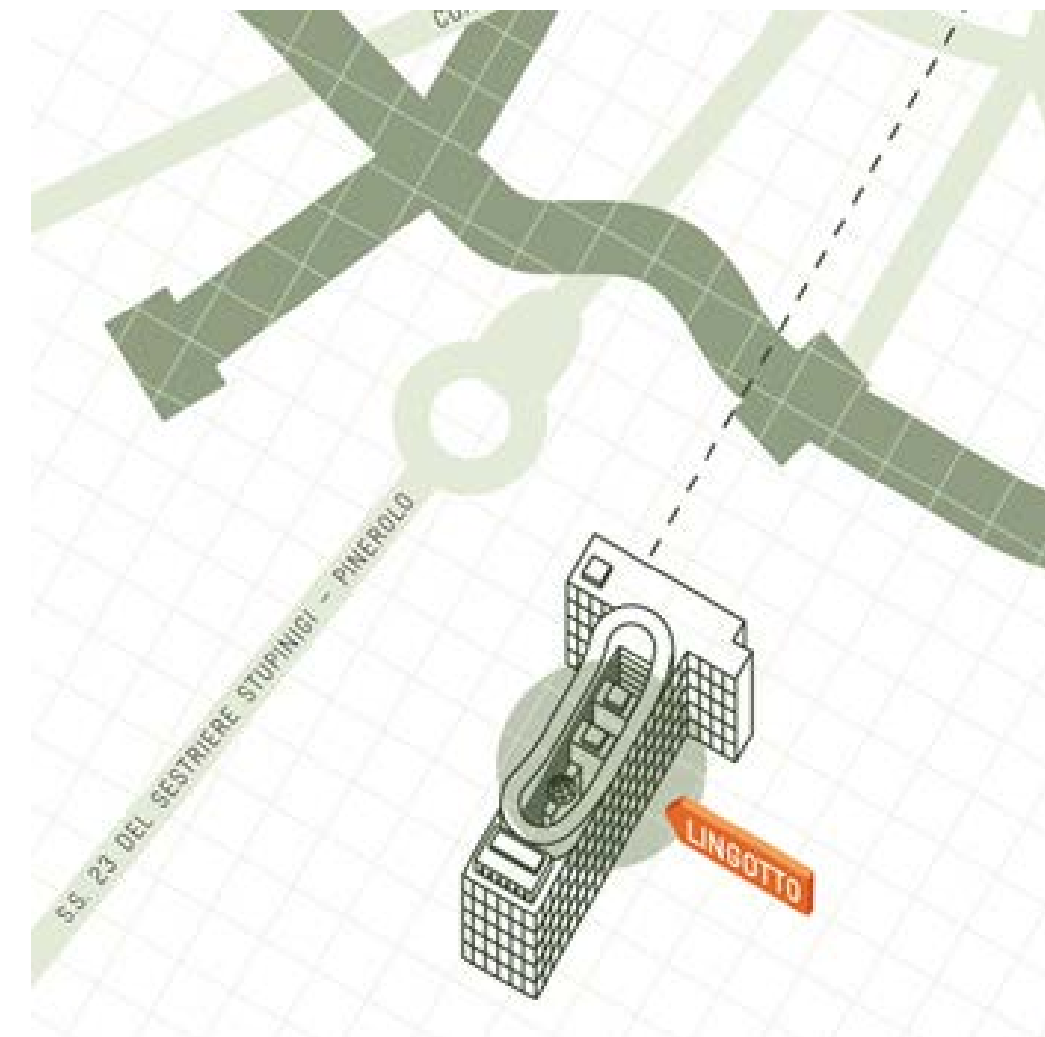


Ideálny spracovanie piktogramov je v 2D pohľade a teda objektov bez perspektívy. Všetky piktogramy musia byť v rovnakom uhle.

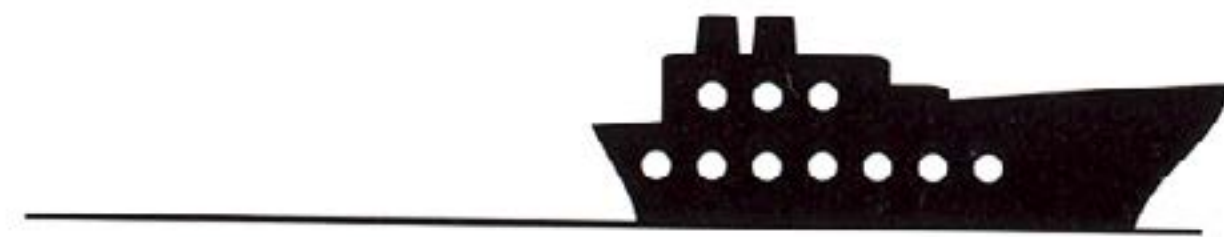
# 3D pohľad

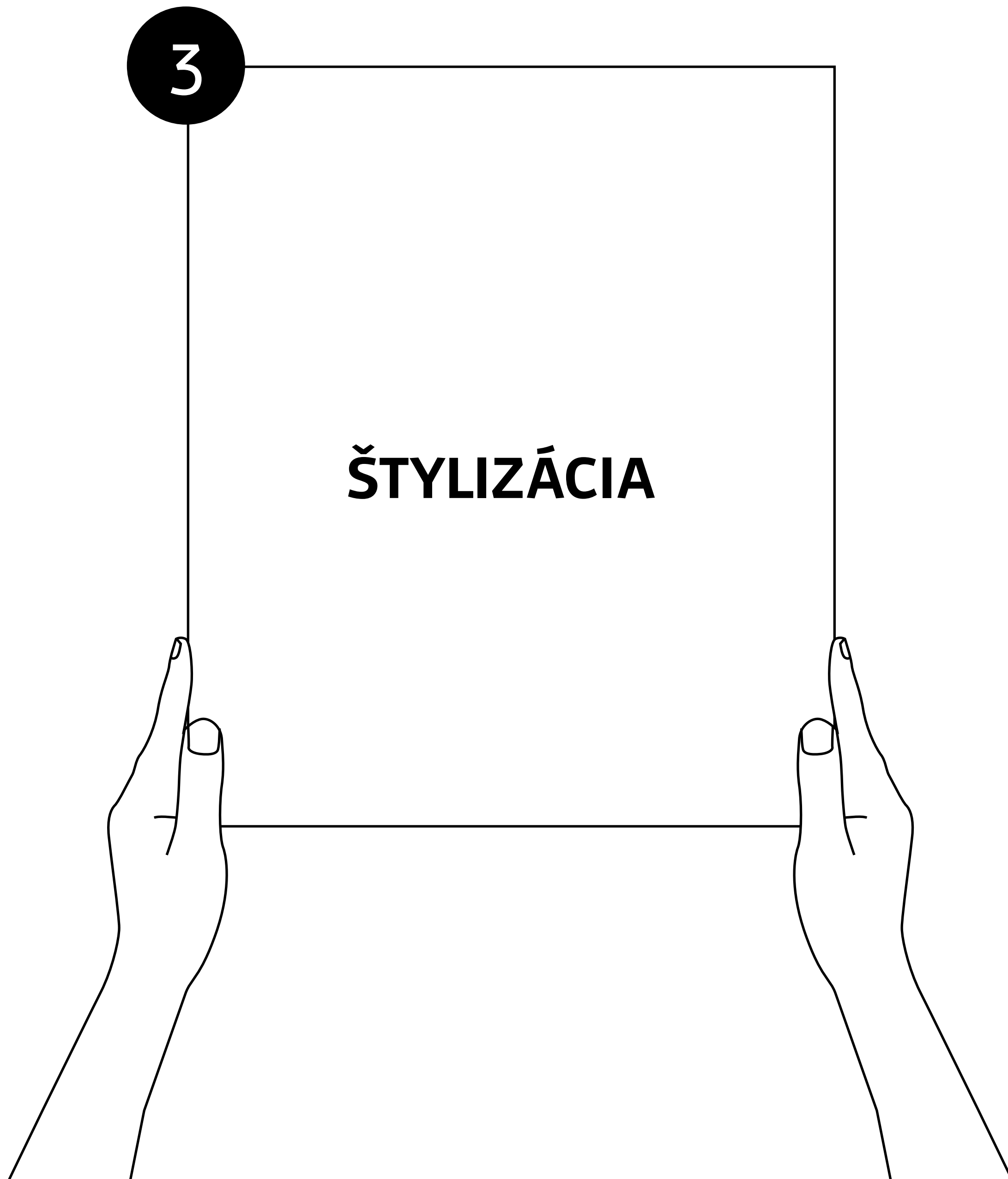


2

**JEDNOTIACI  
PRVOK**

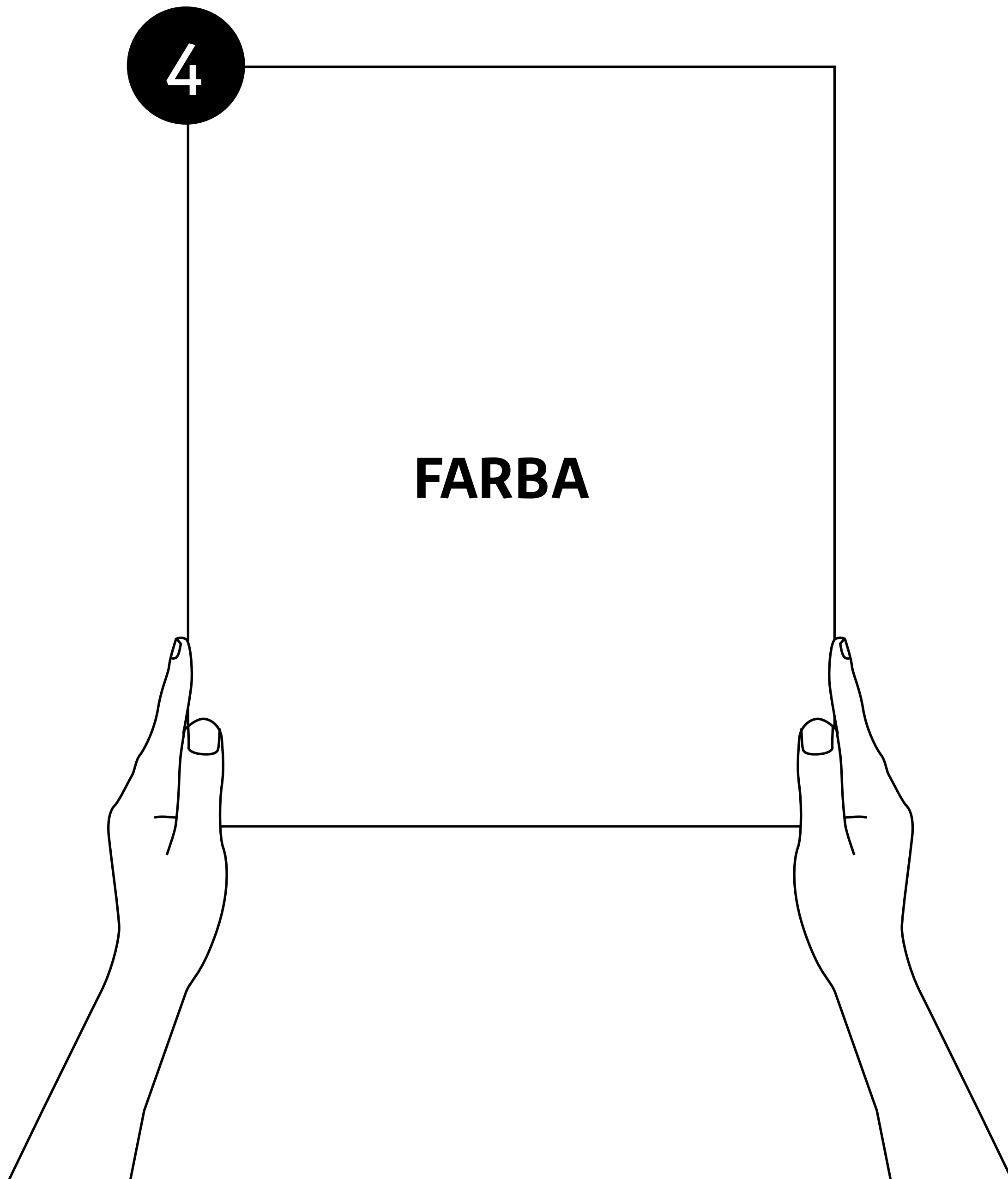
**Všetky piktogramy musia byť vizuálne jednotné a teda mať rovnaký štýl. Pravidlo, ktoré sa uplatní na jednom piktograme sa musí zopakovať na všetkých.**





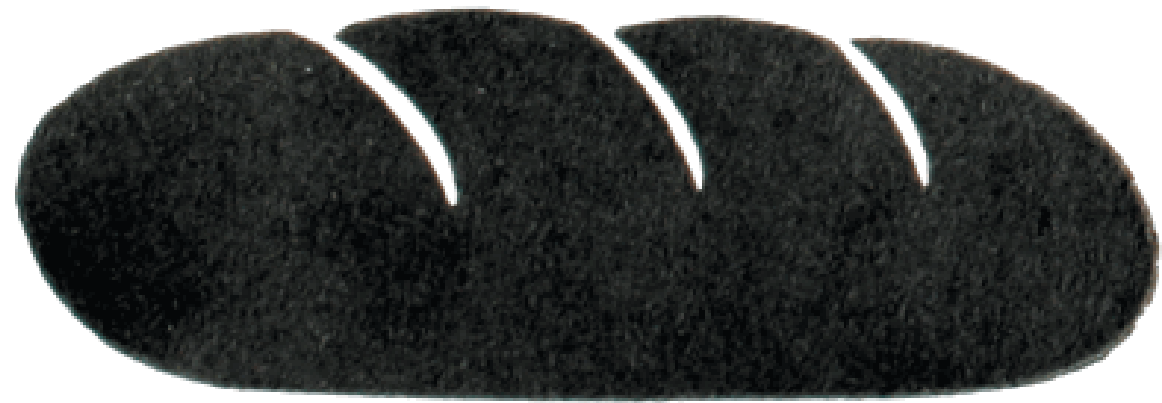
**Všetky symboly musia byť samé o sebe zrejmé. Samotná štylizácia by mala niest' také znaky objekty, aby bol rozpoznateľný.**

## Postup naurhovania

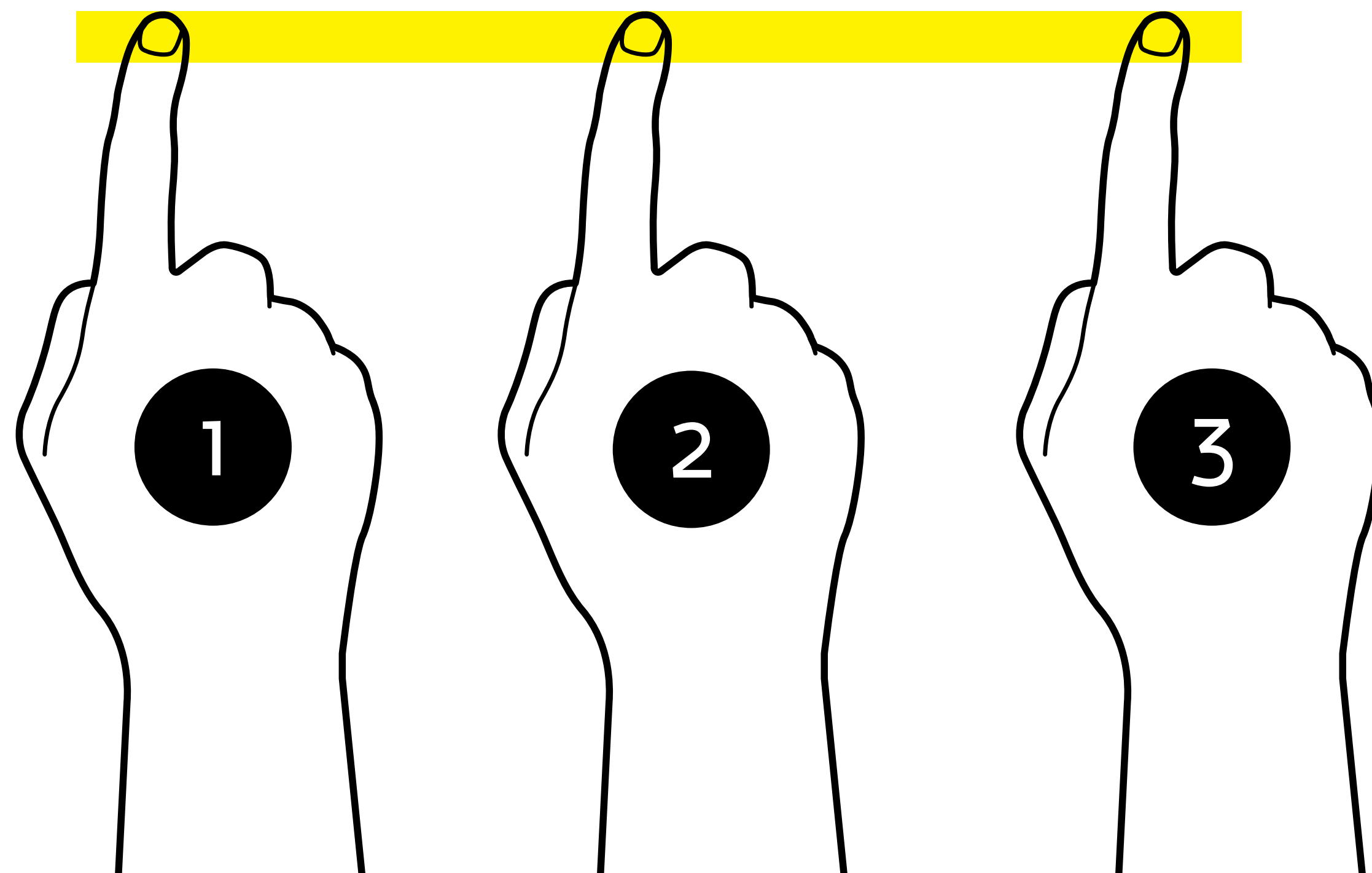


**Piktogramy sú nezávislé na farbe.**

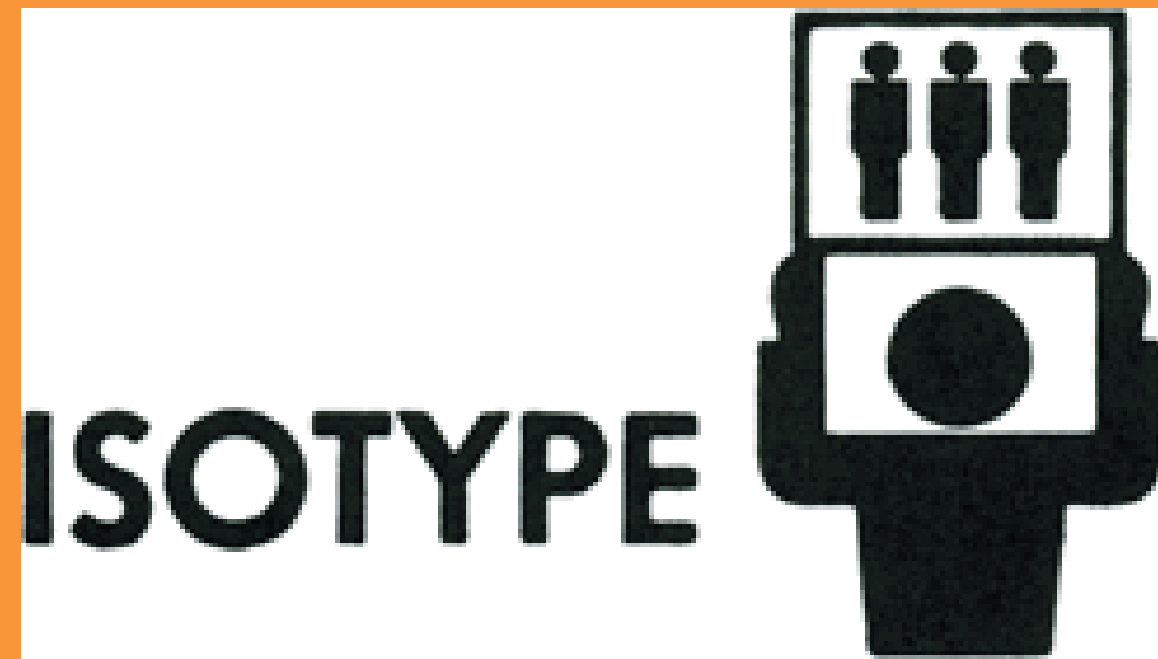




# 3 ukázky projektů



1



**I**nternational  
**S**ystem  
**O**f  
**T**ypographic  
**P**icture  
**E**ducation

## **ISOTYPE**

- 1935 vzniká vo Viedni nový piktografický jazyk ISOTYPE
- bol inšpirovaný historickými vojenskými mapami
- reprezentuje modernistický model minimalizmu
- funkcionalizmus
- univerzálnosť
- neutralita
- jednoduchý a abstrahovaný, opiera sa o Bauhaus.

1

**Otto Neurath**  
(1882 – 1945)

## ISOTYPE

- nejde o záměnu textu obrazem
- redukované konvencionality, napr. Európan číta informácie zľava doprava
- ikonický systém môže byť čítaný internacionálne
- vymenil klasický štýl zobrazovania za zrozumiteľný vizuálny jazyk, ktorý má striktné pravidlá pre vytváranie „vizuálnych textov“

Bells for the different sorts of servants

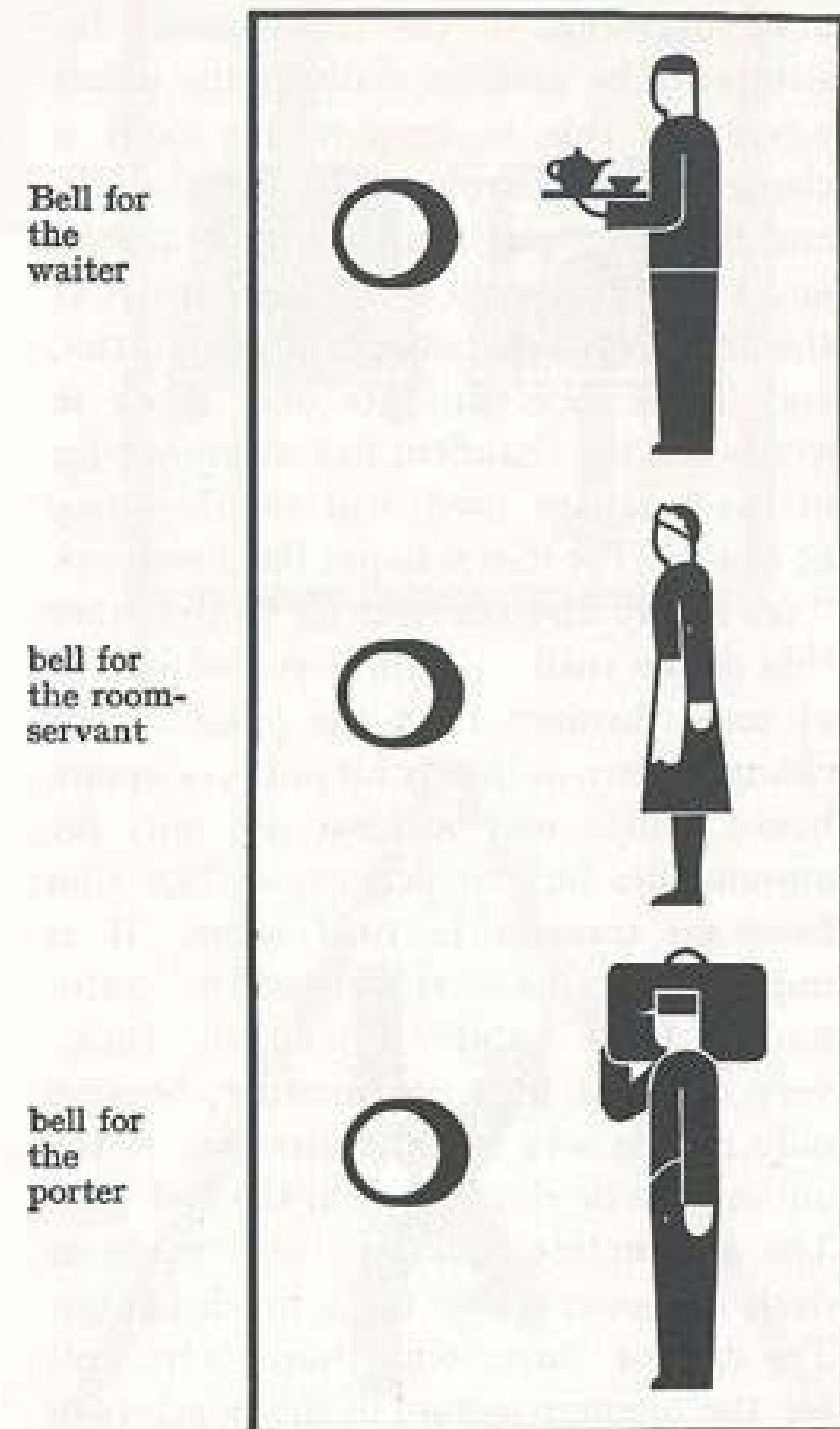


FIGURE 7

Isotype picture of a lift in a hotel (detail)

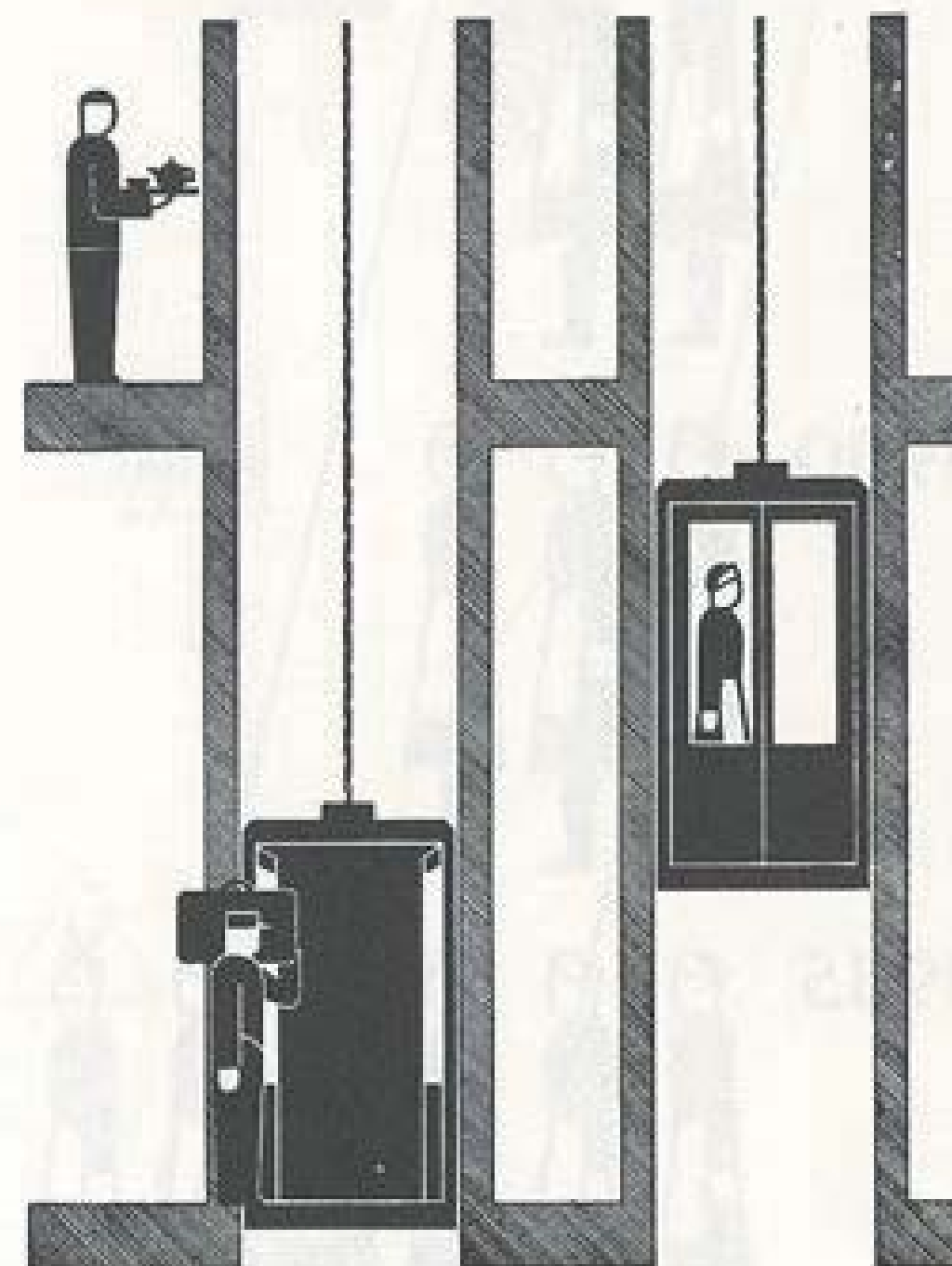
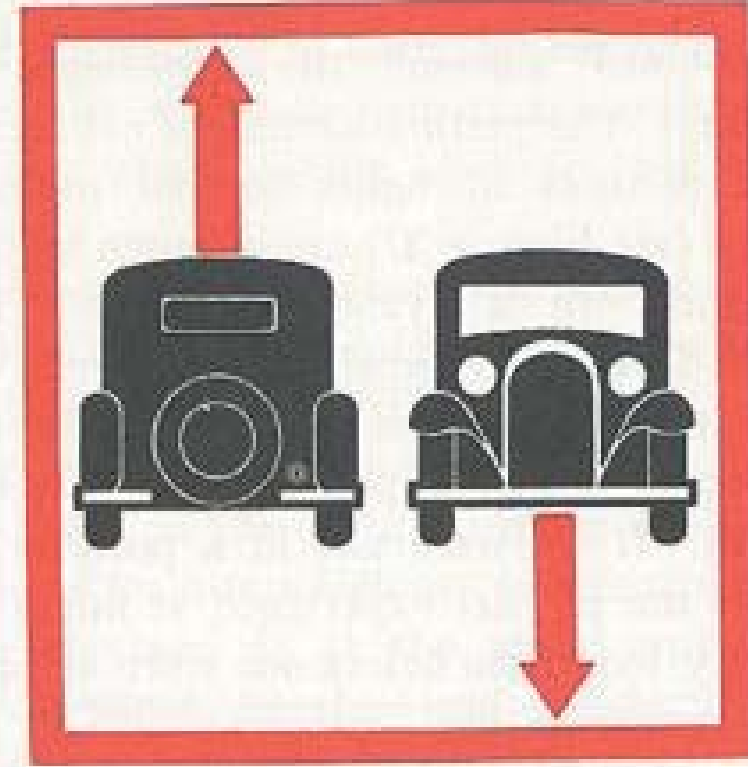


FIGURE 8

# INTERNATIONAL PICTURE LANGUAGE

OTTO NEURATH

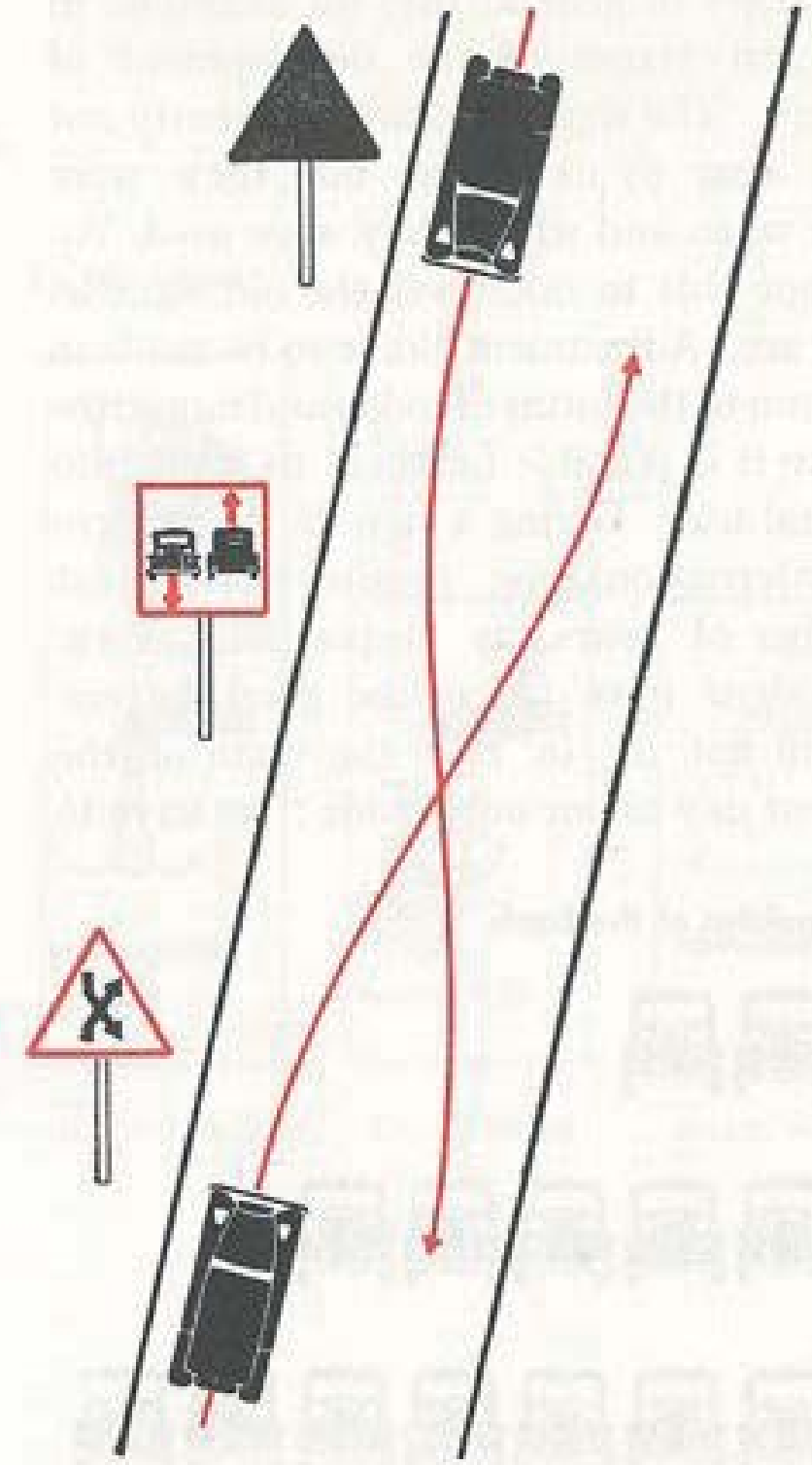
NET **3/6** NET  
PSYCHE MINIATURES  
GENERAL SERIES  
KEGAN PAUL



PICTURE 10

38

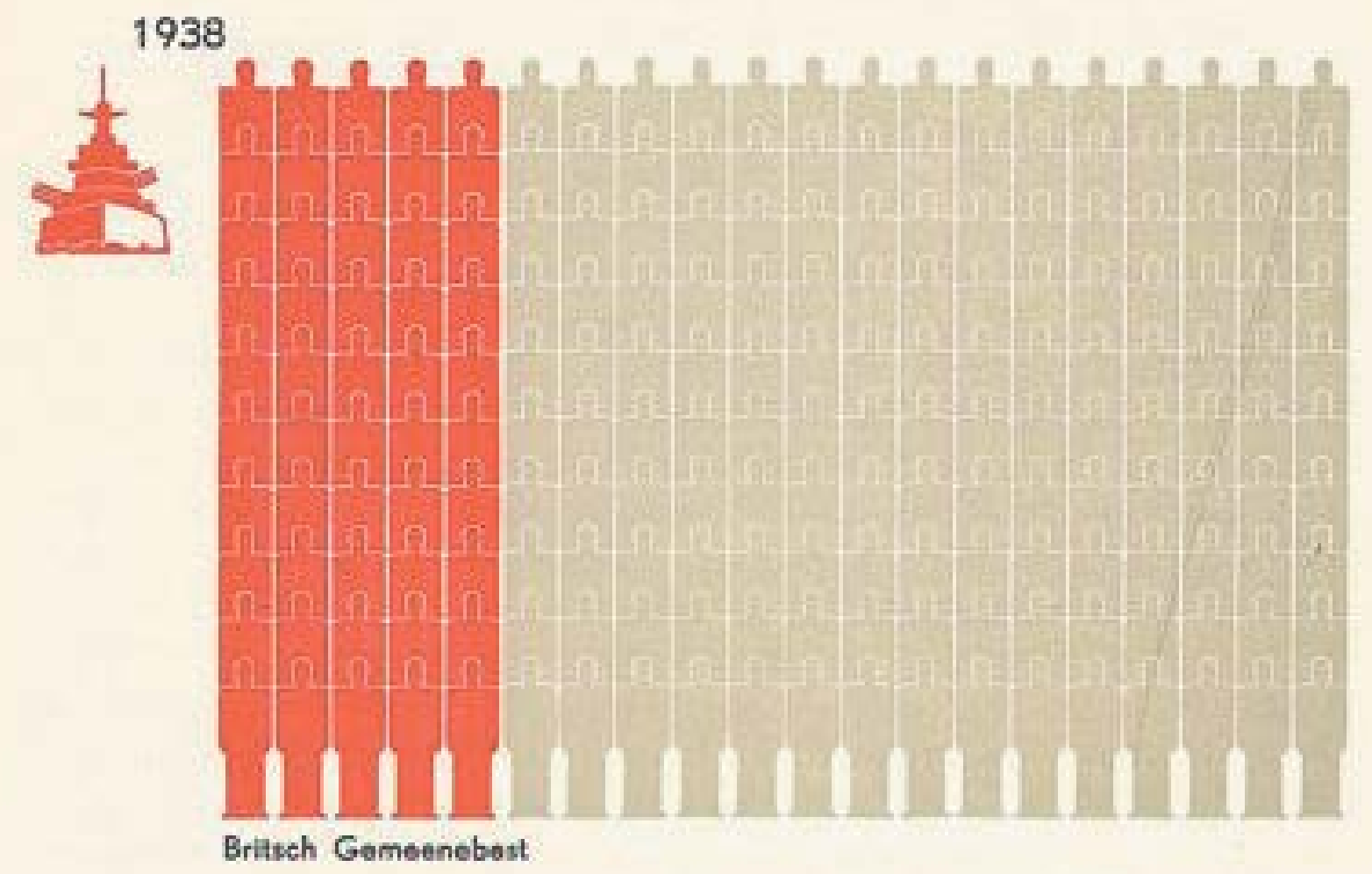
Placing of the road signs



PICTURE 11

39

# Wereldrijken



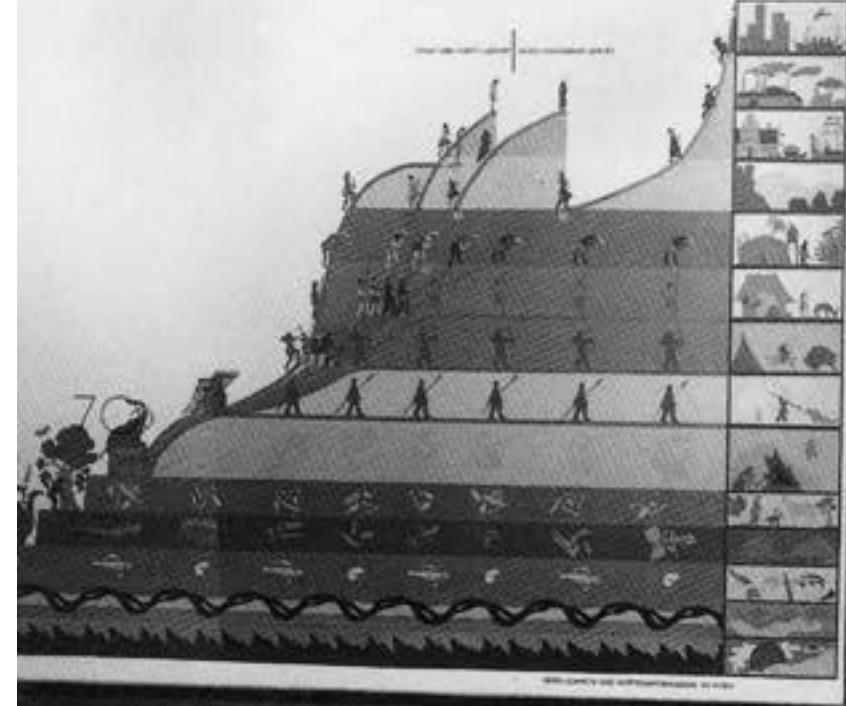
Elk figuurtje stelt een bevolking van tien miljoen zielen voor.



Democracy

# MENSCHHEIT

ERD UND GESELLSCHAFTSENTWICKLUNG



Aussagen über die Menschheit	
1	Die Menschheit ist eine Einheit.
2	Die Menschheit ist eine Entwicklung.
3	Die Menschheit ist eine Schöpfung.
4	Die Menschheit ist eine Verantwortung.
5	Die Menschheit ist eine Aufgabe.
6	Die Menschheit ist eine Hoffnung.
7	Die Menschheit ist eine Liebe.
8	Die Menschheit ist eine Gerechtigkeit.
9	Die Menschheit ist eine Freiheit.
10	Die Menschheit ist eine Würde.
11	Die Menschheit ist eine Ehre.
12	Die Menschheit ist eine Größe.
13	Die Menschheit ist eine Macht.
14	Die Menschheit ist eine Herrschaft.
15	Die Menschheit ist eine Welt.
16	Die Menschheit ist eine Zukunft.
17	Die Menschheit ist eine Gegenwart.
18	Die Menschheit ist eine Vergangenheit.
19	Die Menschheit ist eine Existenz.
20	Die Menschheit ist eine Essenz.

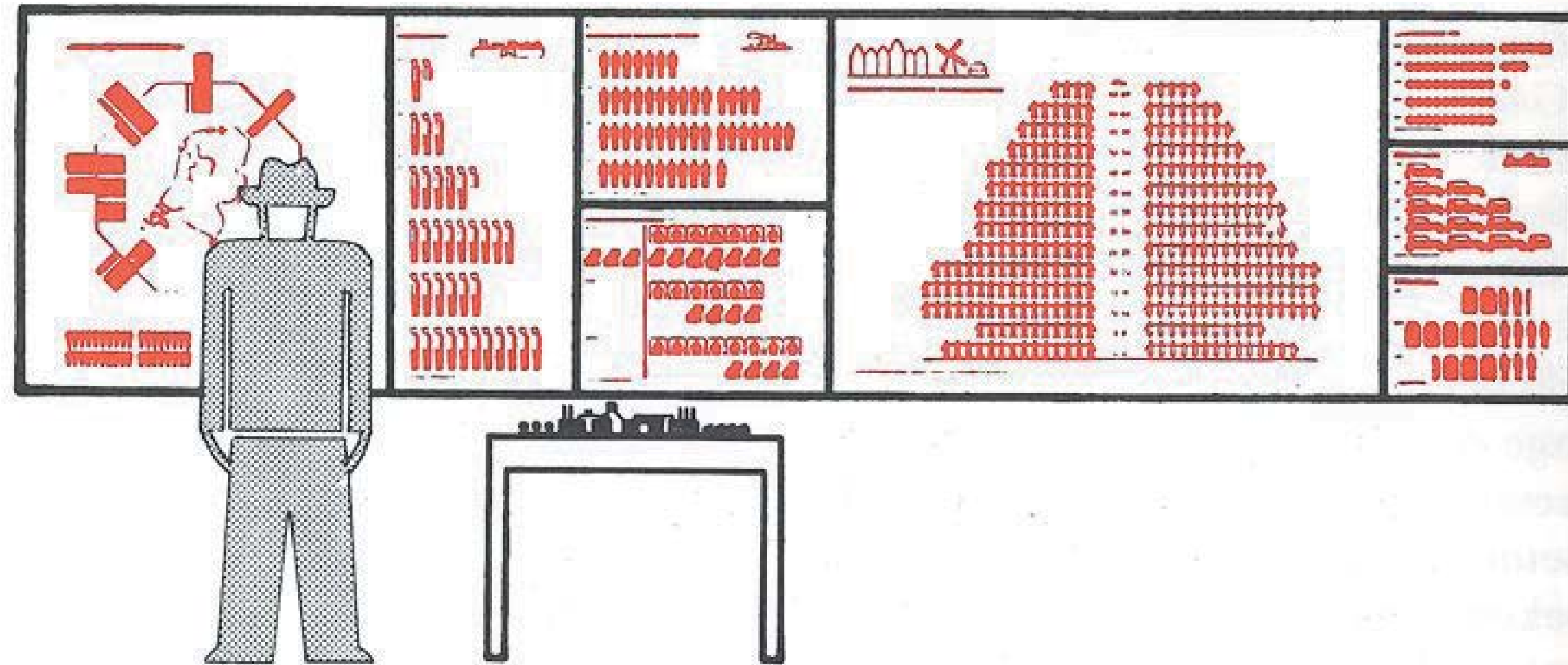
WIRTSCHAFTSLEBENSWEISE

SCHAFIT 1924

ION ÖSTERREICHS 1925

Otto Neurath

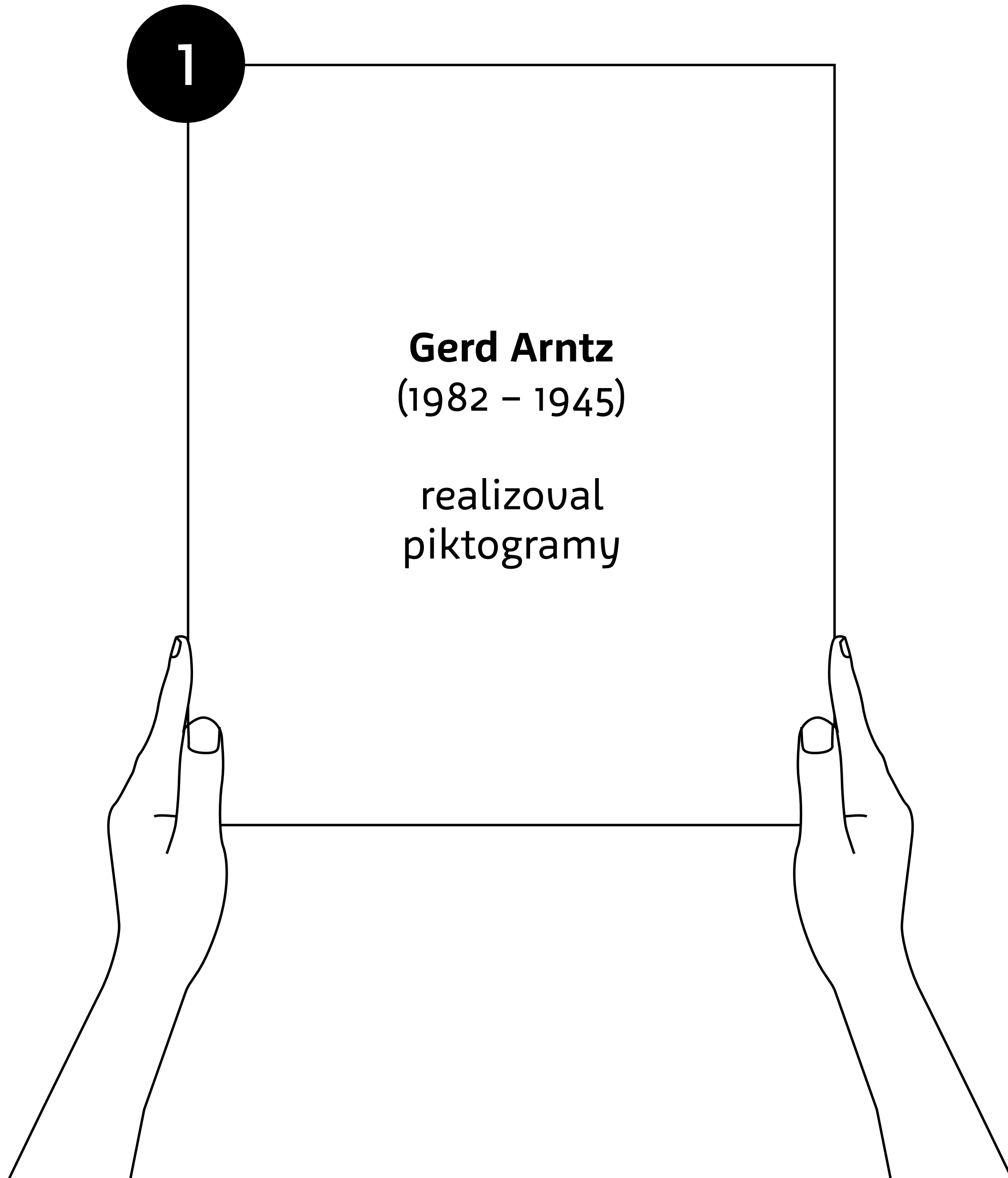




Anordnung von Tafeln.

## DEFINOVANIE UMIESTNENIA PANELOV PRE VÝSTAVU

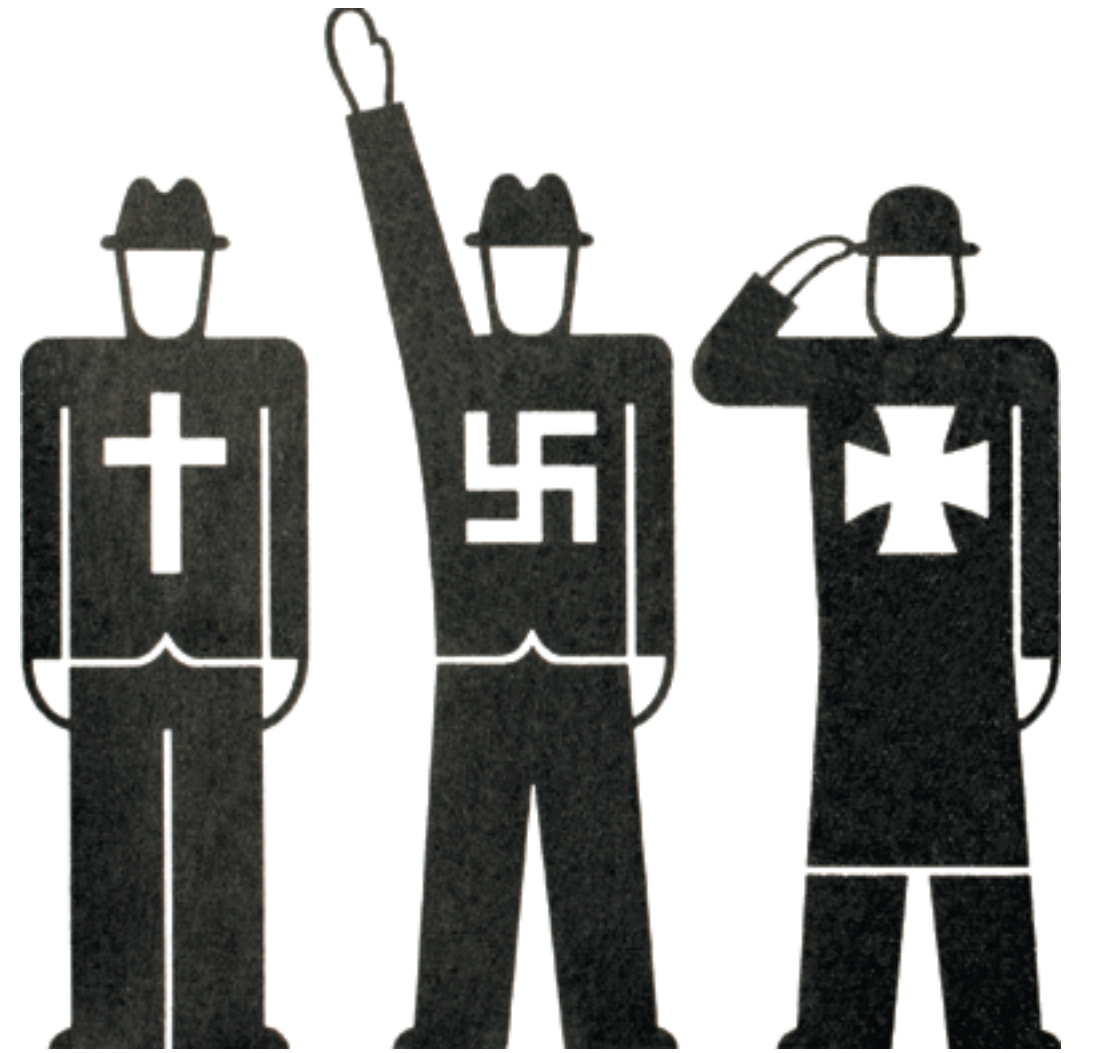
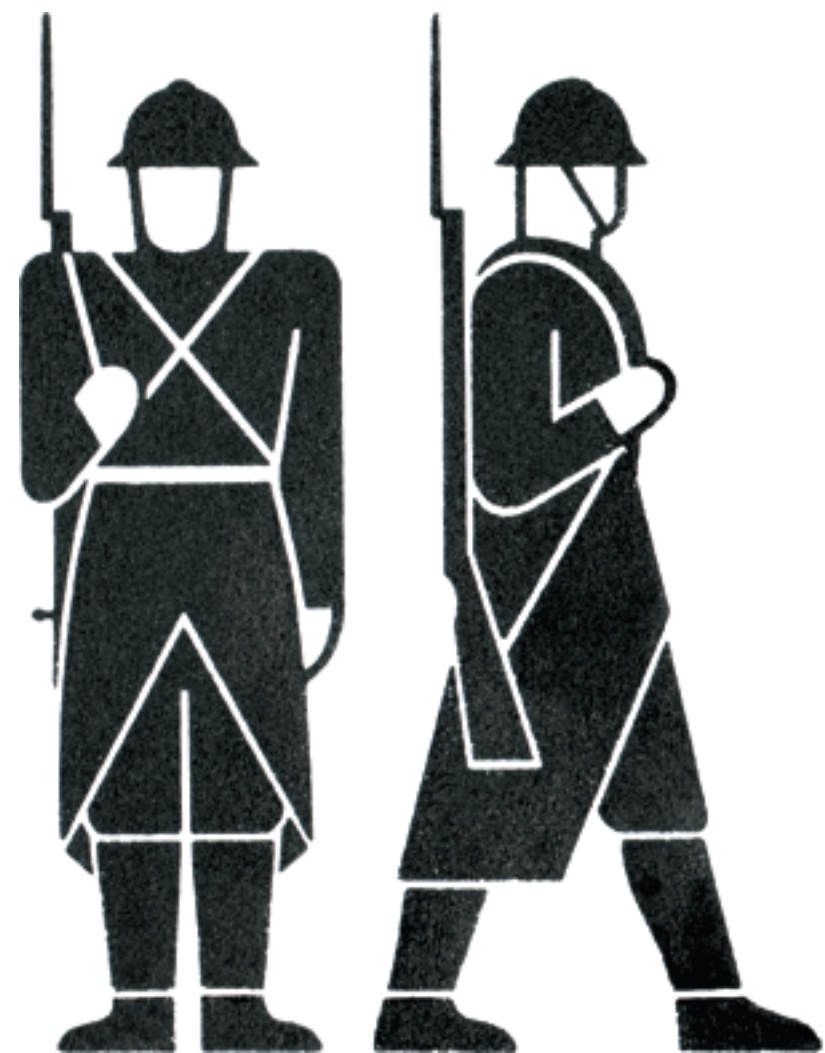
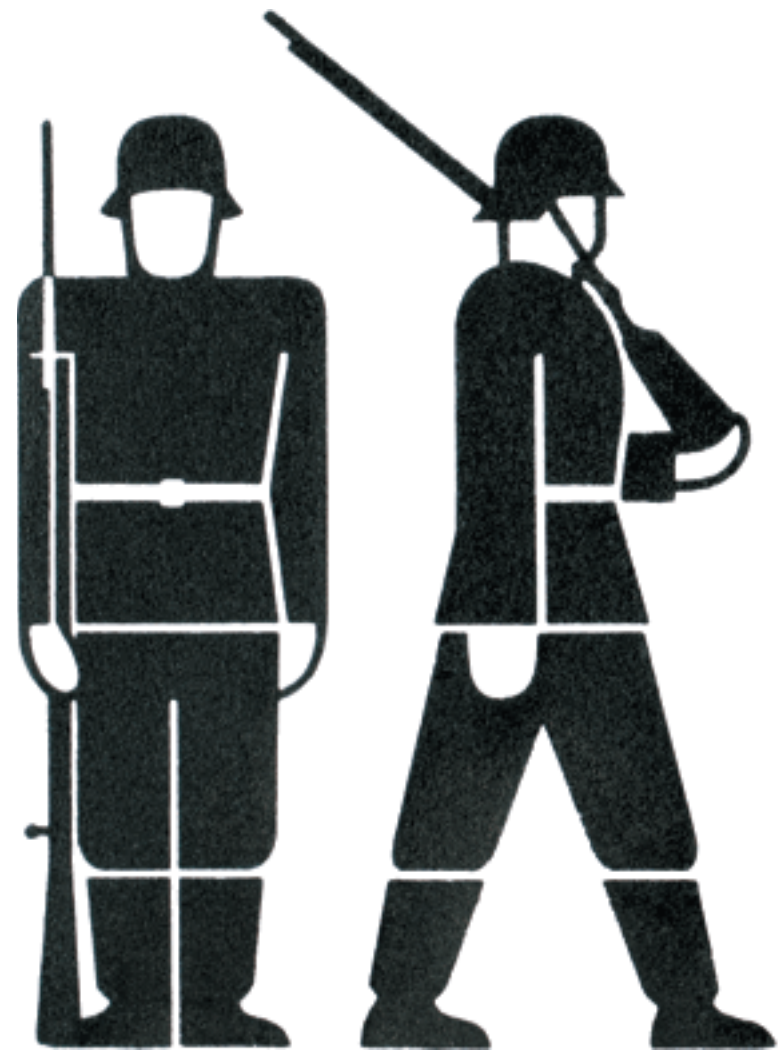
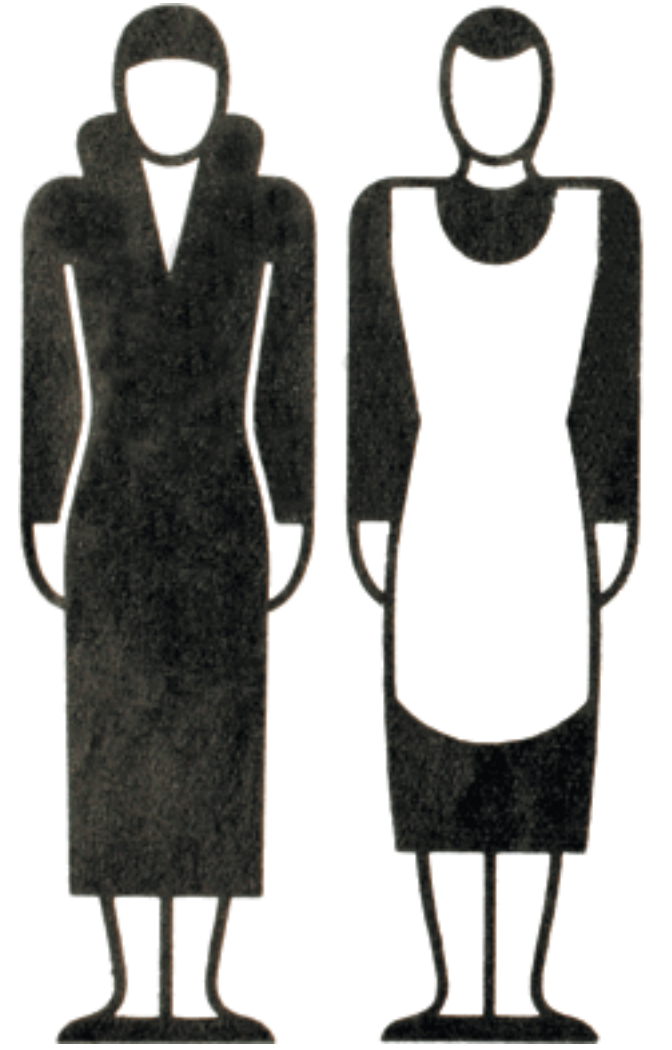
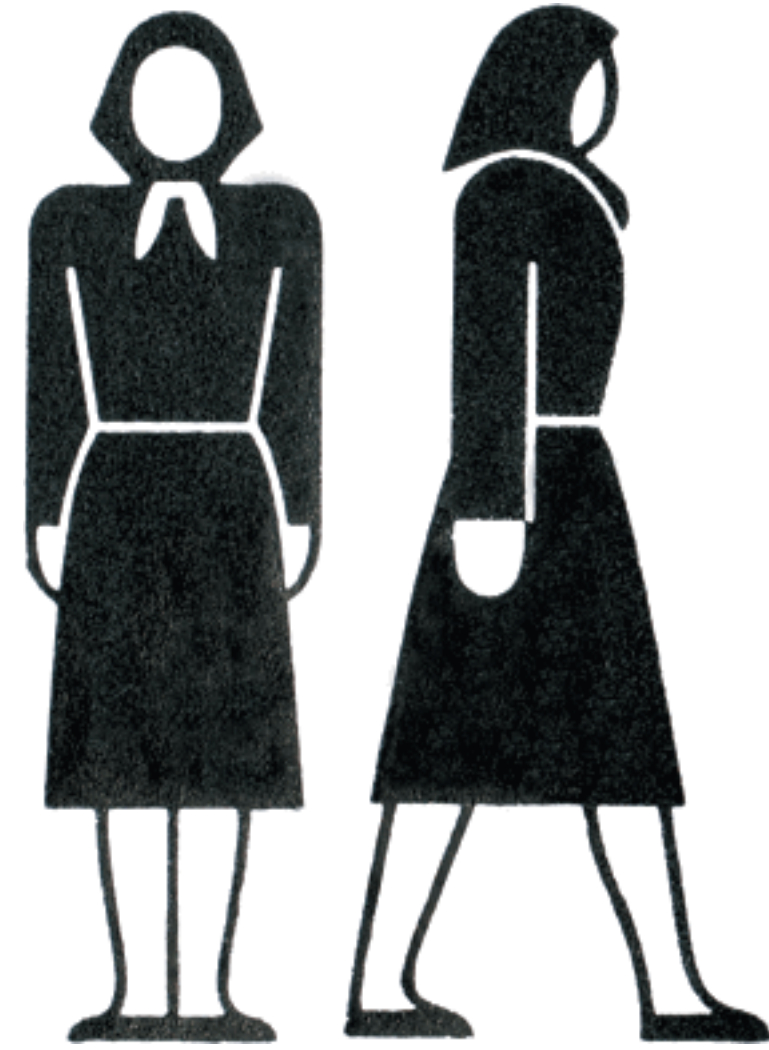
- výstava GeSolei v Düsseldorfe:  
náuštevnosť bola 8 mil. ľudí  
prezentácia faktov s edukatívnym charakterom  
fakty napr. o populácii v Rakúsku, nehodách,...
- vytvoril variabilný systém vystavovania, ktorý sa  
dá adaptovať do rôznych interiérov



## **ISOTYPE**

Vytvoril okolo 4 000 piktogramov, používal techniku linorytu.





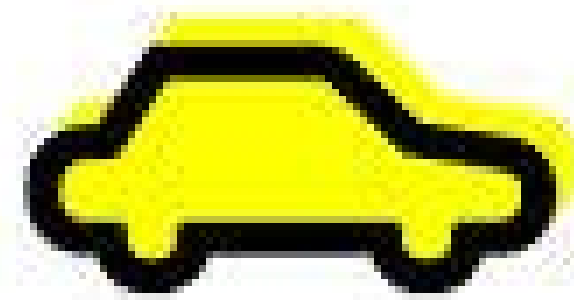


2

**PIKTORAMY  
A NAVIGAČNÝ  
SYTÉM LETISKA**

**Projekt letisko**

Pre letisko Kolín nad Rýnom bol vytvorený celý vizuál – logo, piktogramová rada, písmo, navigačný systém letiska.

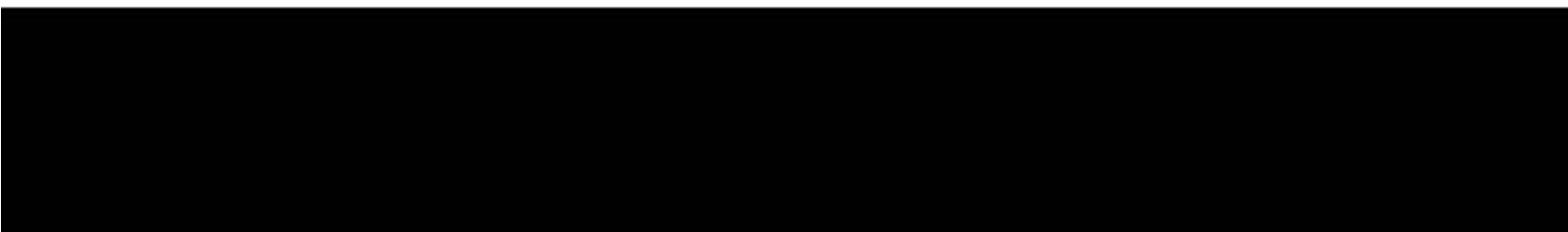
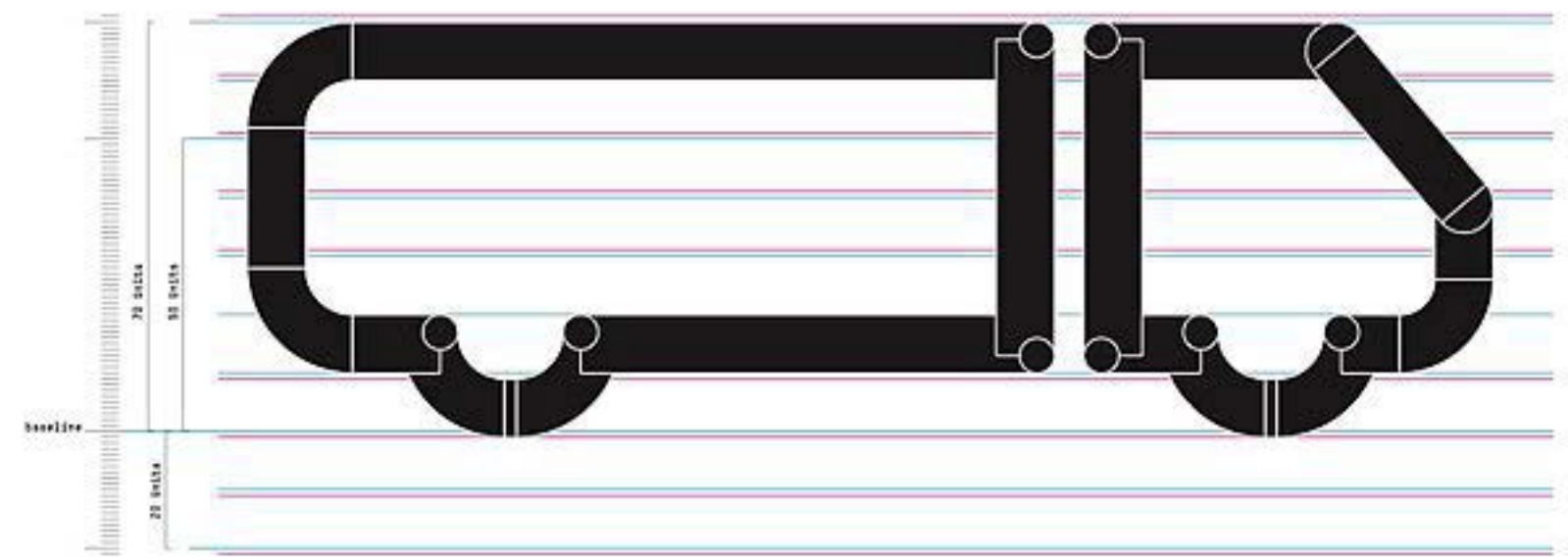
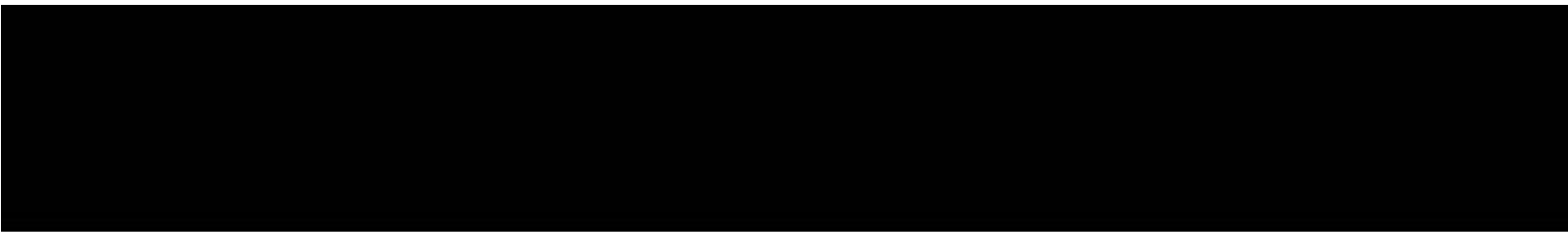


Köln Bonn Airport





Piktoramy letisko Kolín nad Rýnom



Cologne Bonn Airport **Press** DE > Deutsch

**Köln Bonn Airport**

Bildsprache

# Bildsprache 𐀀𐀁

Simple Köln Bonn Regular  
 abcdefghijklmnopqrstuvwxyz ABCDEF  
 GHIJKLMNOPQRSTUVWXYZ 0123456789

**Simple Köln Bonn Bold**  
 abcdefghijklmnopqrstuvwxyz ABCDEF  
 GHIJKLMNOPQRSTUVWXYZ 0123456789

*Simple Köln Bonn Regular Oblique*  
 abcdefghijklmnopqrstuvwxyz ABCDEF  
 GHIJKLMNOPQRSTUVWXYZ 0123456789

***Simple Köln Bonn Bold Oblique***  
 abcdefghijklmnopqrstuvwxyz ABCDEF  
 GHIJKLMNOPQRSTUVWXYZ 0123456789

Simple Köln Bonn Symbols

𐀀𐀁𐀂𐀃𐀄𐀅𐀆𐀇𐀈𐀉𐀊𐀋𐀌𐀍𐀎𐀏𐀐𐀑𐀒𐀓𐀔𐀕  
 𐀖𐀗𐀘𐀙𐀚𐀛𐀜𐀝𐀞𐀟𐀠𐀡𐀢𐀣𐀤𐀥𐀦𐀧𐀨𐀩𐀪𐀫  
 𐀬𐀭𐀮𐀯𐀰𐀱𐀲𐀳𐀴𐀵𐀶𐀷𐀸𐀹𐀺𐀻𐀼𐀽𐀾𐀿  
 𐁀𐁁𐁂𐁃𐁄𐁅𐁆𐁇𐁈𐁉𐁊𐁋𐁌𐁍𐁎𐁏𐁐𐁑𐁒𐁓  
 𐁔𐁕𐁖𐁗𐁘𐁙𐁚𐁛𐁜𐁝𐁞𐁟𐁠𐁡𐁢𐁣𐁤𐁥𐁦  
 𐁧𐁨𐁩𐁪𐁫𐁬𐁭𐁮𐁯𐁰𐁱𐁲𐁳𐁴𐁵𐁶𐁷𐁸𐁹  
 𐁺𐁻𐁼𐁽𐁾𐁿𐂀𐂁𐂂𐂃𐂄𐂅𐂆𐂇𐂈𐂉𐂊𐂋  
 𐂌𐂍𐂎𐂏𐂐𐂑𐂒𐂓𐂔𐂕𐂖𐂗𐂘𐂙𐂚𐂛𐂜𐂝  
 𐂞𐂟𐂠𐂡𐂢𐂣𐂤𐂥𐂦𐂧𐂨𐂩𐂪𐂫𐂬𐂭𐂮  
 𐂯𐂰𐂱𐂲𐂳𐂴𐂵𐂶𐂷𐂸𐂹𐂺𐂻𐂼𐂽𐂾𐂿  
 𐃀𐃁 etc...



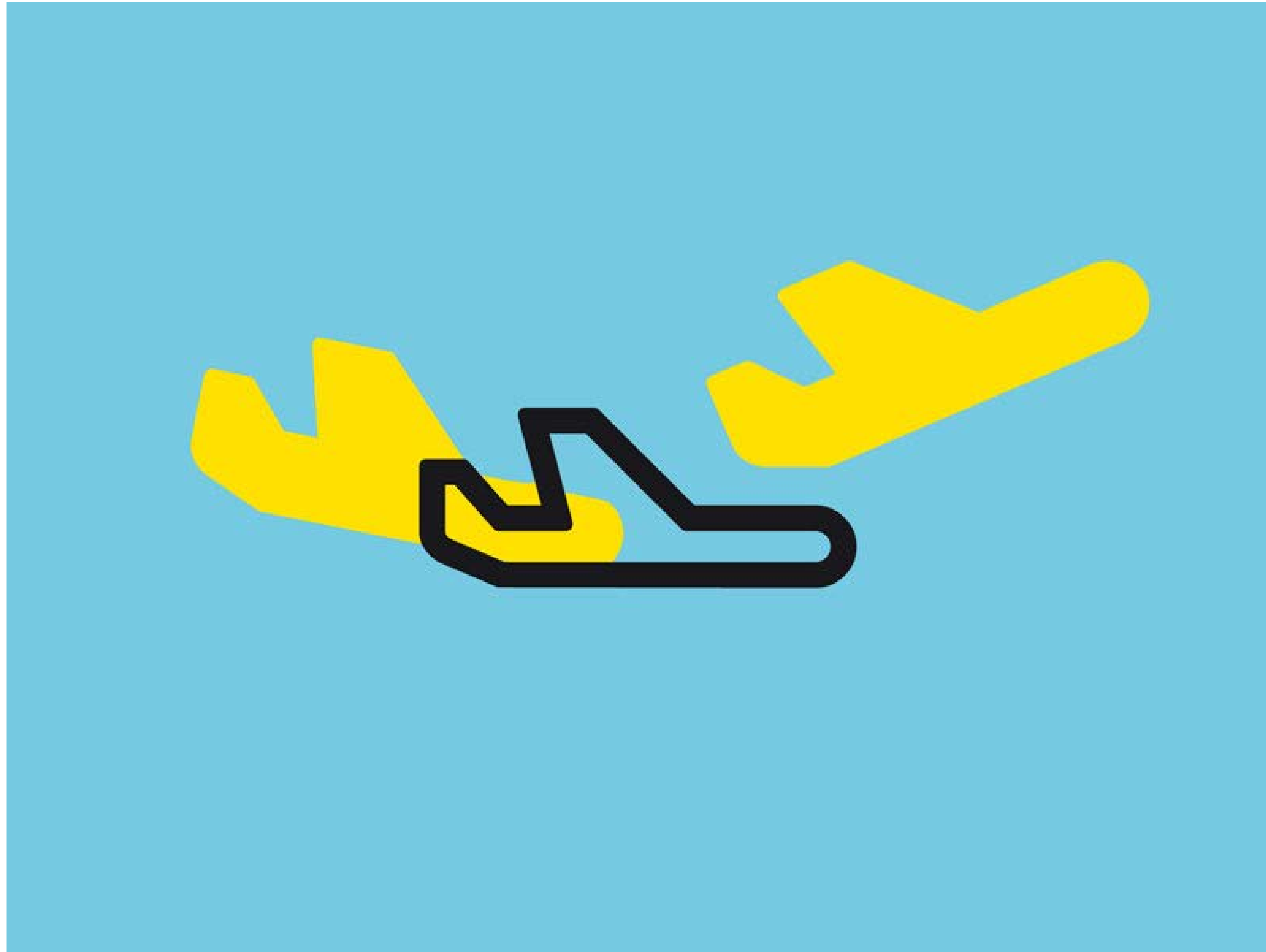
Piktoramy letisko Kolín nad Rýnom



Piktoramy letisko Kolín nad Rýnom



# Piktoramy letisko Kolín nad Rýnom



Piktoramy letisko Kolín nad Rýnom



Piktoramy letisko Kolín nad Rýnom





2

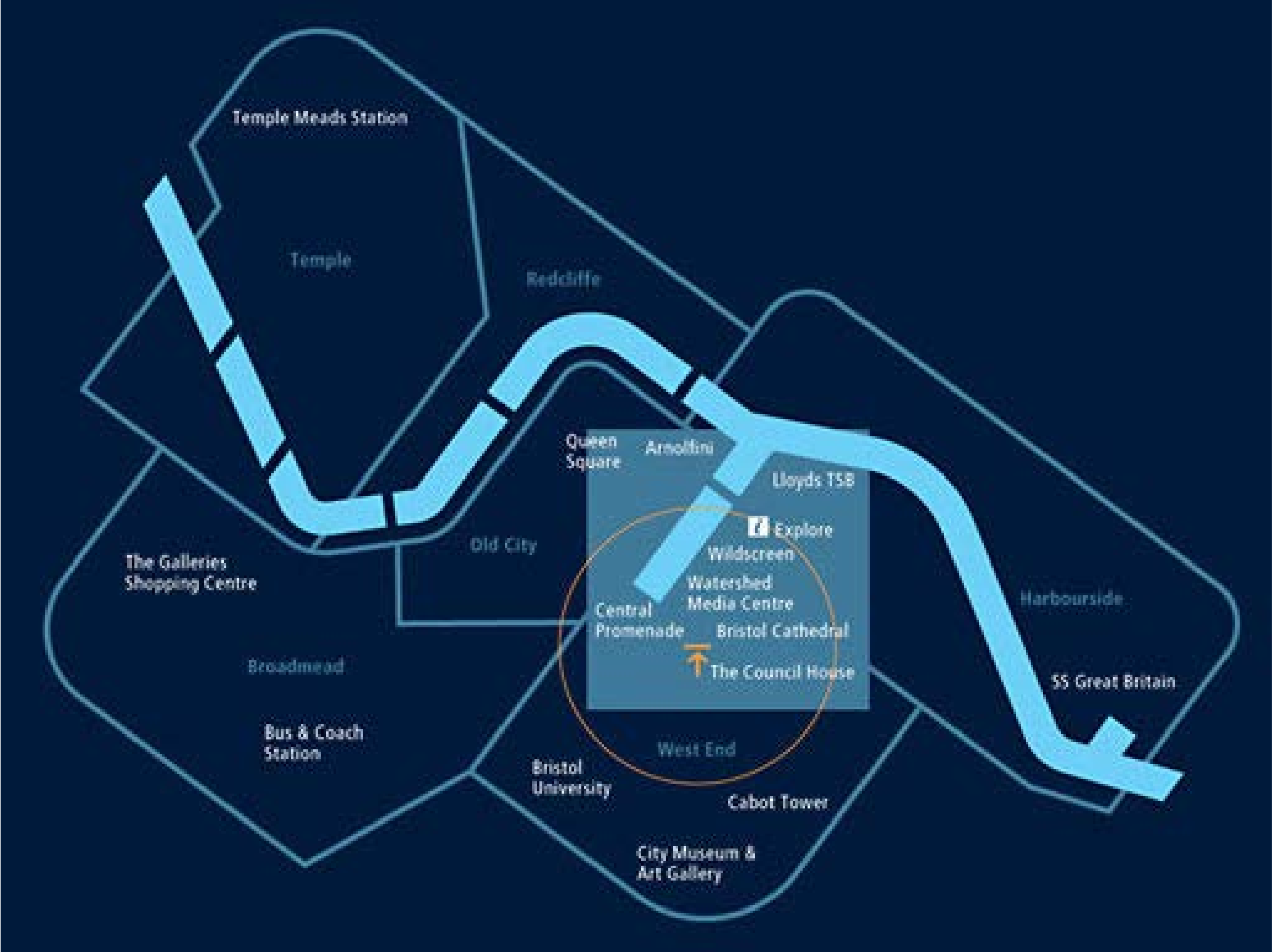
**PROJEKT  
LEGIBLE  
CITIES**

**Projekt legible cities**

Projekt vznikol ako potreba riešenie navigačných systémom vo veľkých mestách (riešenie piktogramov, navigácie, máp). Projekty boli riešené napríklad v mestách vo Veľkej Británii ako Bristol, Londyn, Glasgow, Southampton, ...

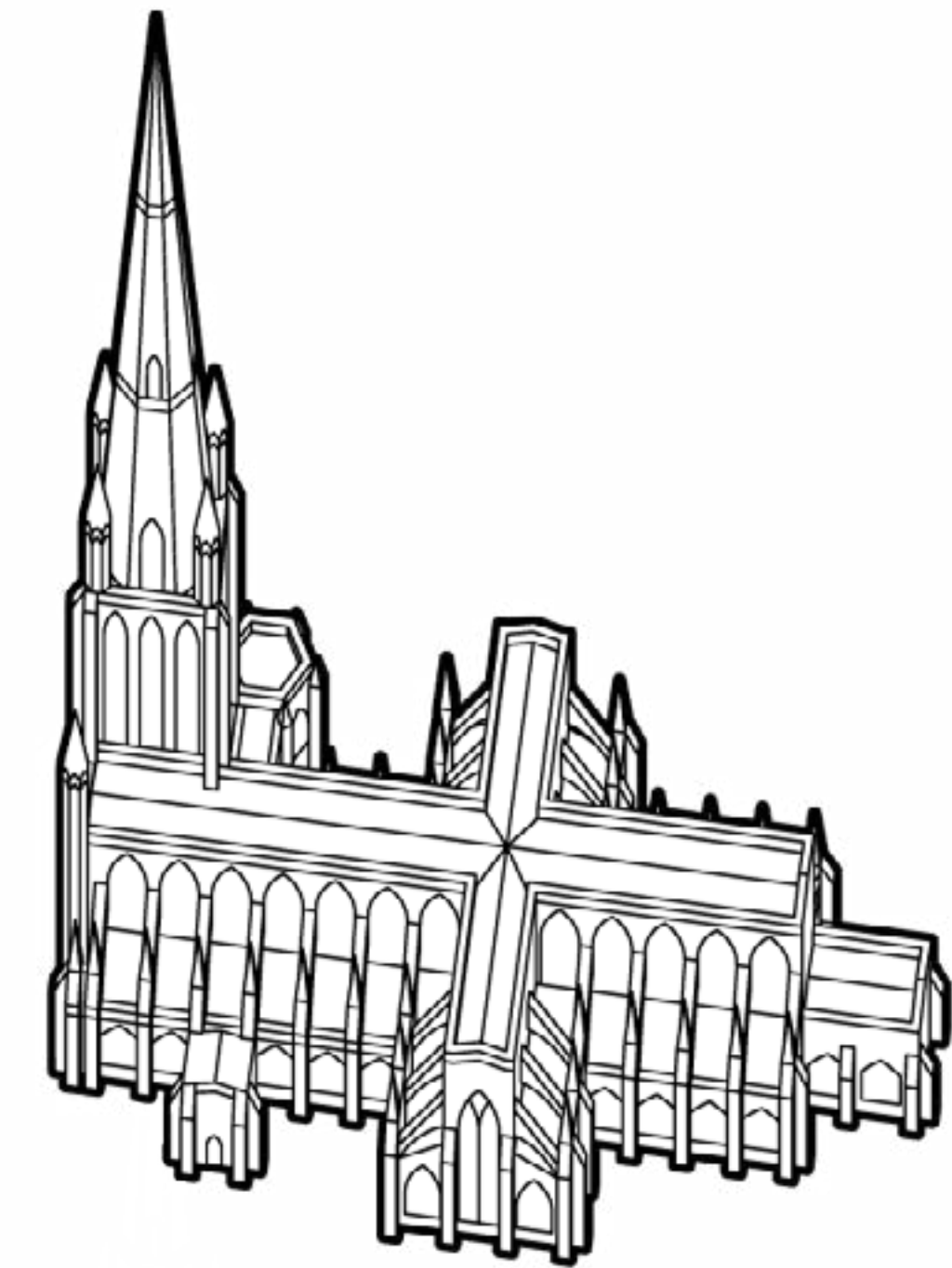
# Legible cities

[www.bristollegiblecity.info](http://www.bristollegiblecity.info)



# Legible cities

[www.bristollegiblecity.info](http://www.bristollegiblecity.info)



štýl piktogramou

# Legible cities

www.bristollegiblecity.info

**Typeface**  
The 'Transit' typeface was chosen for its modern and confident character. It is a highly flexible family of type, therefore can be used in many applications, from road and pedestrian signs to timetables, maps or brochures.

**Legibility and useability**  
With simple and clean character forms Transit is highly legible, not too condensed to be difficult to read, but capable of carrying a large number of characters per line.



abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bristol Transit normal

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

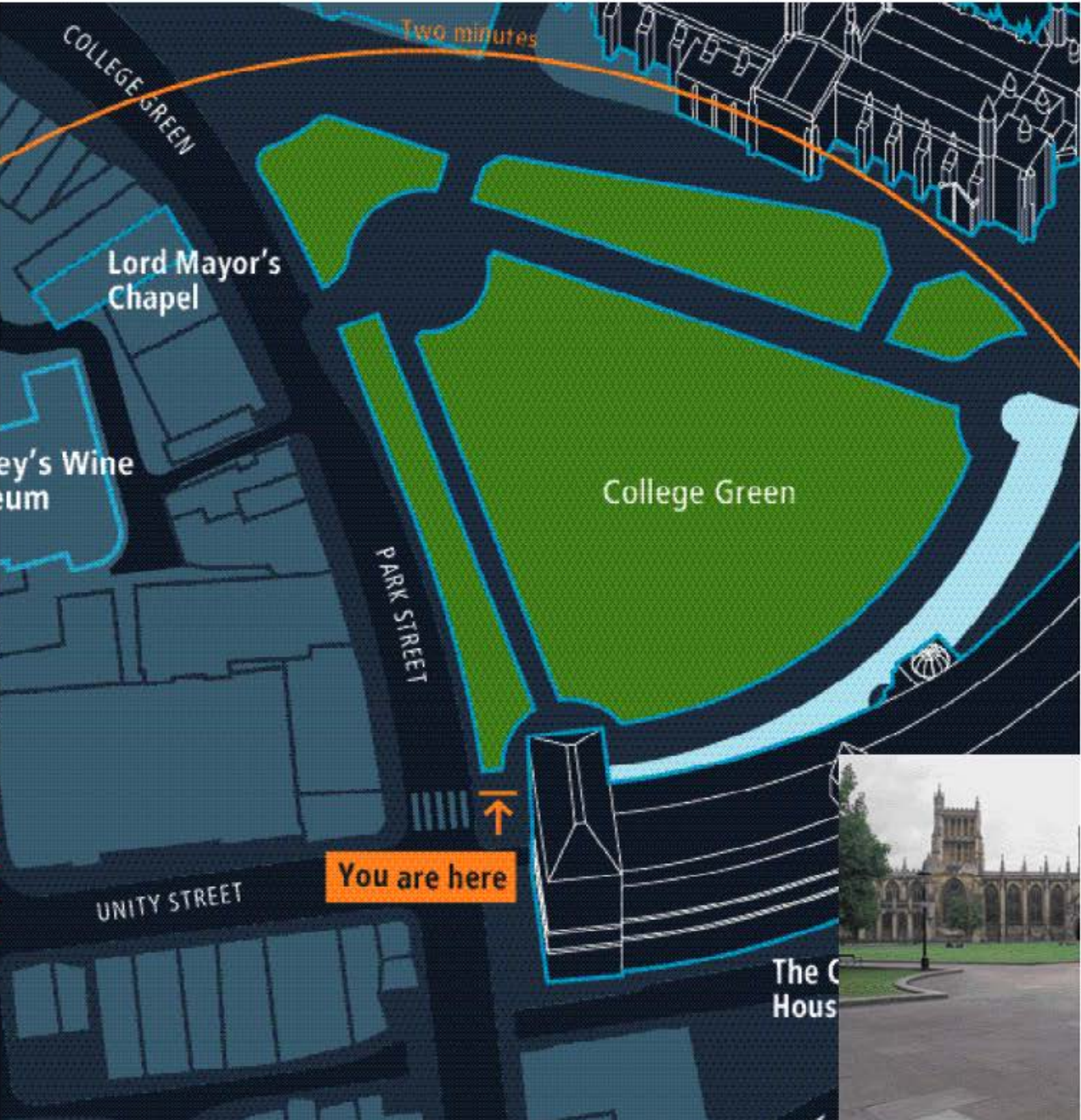
Bristol Transit bold

**Typographic tests**  
Contrast is more important for legibility, hence light on dark letters are better. And since the human eye reads primarily by word shape, words in capital letters – which appear as rectangles – are not as legible as lower case – which at a glance are more distinguishable.

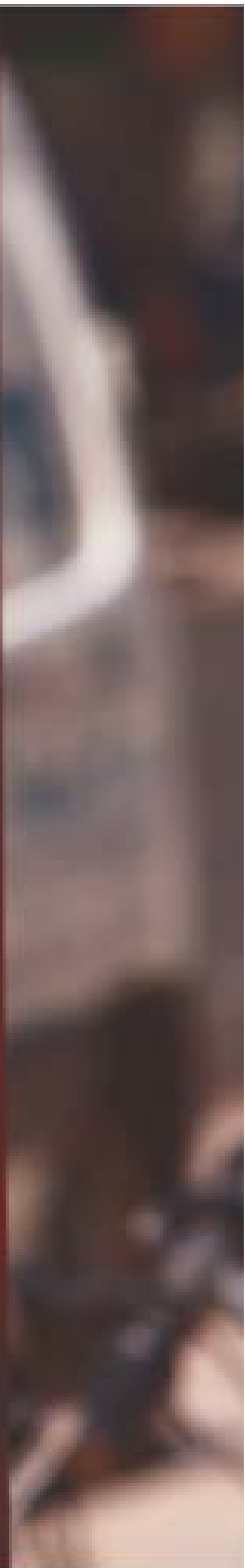


Harbourside  
Harbourside

British Indu  
BRITISH IND



Legible cities  
Southampton



# Legible cities

## Southampton



**Legible cities**  
Southampton



štýl piktogramou



**Legible cities**  
Southampton





# Legible cities Southampton

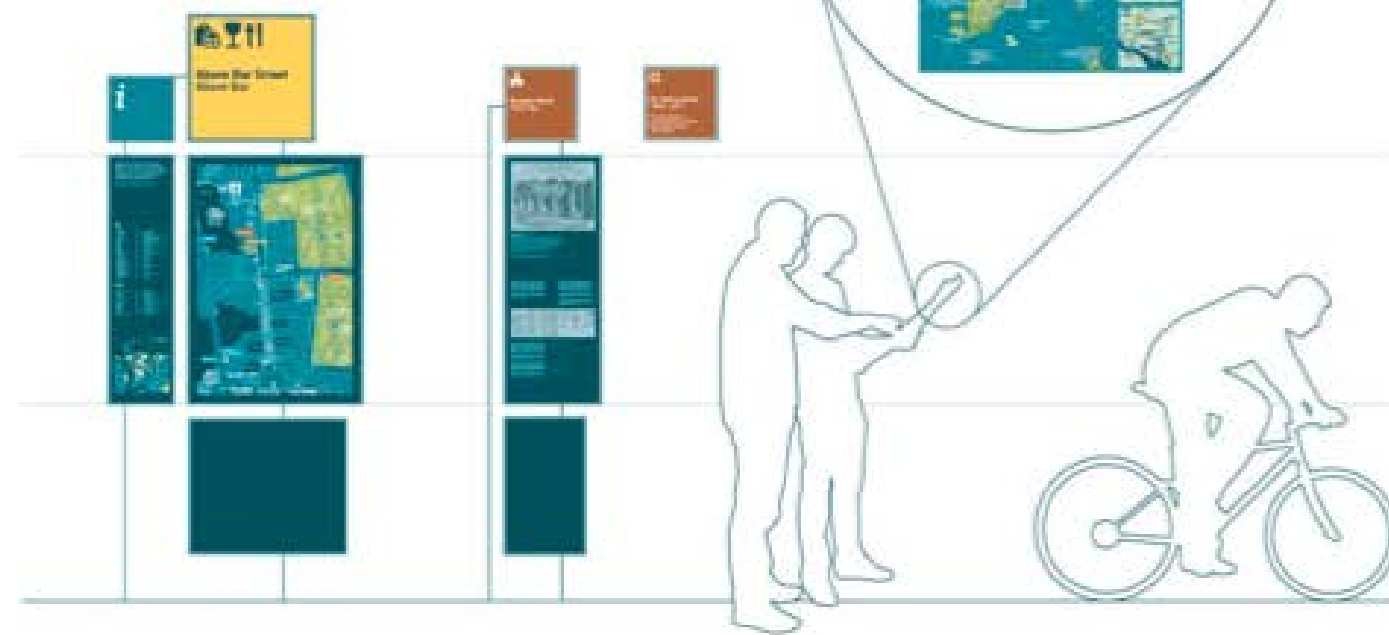
Computer visualisation →  
of proposed hotspot  
destination product

## Destination Finding

- Indexes
- Finder
- Highlighted buildings
- Entrances
- Opening times
- Activities
- Routes and trails
- Historic information

Hotspots of the city are rich in history, have a higher concentration of destinations or offer opportunity for a range of activities. Places such as Old City, Above Bar, or Southampton Common require more detailed information and mapping that includes finders and interpretive information.

Colour is used to indicate the type of information provided, whether it's yellow for shopping and leisure, red for transport, brown for heritage or green for parks and open spaces.

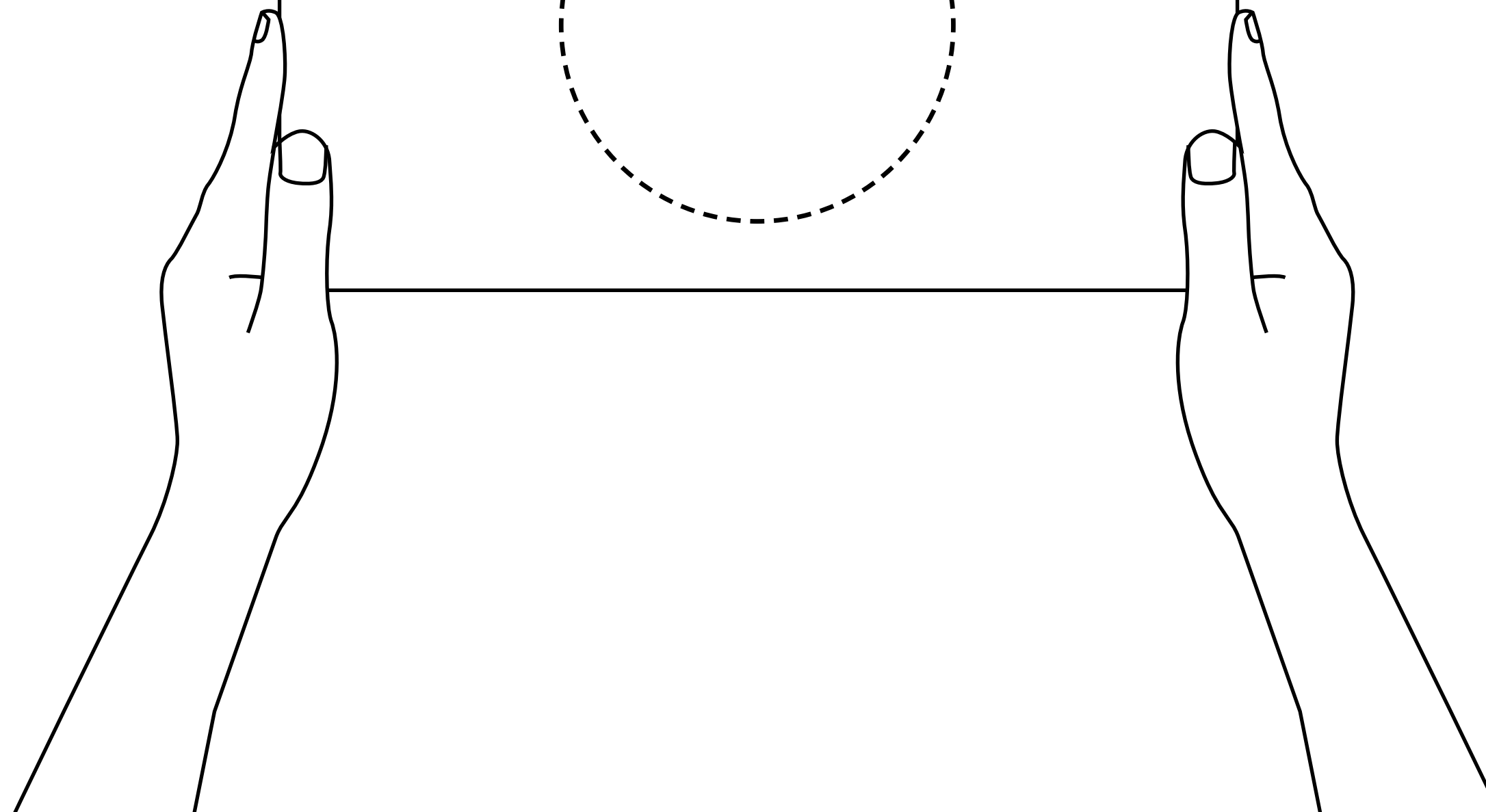
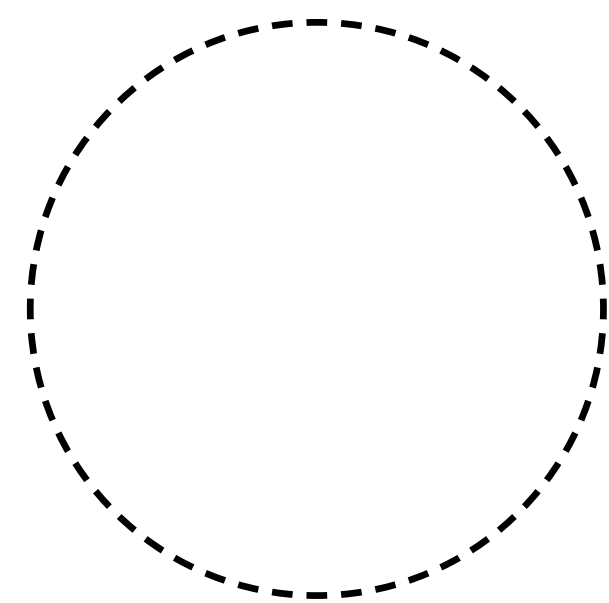


# Legible cities

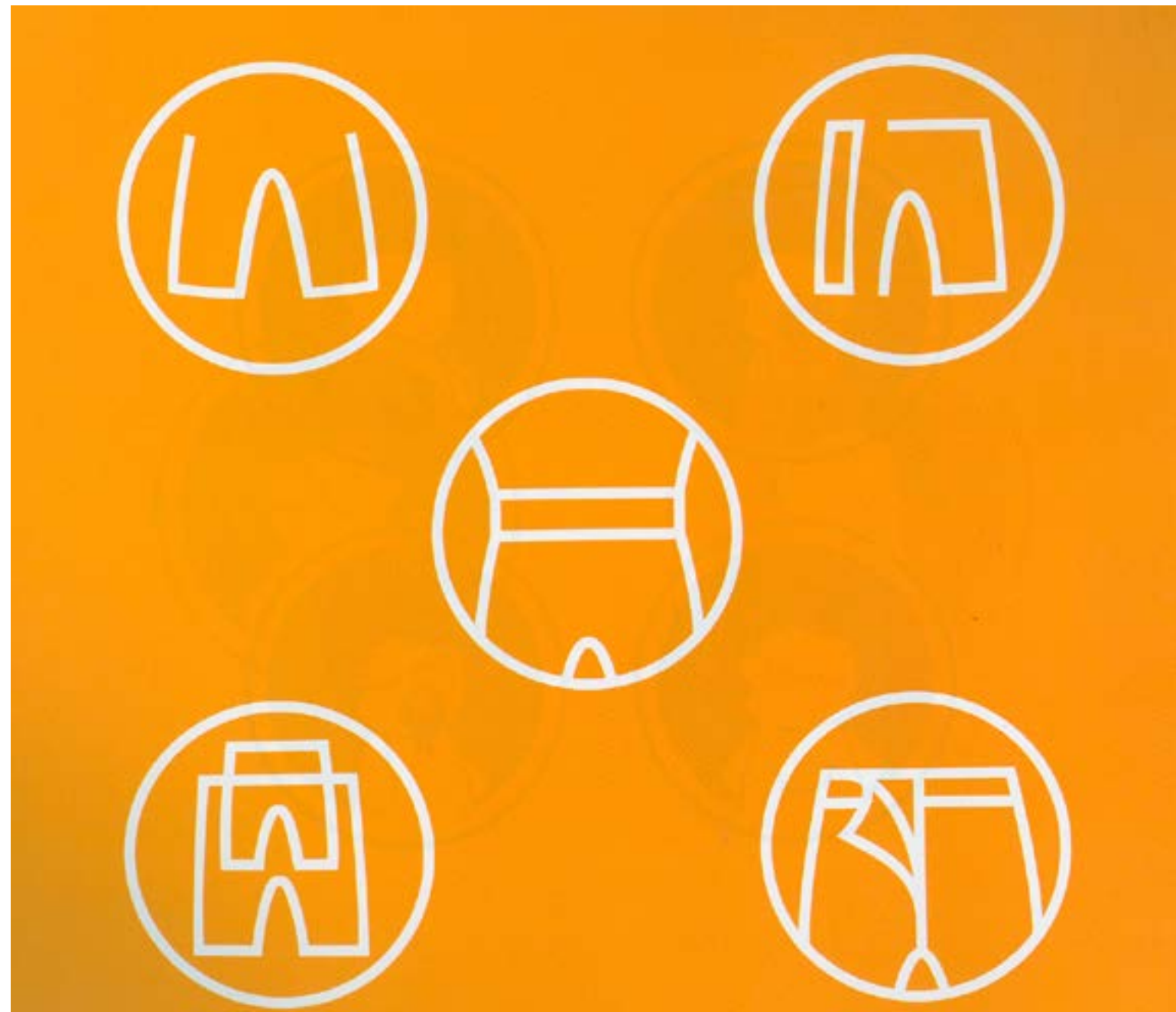
## Southampton



**Ukážky  
rôznych  
piktogramou  
riešených do**



# Ukážky pikogramy



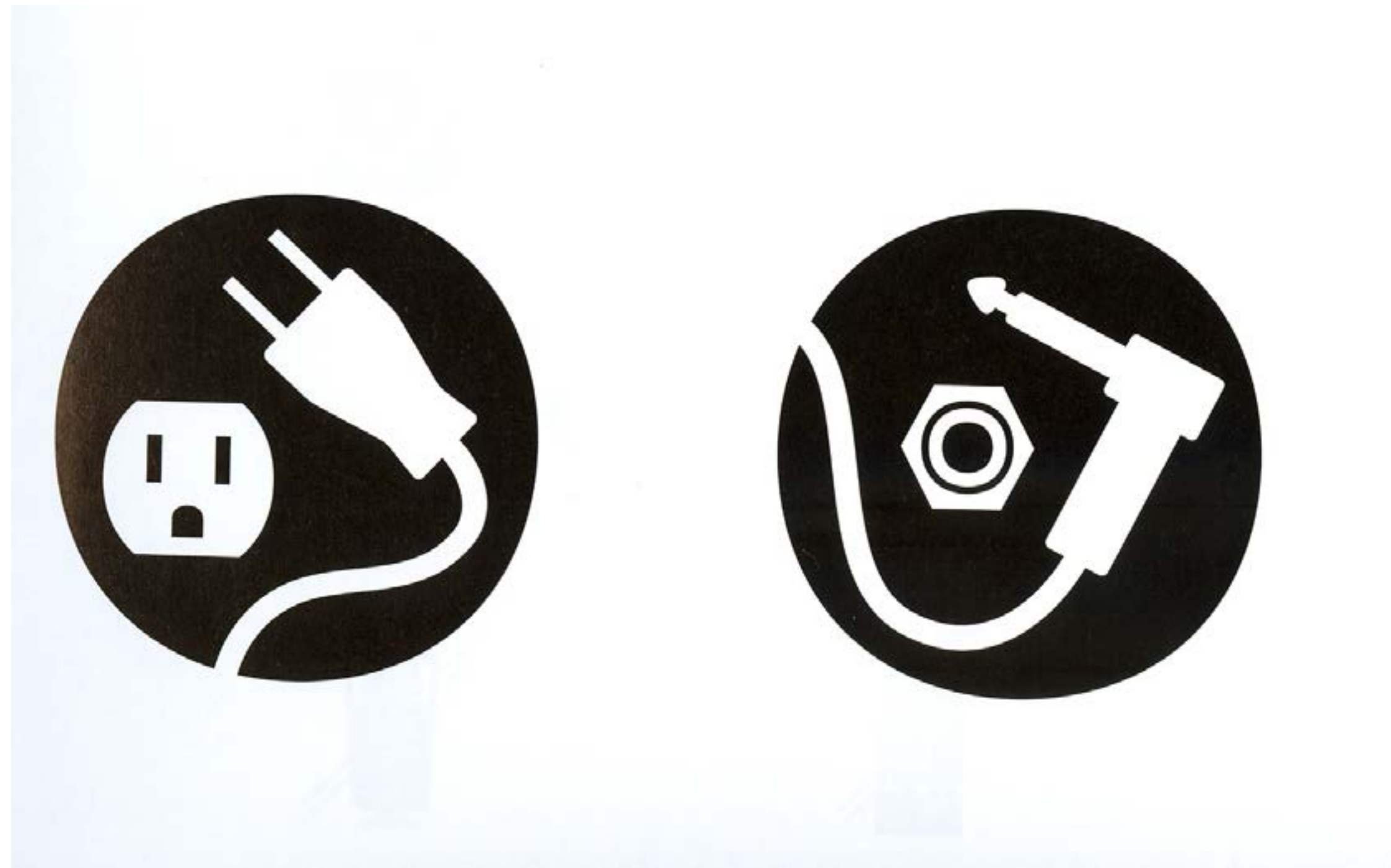
## Ukážky pikogramy

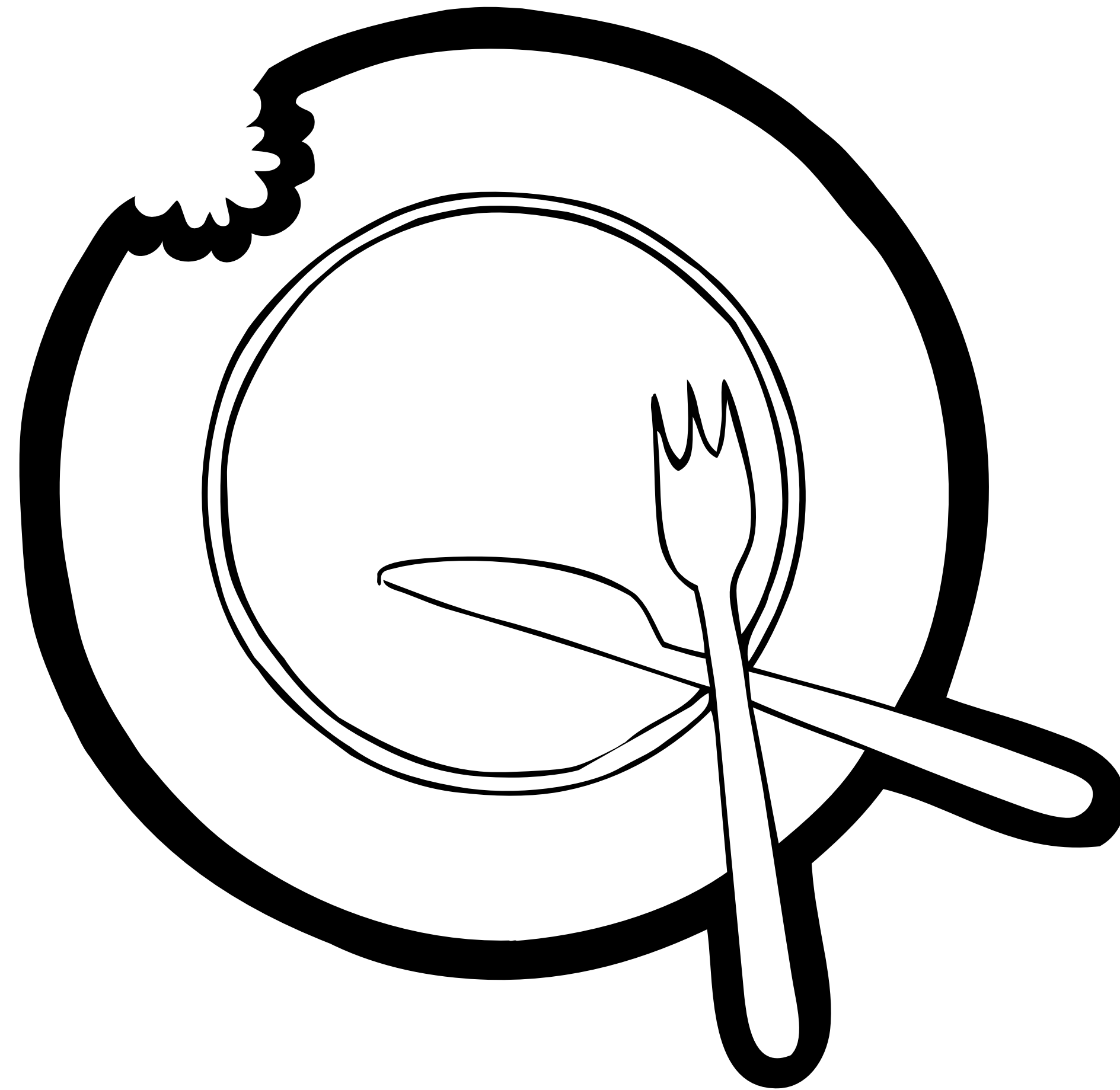


# Ukážky pikogramy



## Ukážky pikogramy







## Ukážky pikogramy



# Ukážky pikogramy



## Ukážky pikogramy



# Ukážky pikogramy



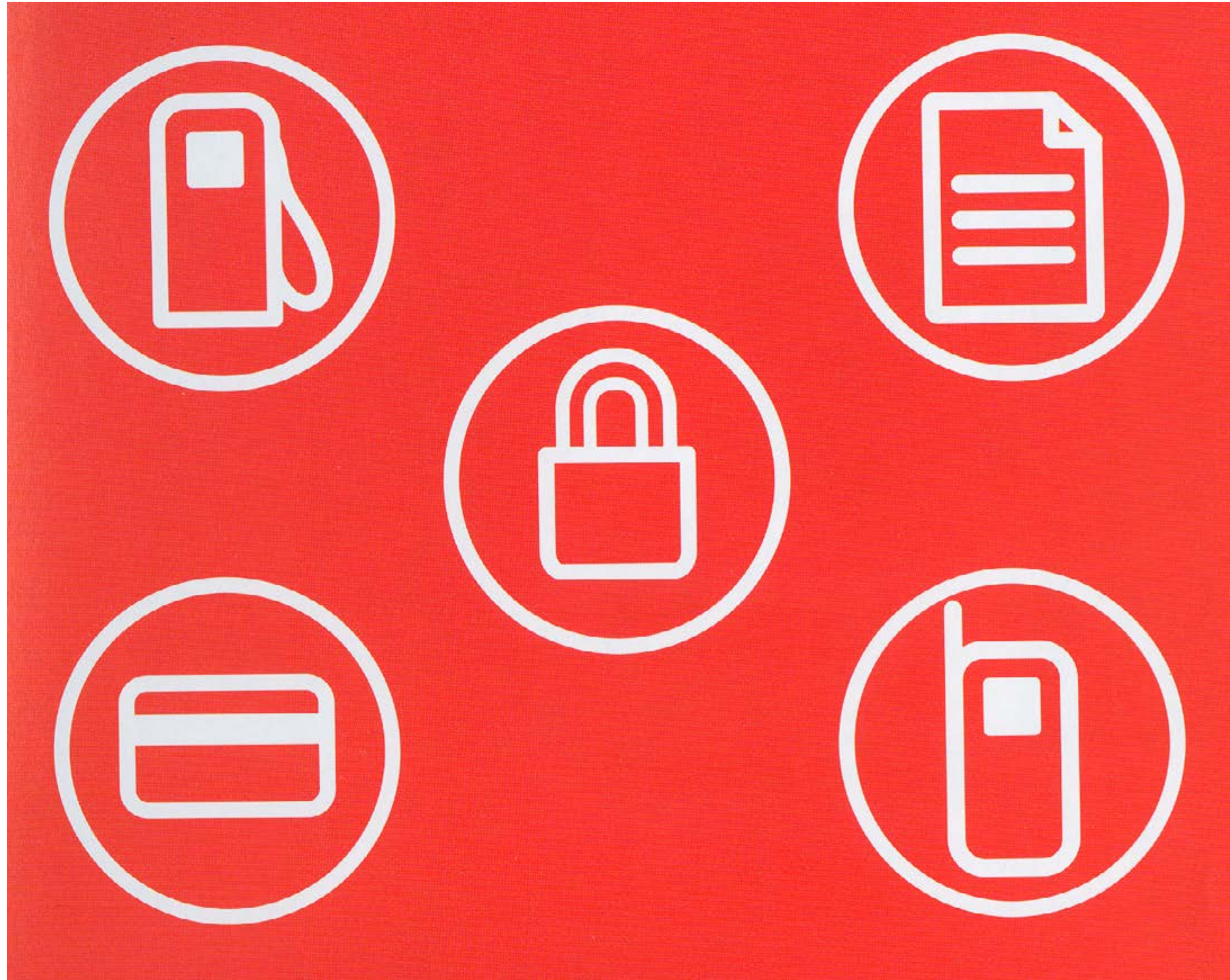
## Ukážky pikogramy



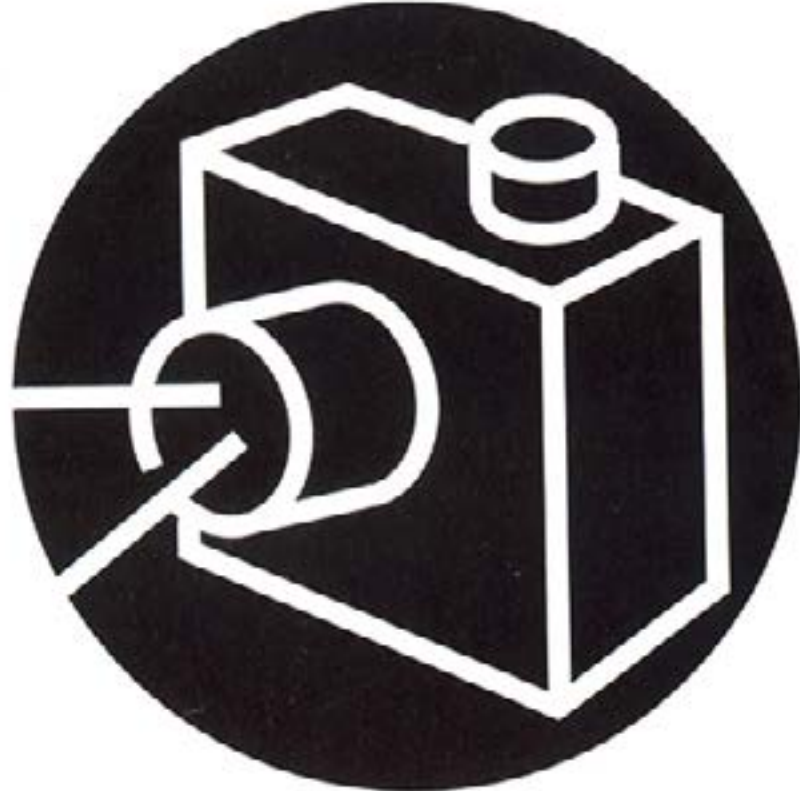
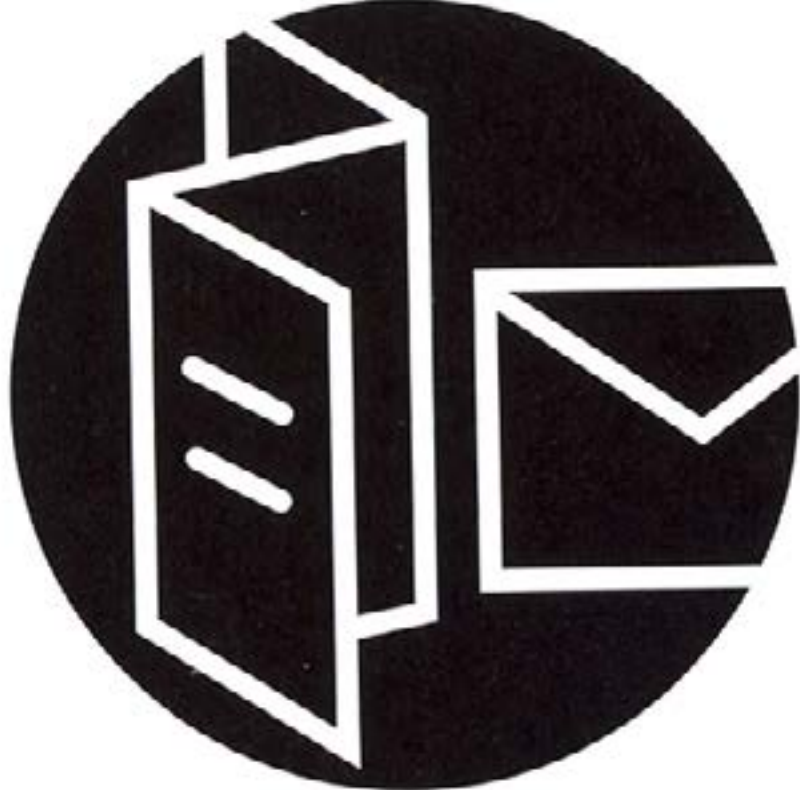
## Ukážky pikogramy



## Ukážky pikogramy



Ukážky pikogramy





# Ukážky pikogramy



## Ukážky pikogramy



# Ukážky pikogramy



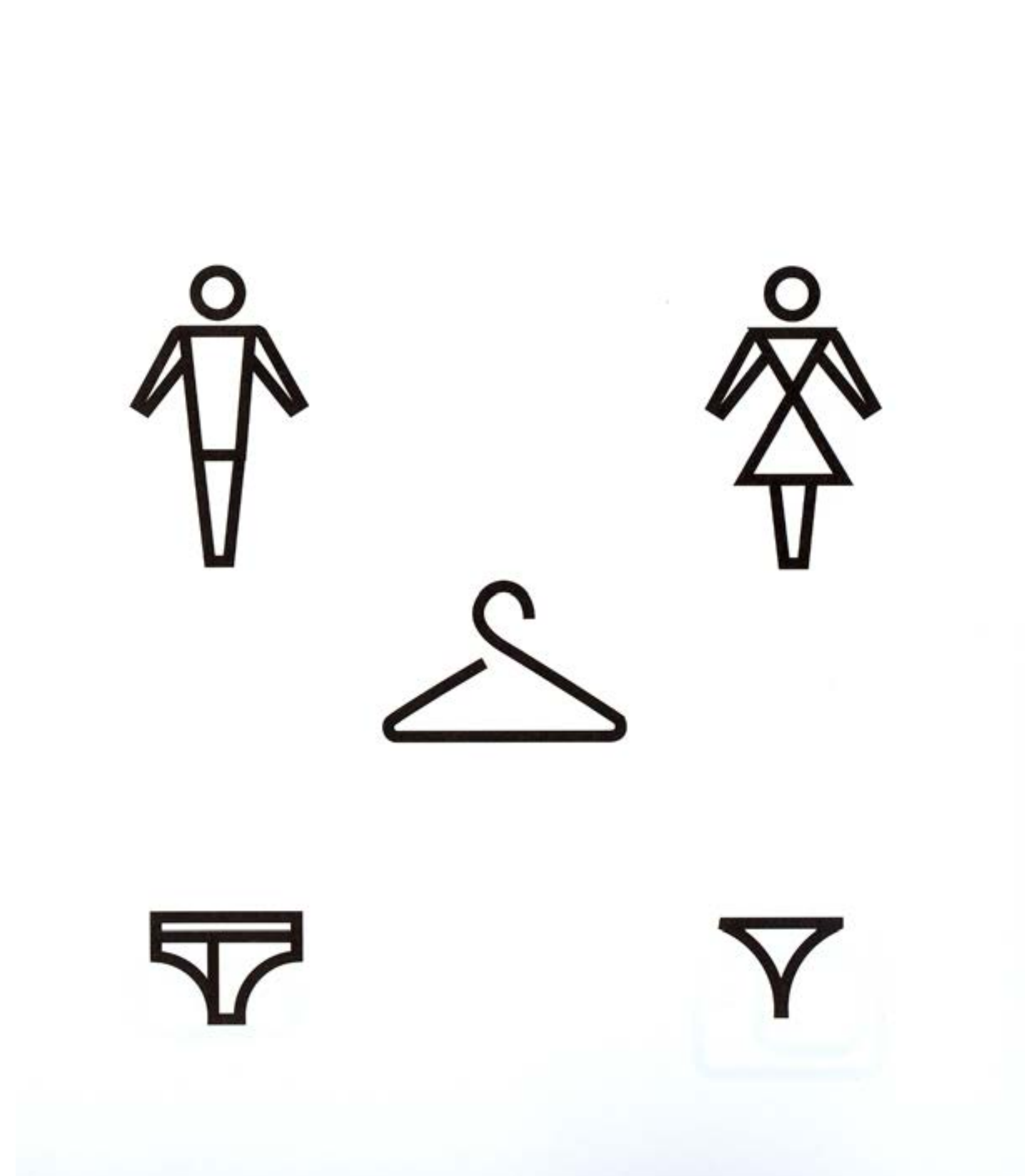


**Piktogramy**

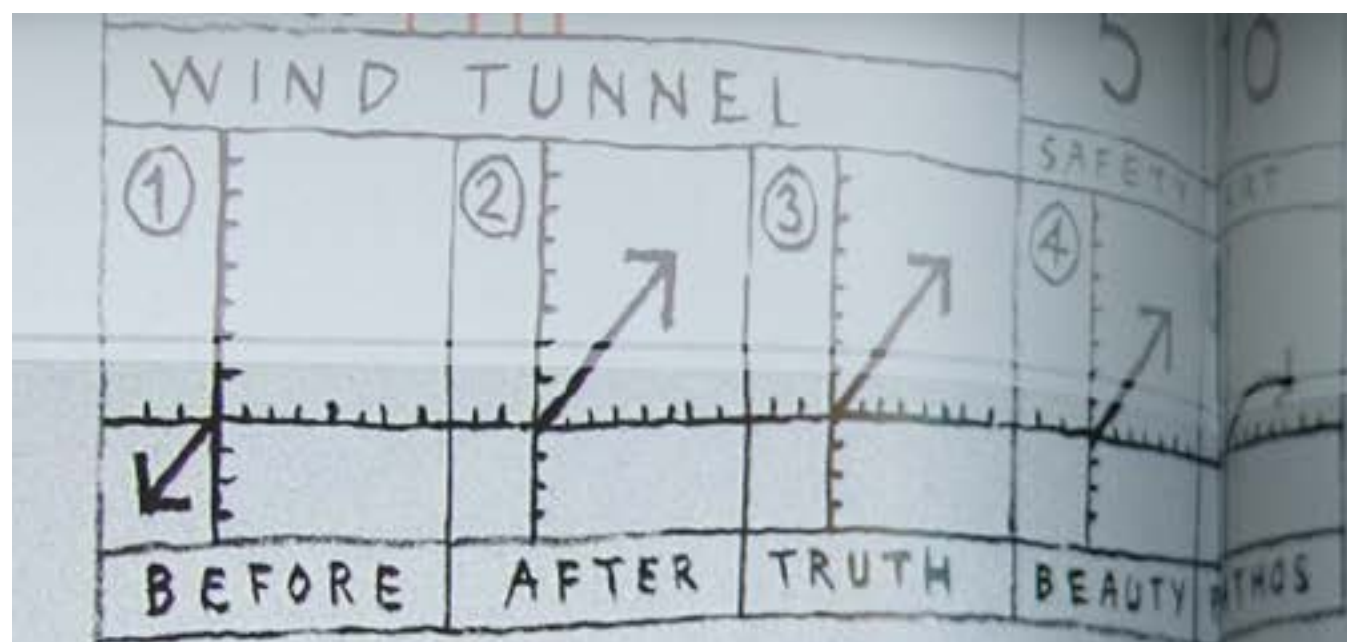
**a štýl**

# Štýl

využitie geometrických tvarov



Štýl  
ručne kreslené



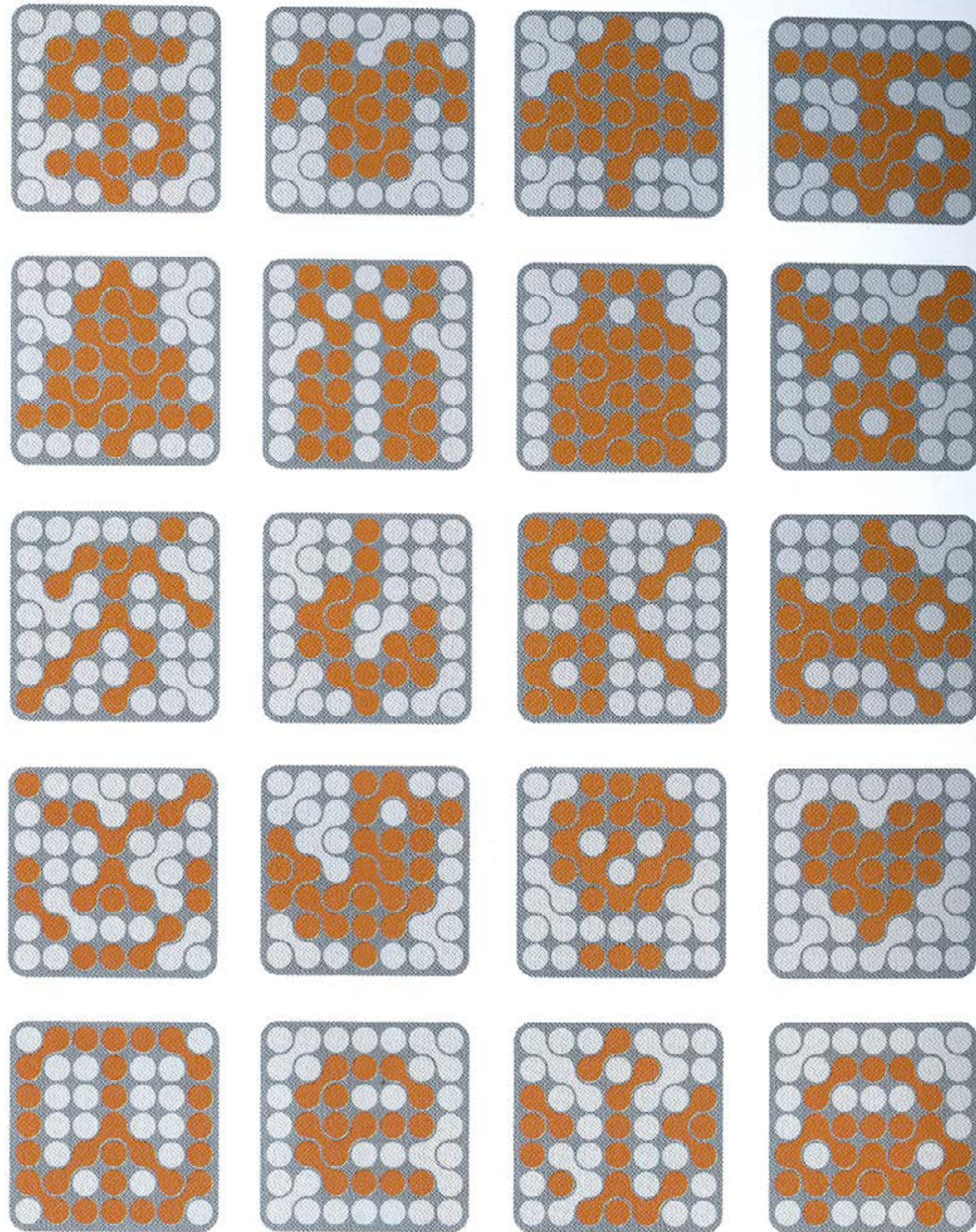
THIS IS NOT A CHAIR  
Van der Borche estate forest Wittalia GR

2. Usually a holder to...  
If necessary the con...  
be bent a bit (with a s...  
For this purpose a n...  
is marked; with a no...  
a deepened triangle or son...  
rare cases the vertical
3. These products do not...  
May contain substance...  
to the body. Dangero...  
during starting when...  
cables may glow or ca...  
of a competent perso...  
during mounting. If t...  
does not work proper...  
(liquid ran into the de...  
etc.) or if it causes...  
smells, switch off imm...  
expert for examinatu...
4. BORCH/FISHER discl...  
for anything they have...  
anything they migh...

Štýl  
využitie štruktúry



Štýl  
využitie mriežky





Štýl  
využitie siluety



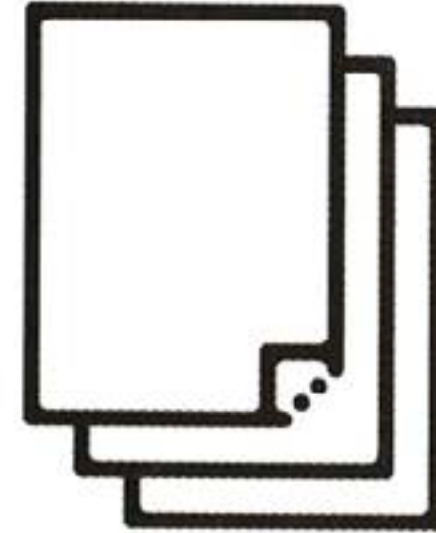
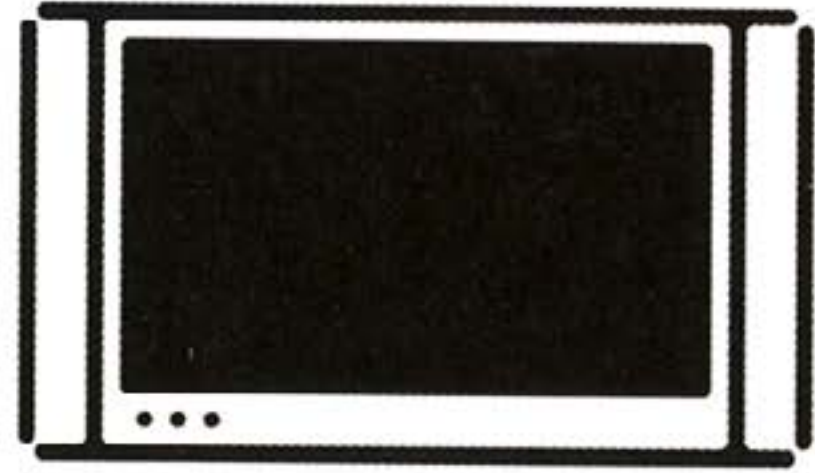
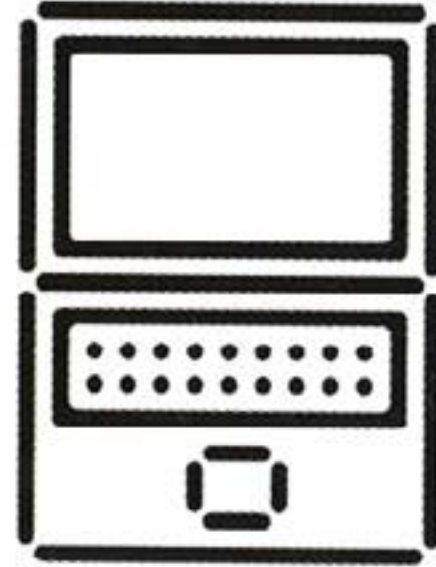
**Štýl**  
kombinácia siluety  
a lineárnej kresby



Štýl  
ťahy štetca



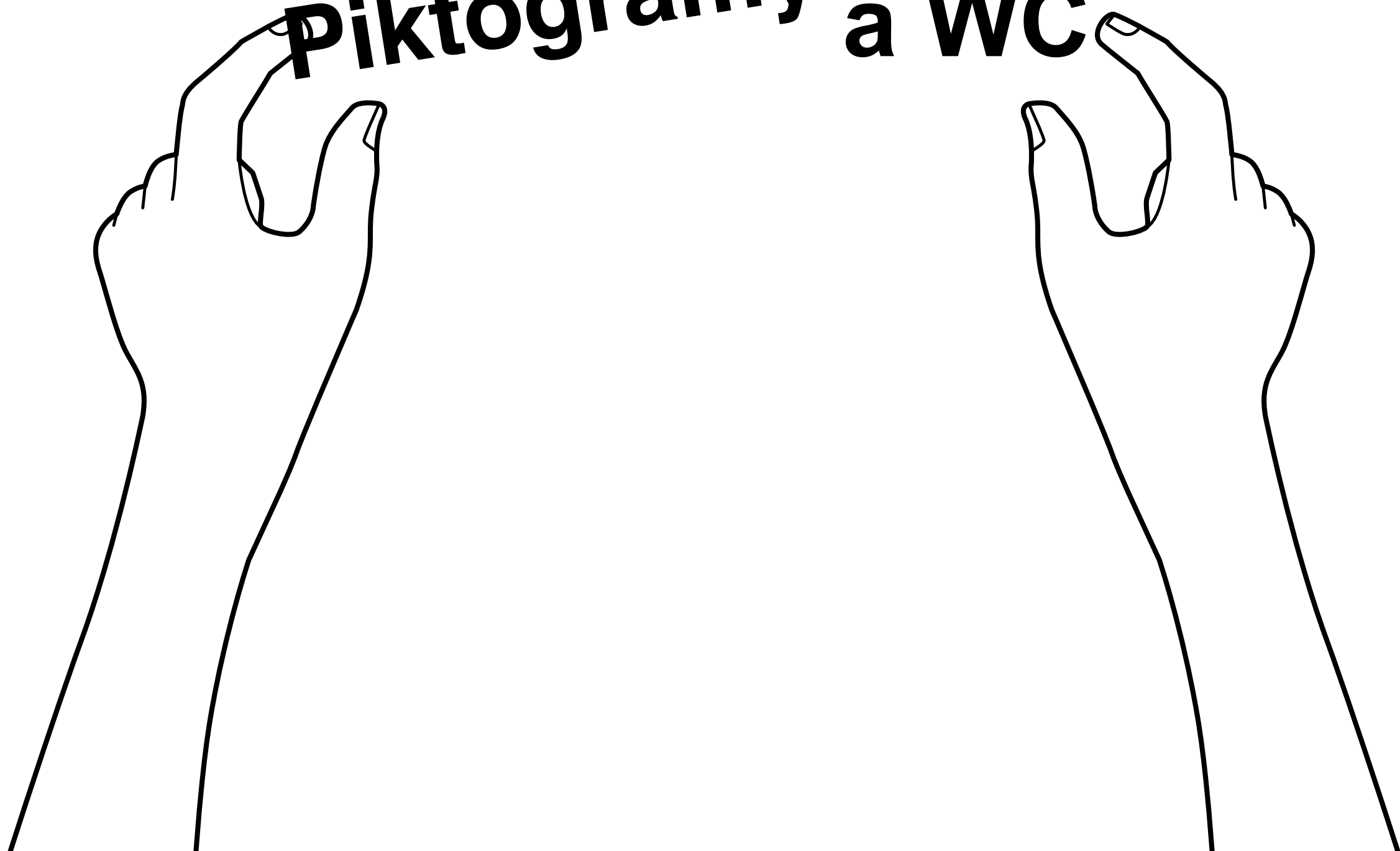
Štýl  
retro štýl



Štýl  
lineárna kresba



# **Piktogramy a WC**



# Ukážky pikogramy



pg 24



pg 16



pg 55



pg 186



pg 95



pg 237



pg 151



pg 179



pg 96

# Ukážky pikogramy



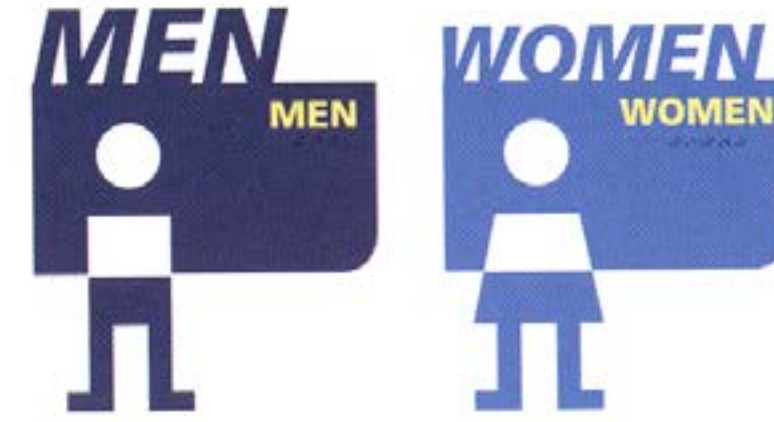
pg 198



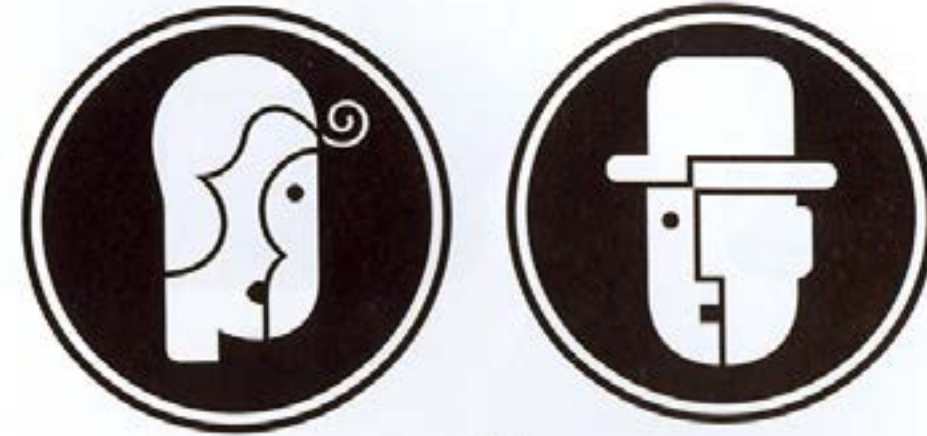
pg 76



pg 86



pg 255



pg 190



pg 173



# Ukážky pikogramy



- WC
- ← bar
- ↓ salle



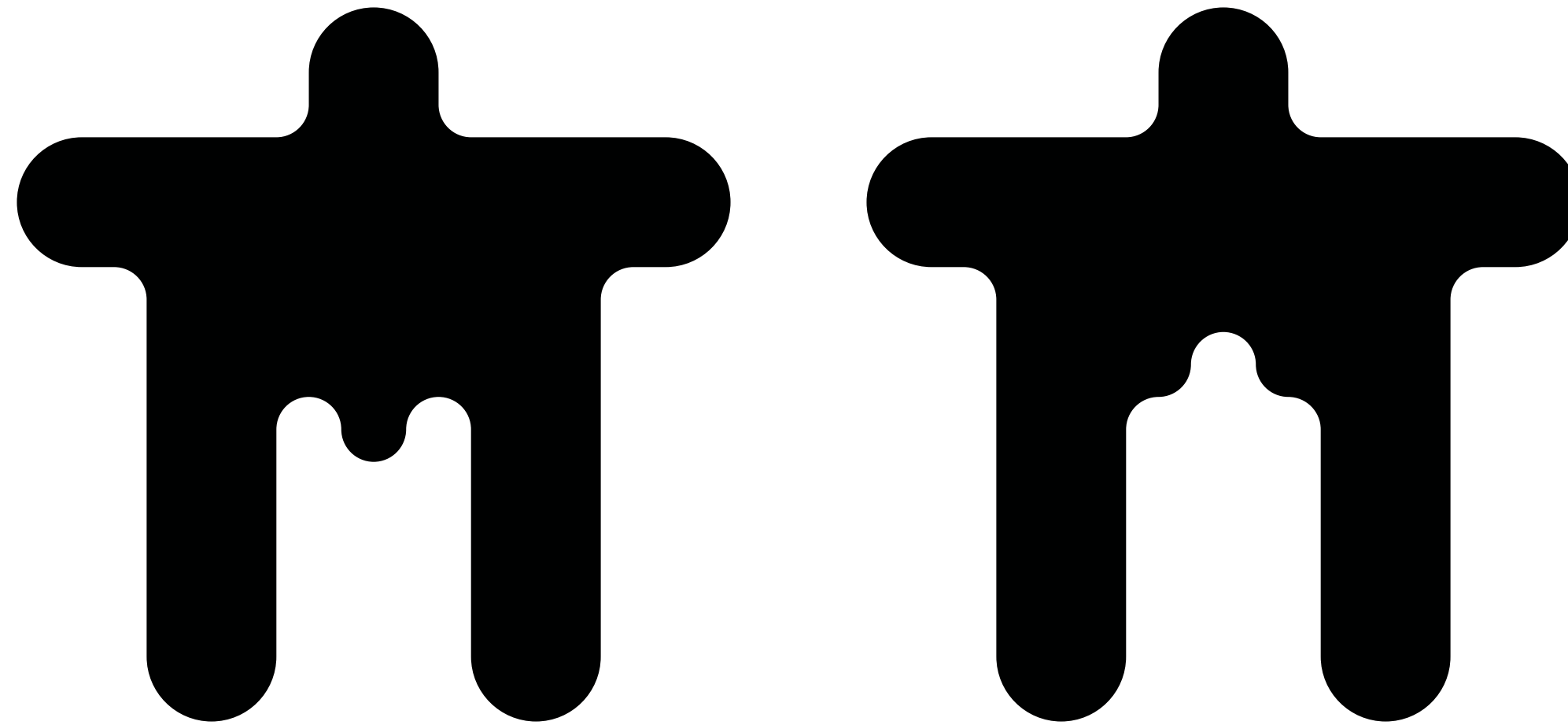
## Ukážky pikogramy



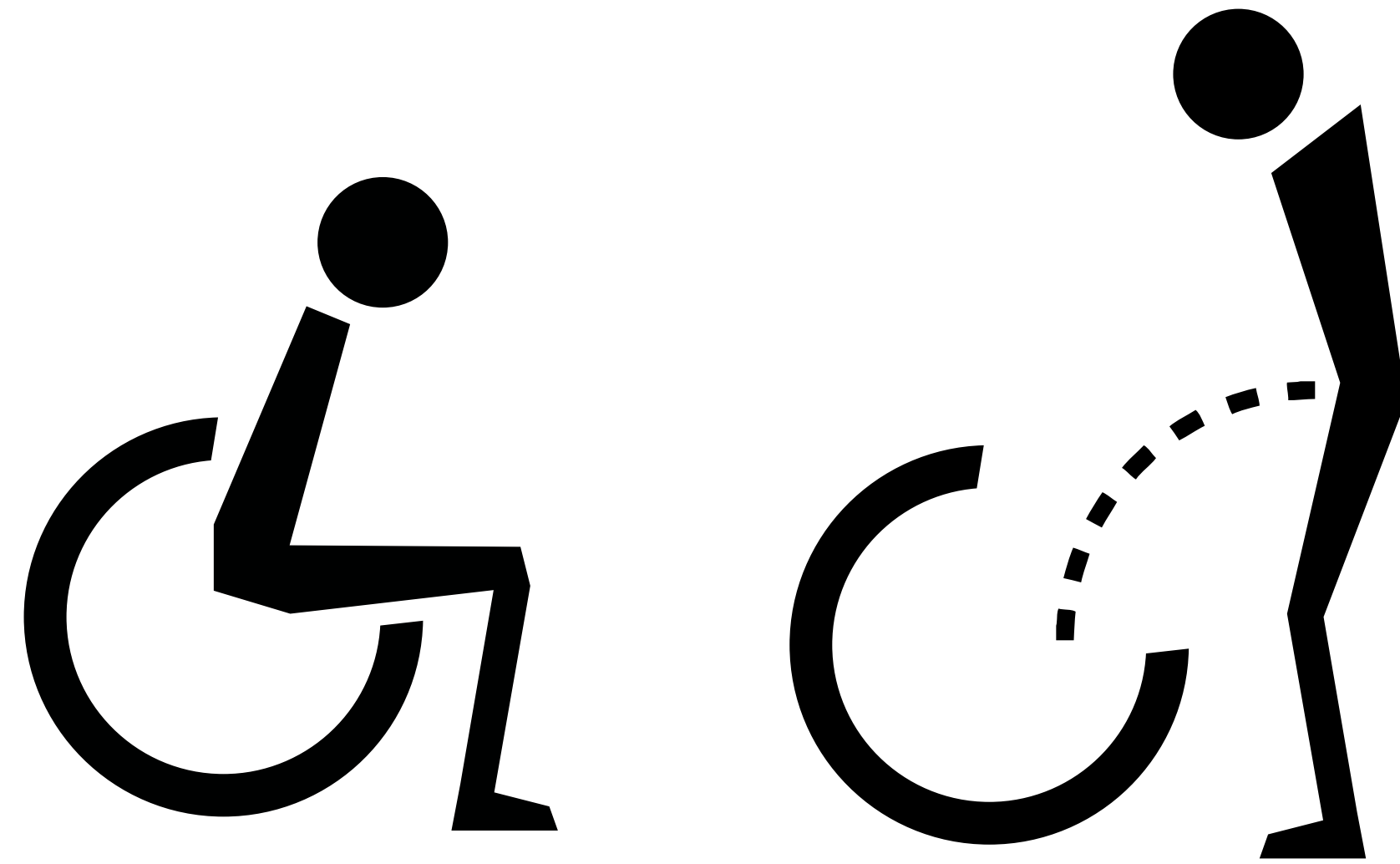
## Ukážky pikogramy



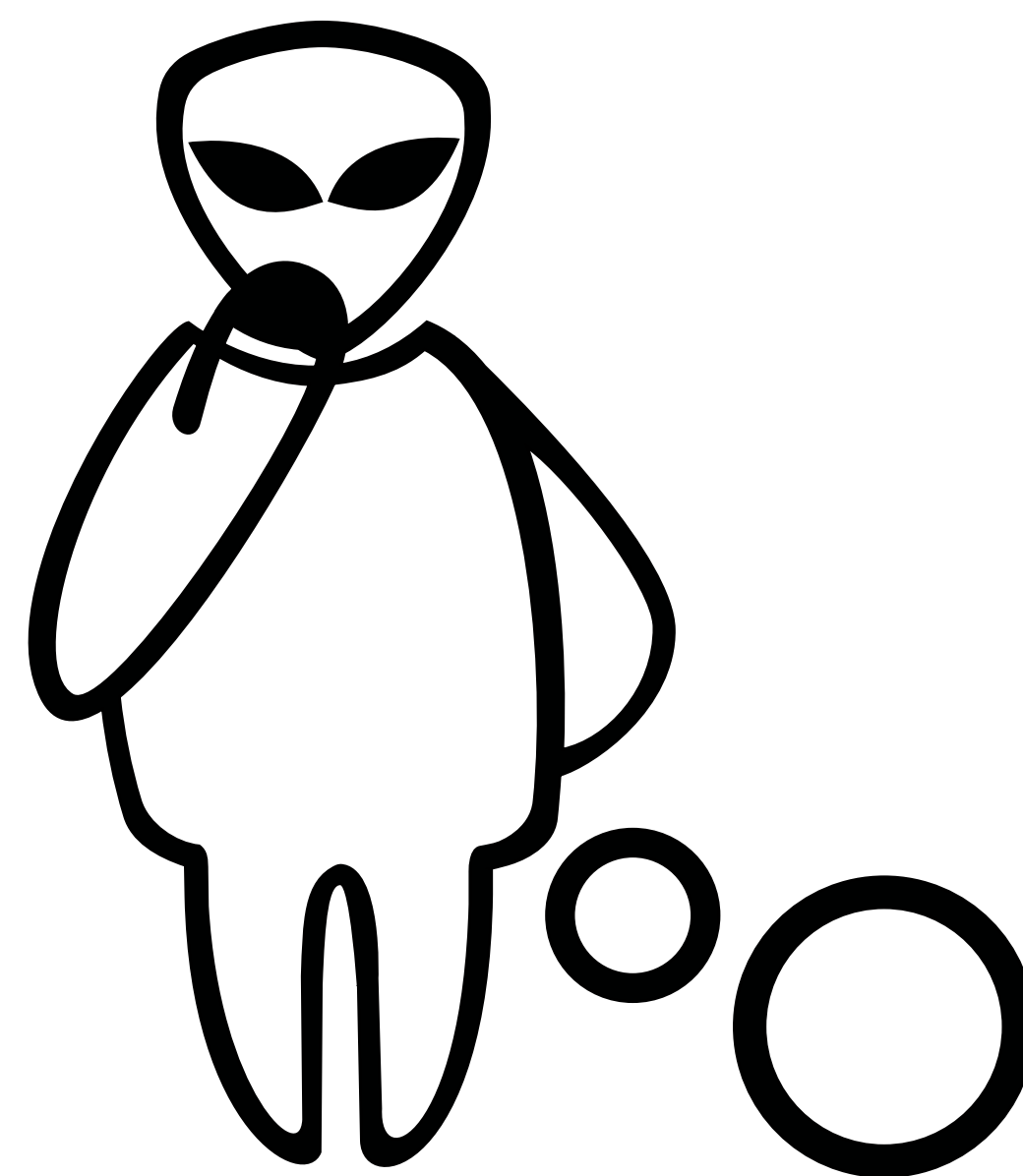
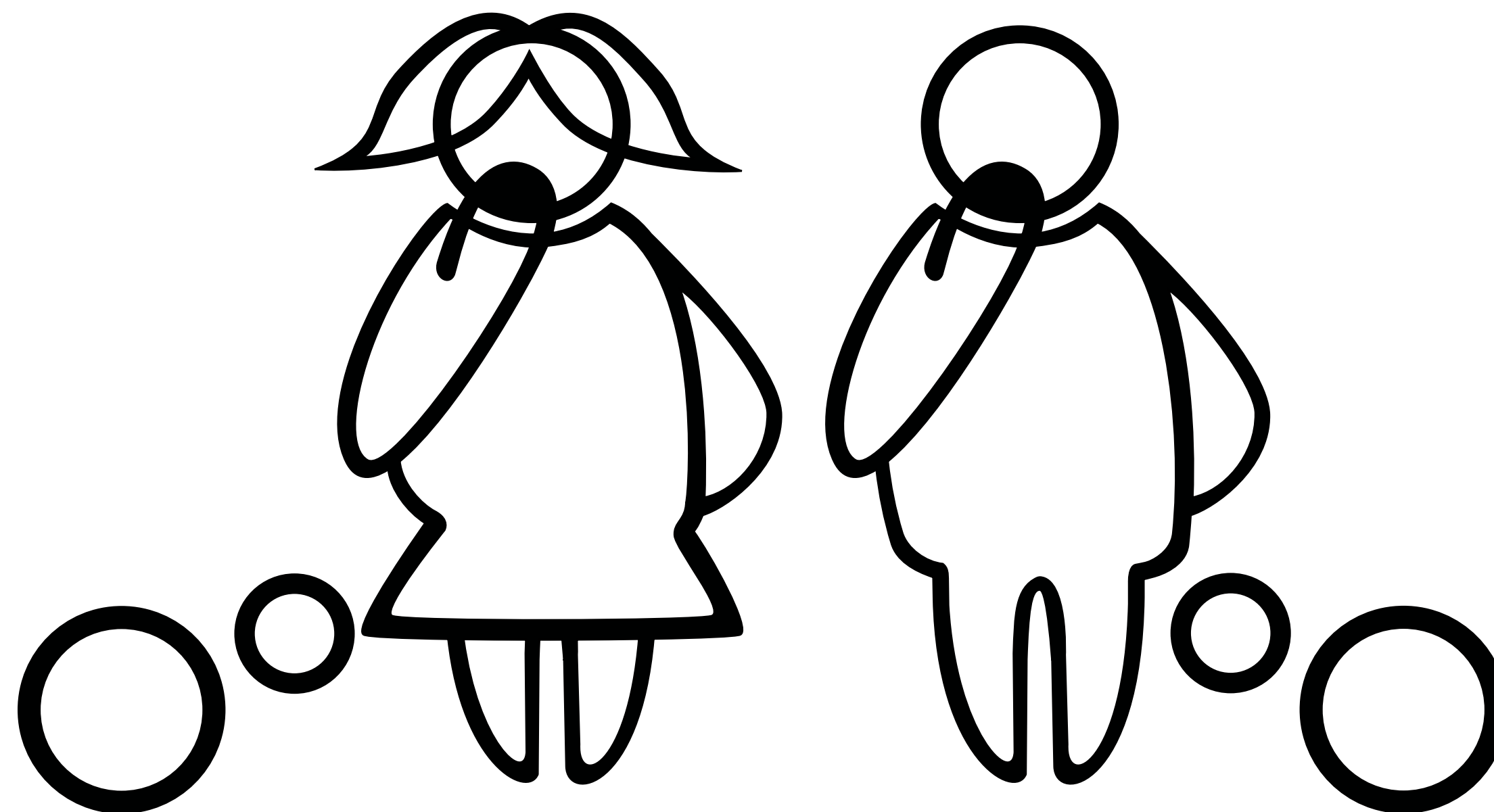
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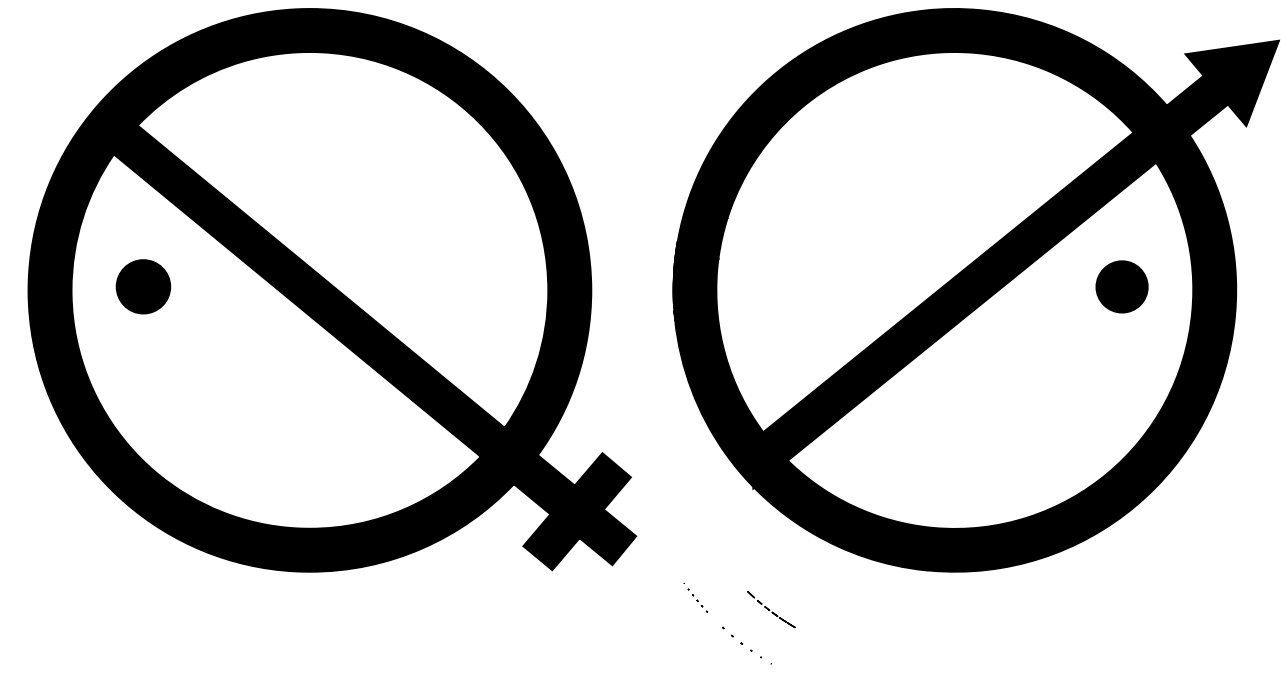
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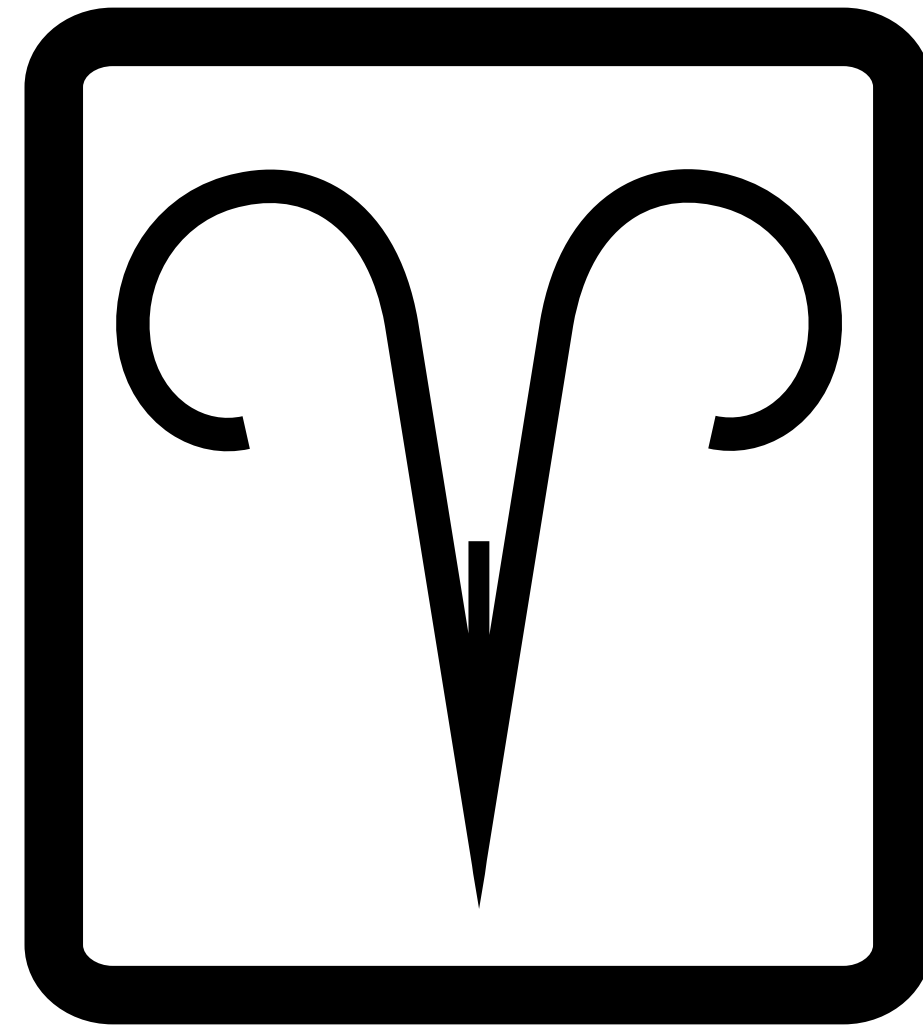
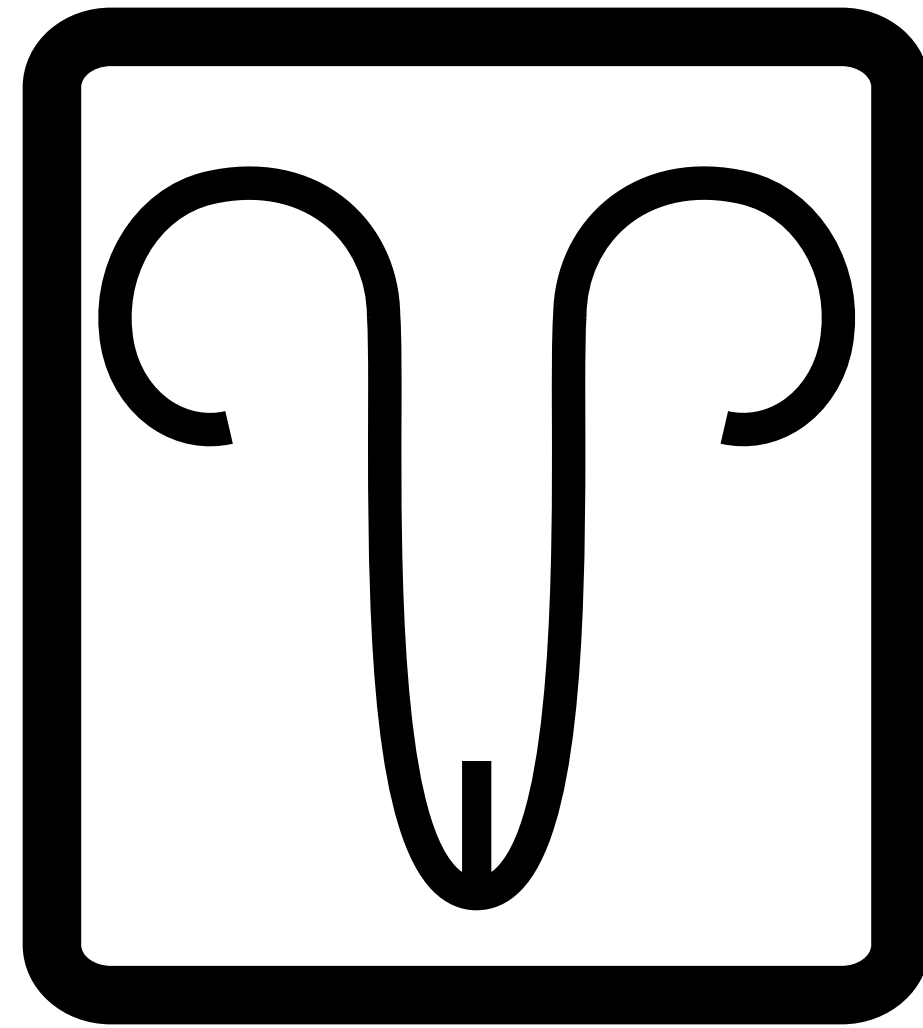
Ukážky pikogramy



# Ukážky pikogramy

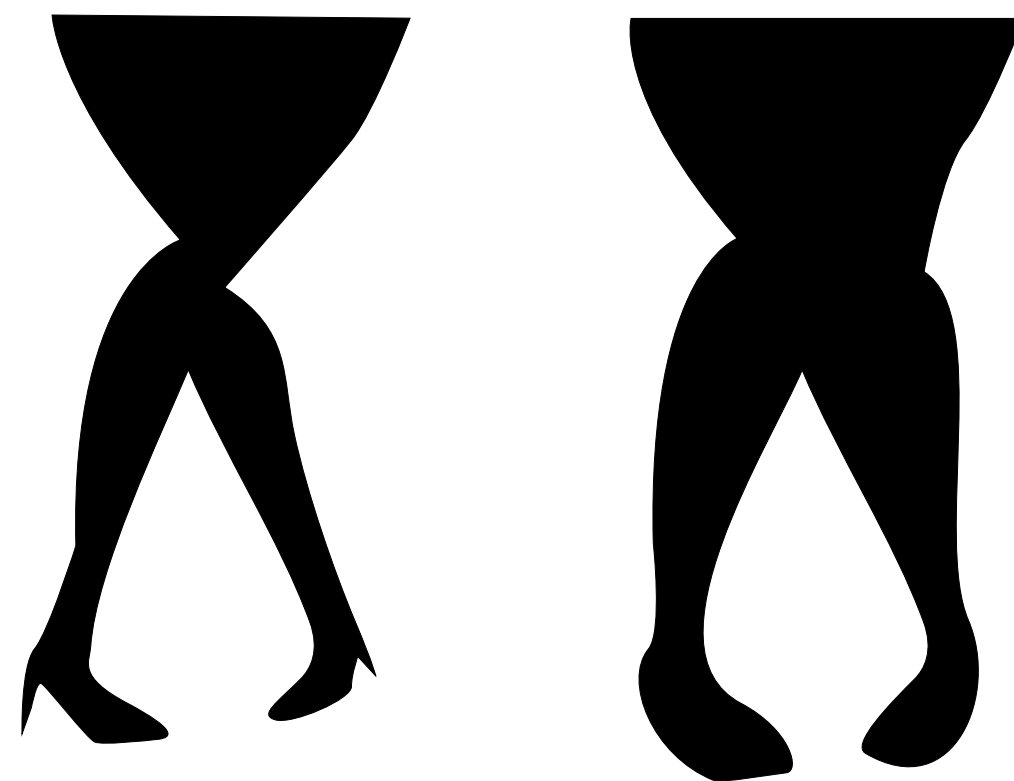


# Ukážky pikogramy





## Ukážky pikogramy



# Ukážky pikogramy



Ukážky pikogramy



## Ukážky pikogramy



