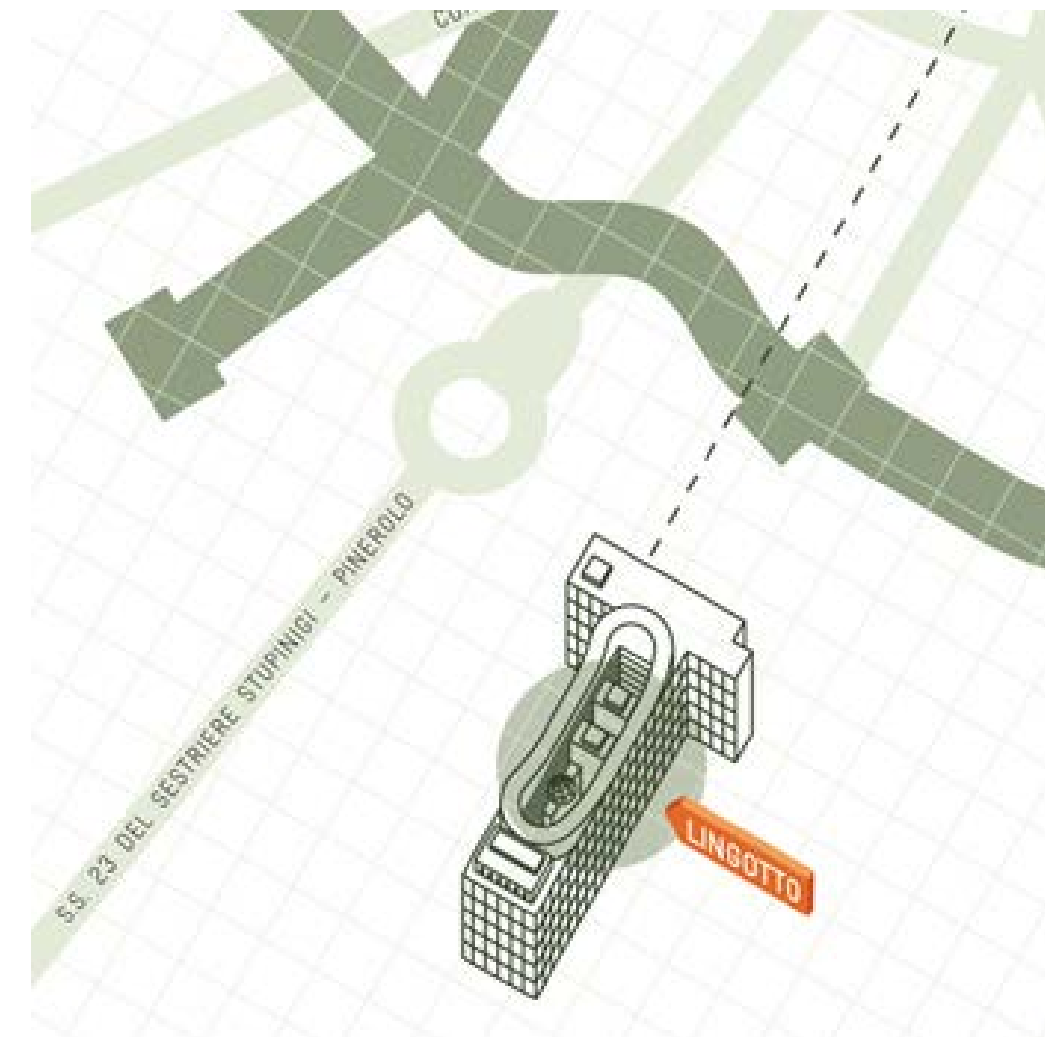


Ideálny spracovanie piktogramov je v 2D pohľade a teda objektov bez perspektívy. Všetky piktogramy musia byť v rovnakom uhle.

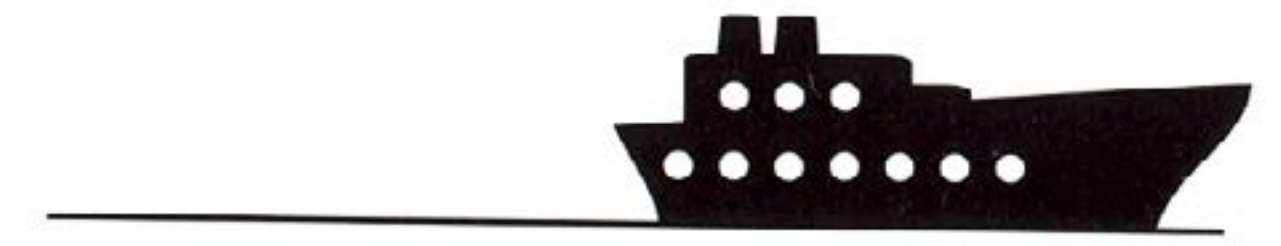
3D pohľad

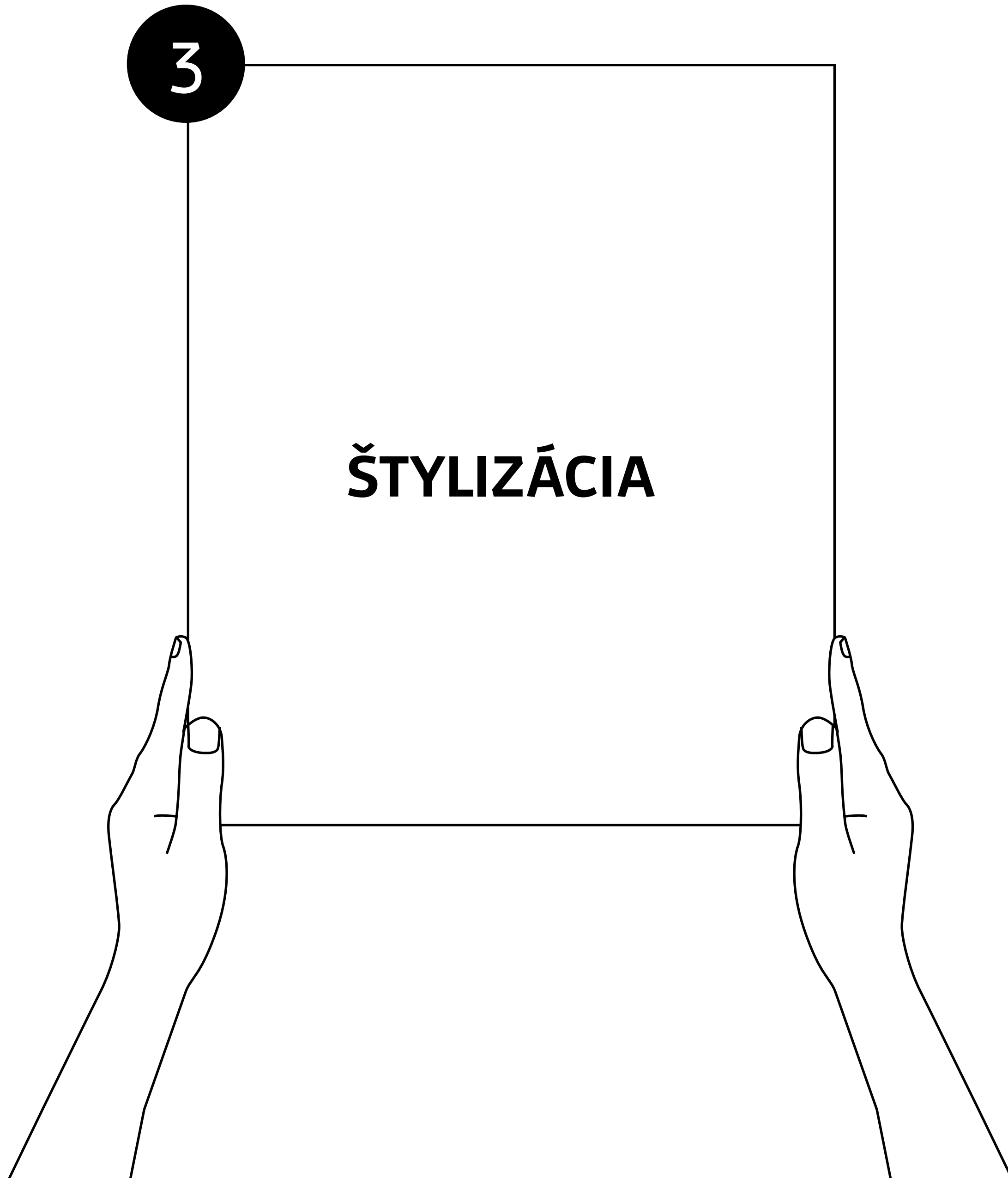


2

**JEDNOTIACI
PRVOK**

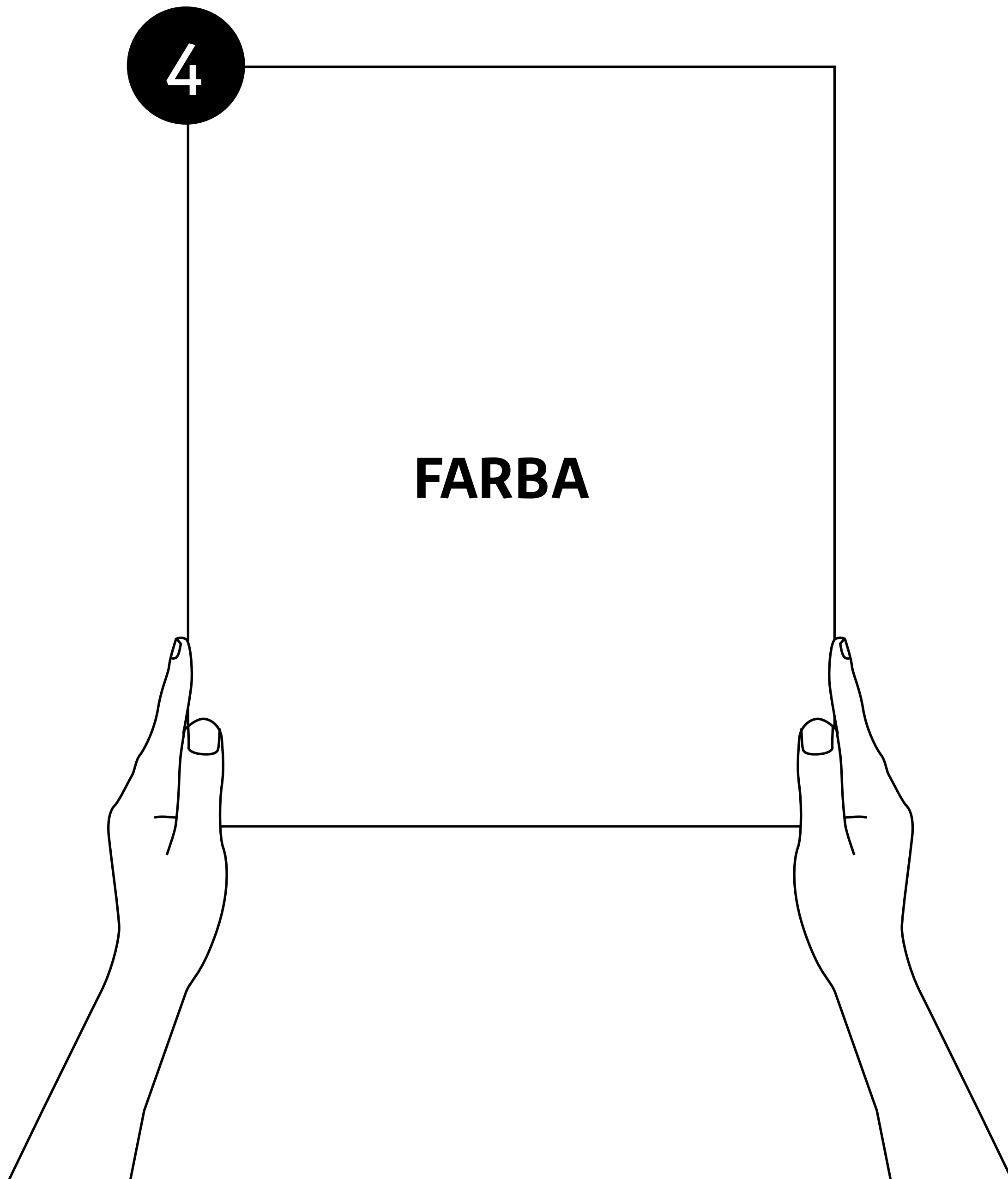
Všetky piktogramy musia byť vizuálne jednotné a teda mať rovnaký štýl. Pravidlo, ktoré sa uplatní na jednom piktograme sa musí zopakovať na všetkých.



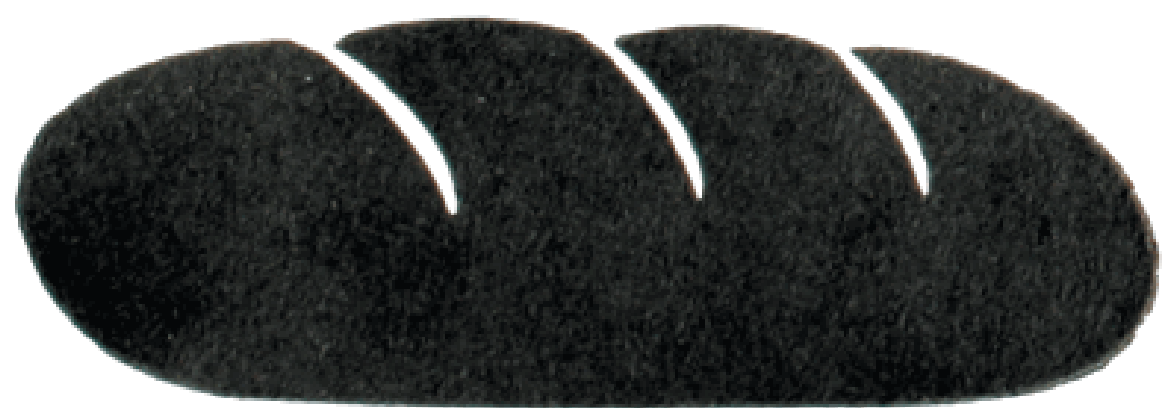


Všetky symboly musia byť samé o sebe zrejmé. Samotná štylizácia by mala niesť také znaky objekty, aby bol rozpoznateľný.

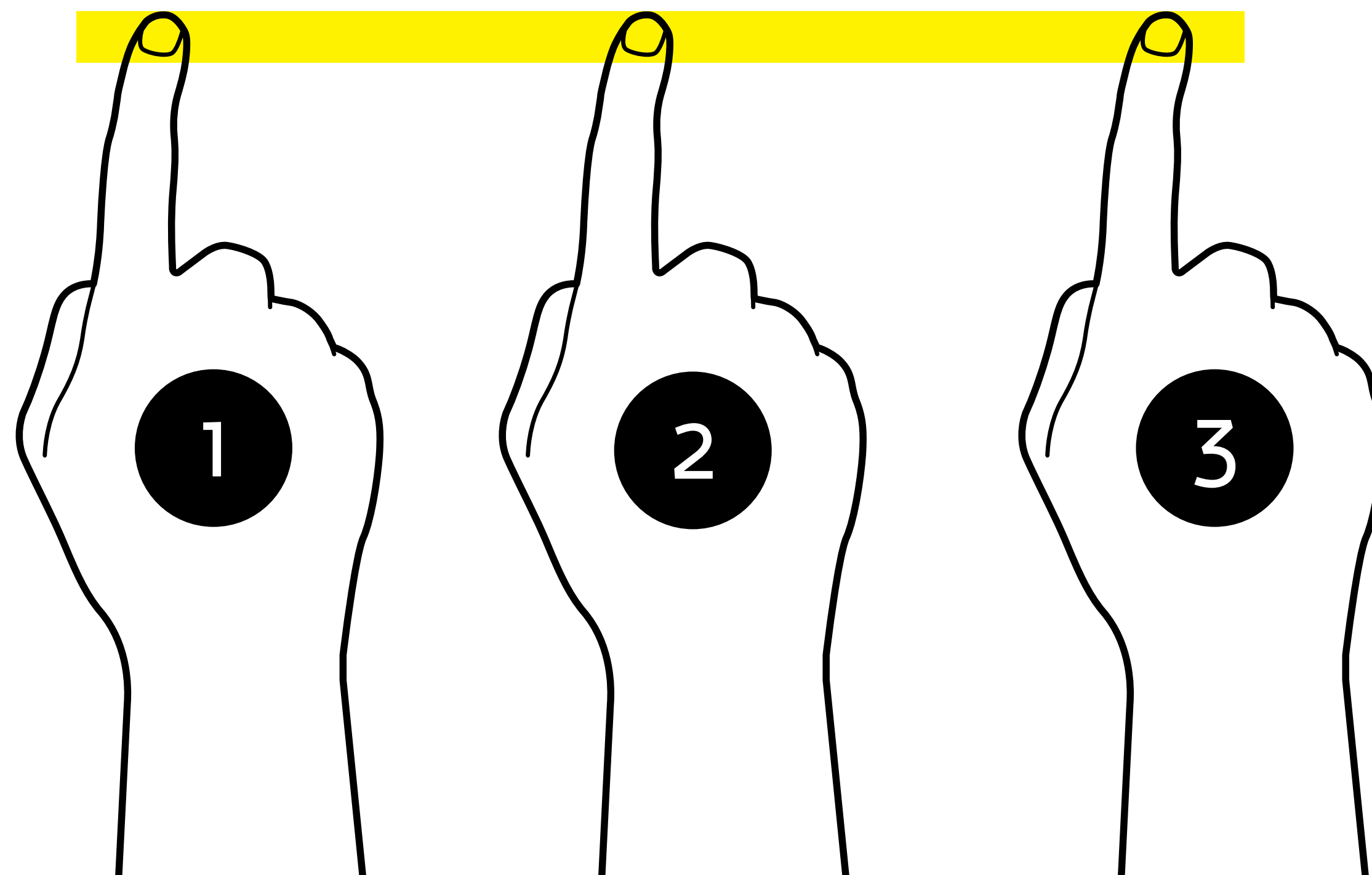
Postup naurhovania



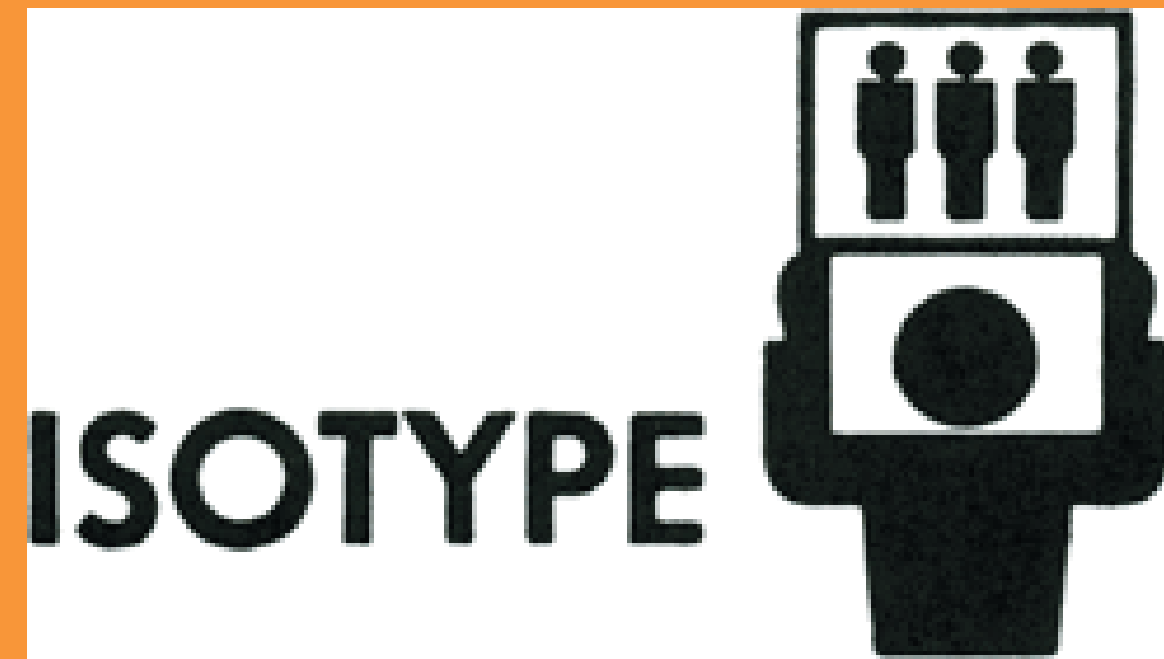
Piktogramy sú nezávislé na farbe.



3 ukázky projektů



1



International
System
Of
Typographic
Picture
Education

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.

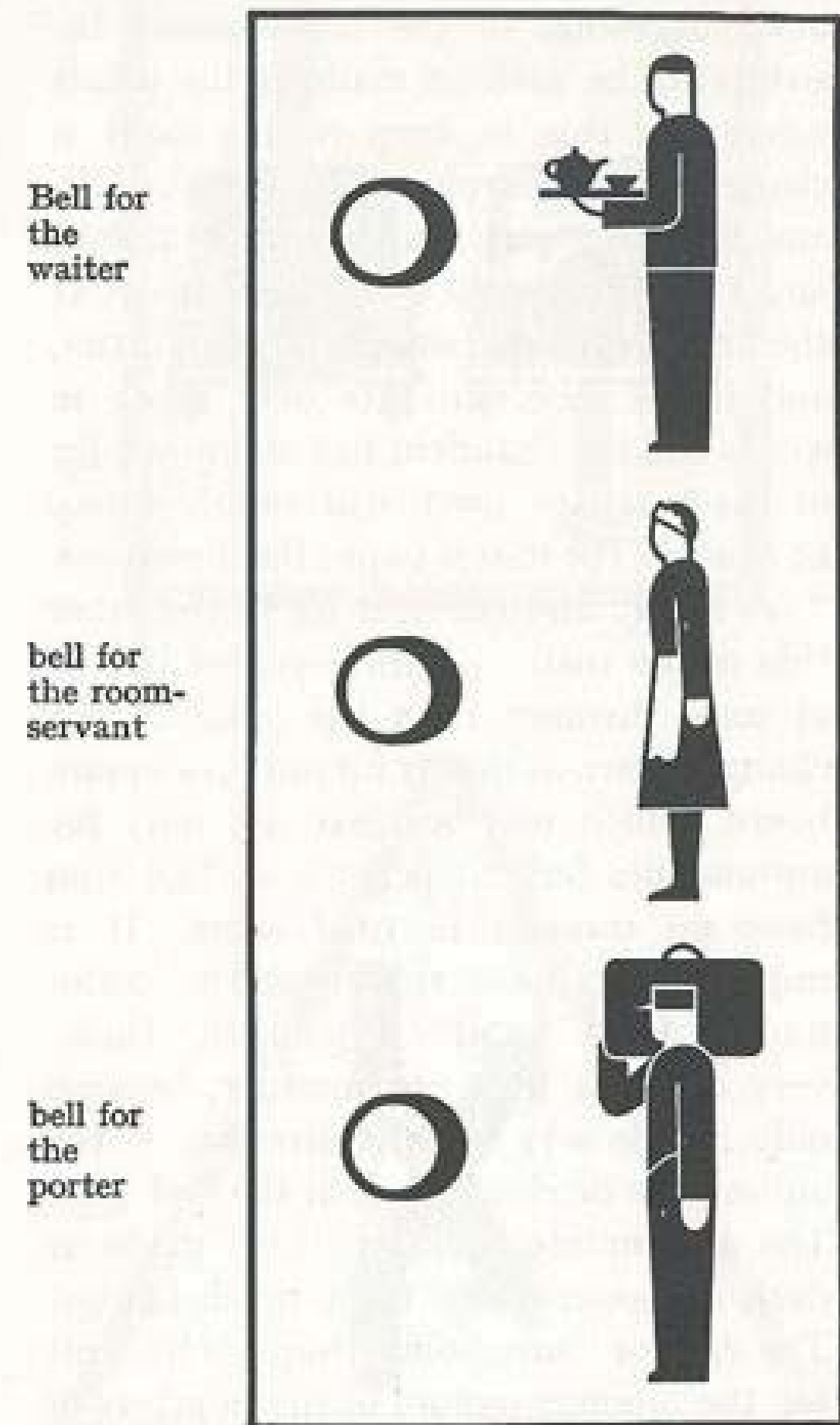
1

Otto Neurath
(1882 – 1945)

ISOTYPE

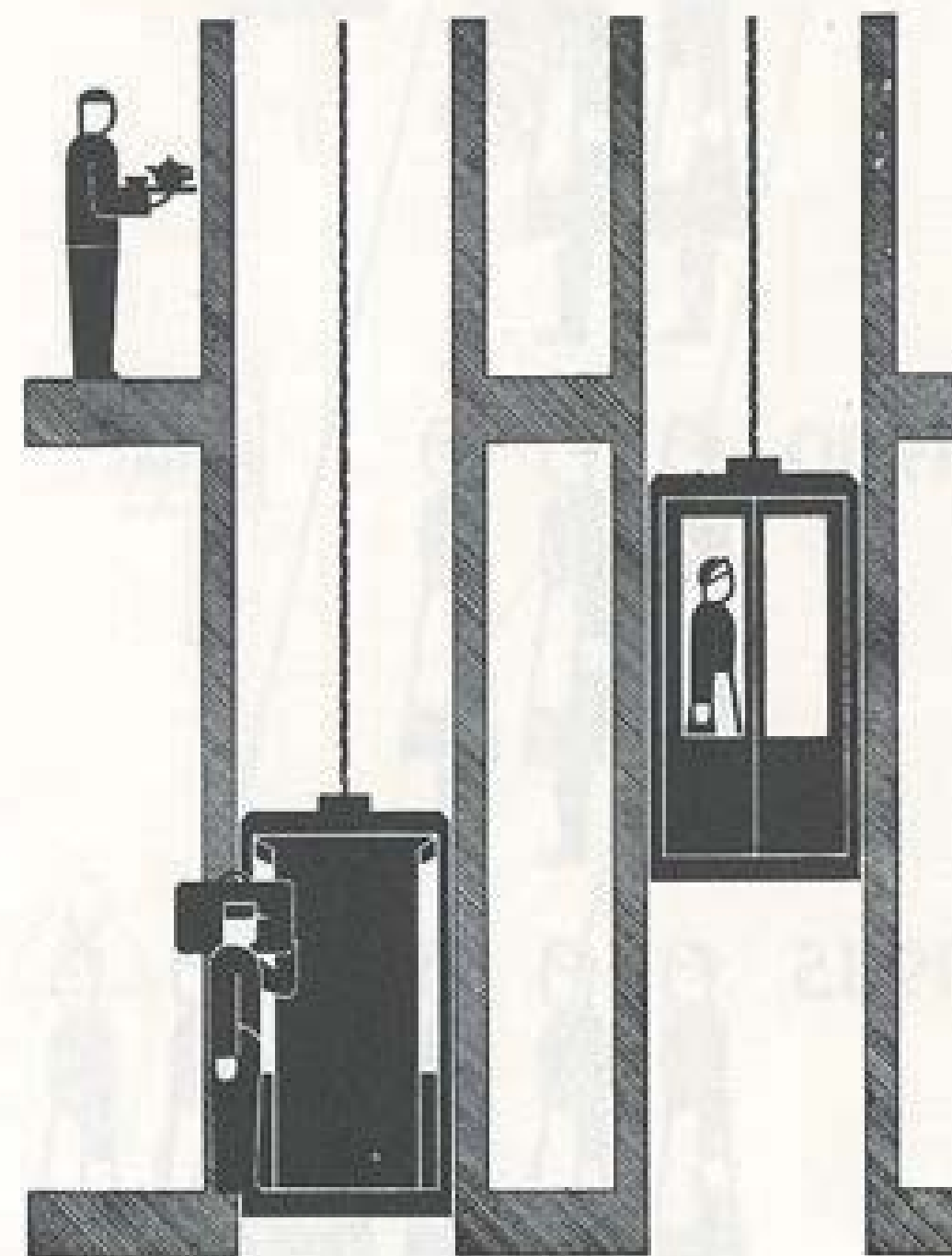
- nejde o záměnu textu obrazem
- redukované konvencionality, napr. Evropan
čítá informace zľava doprava
- ikonický systém môže byť čítaný internacionálne
- vymenil klasické štýl zobrazovania za
zrozumiteľný vizuálny jazyk, ktorý má striktné
pravidlá pre vytváranie „vizuálnych textov“

Bells for the different sorts of servants



PICTURE 7

Isotype picture of a lift in a hotel (detail)

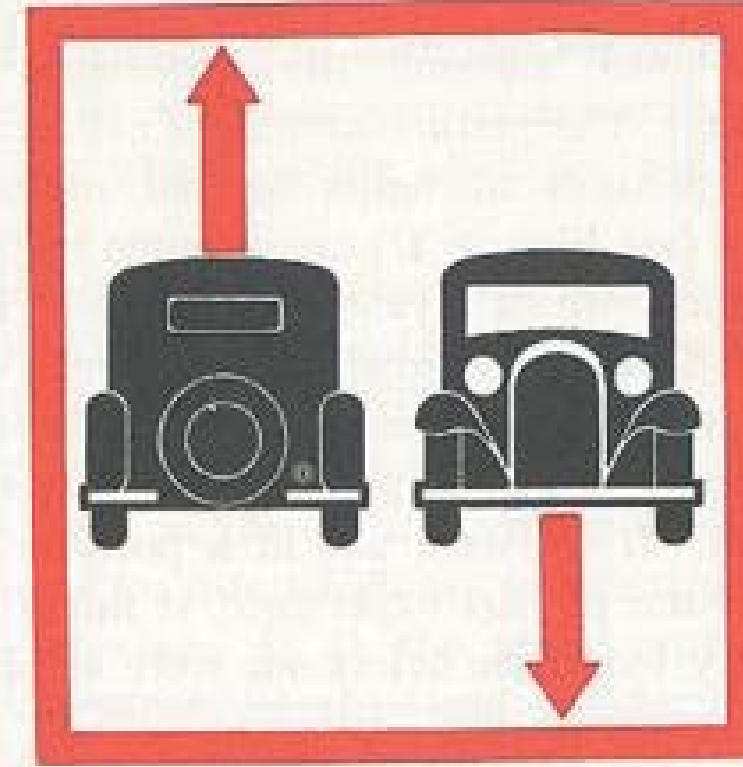


PICTURE 8

INTERNATIONAL PICTURE LANGUAGE

OTTO NEURATH

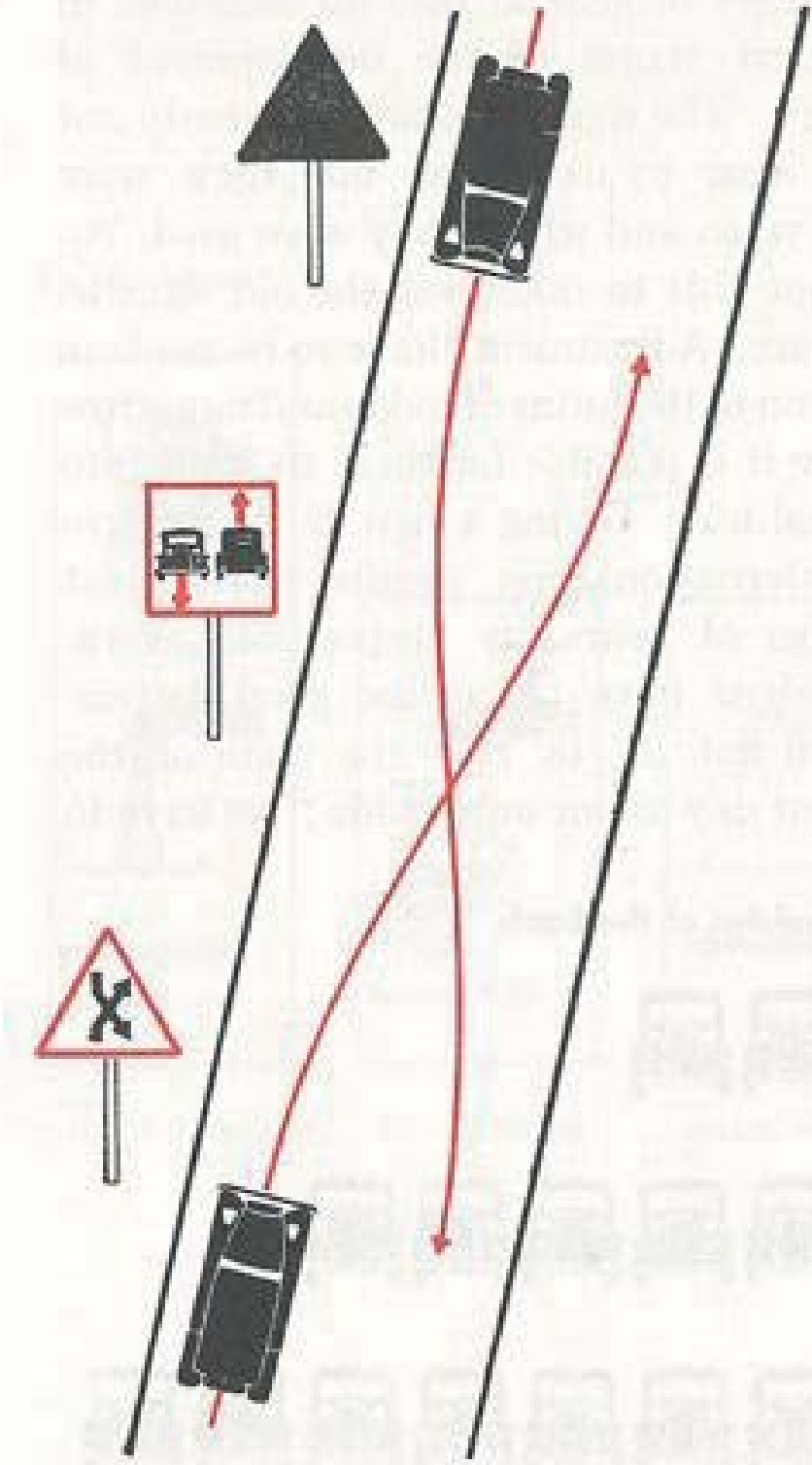
NET **3/6** NET
PSYCHE MINIATURES
GENERAL SERIES
KEGAN PAUL



PICTURE 10

38

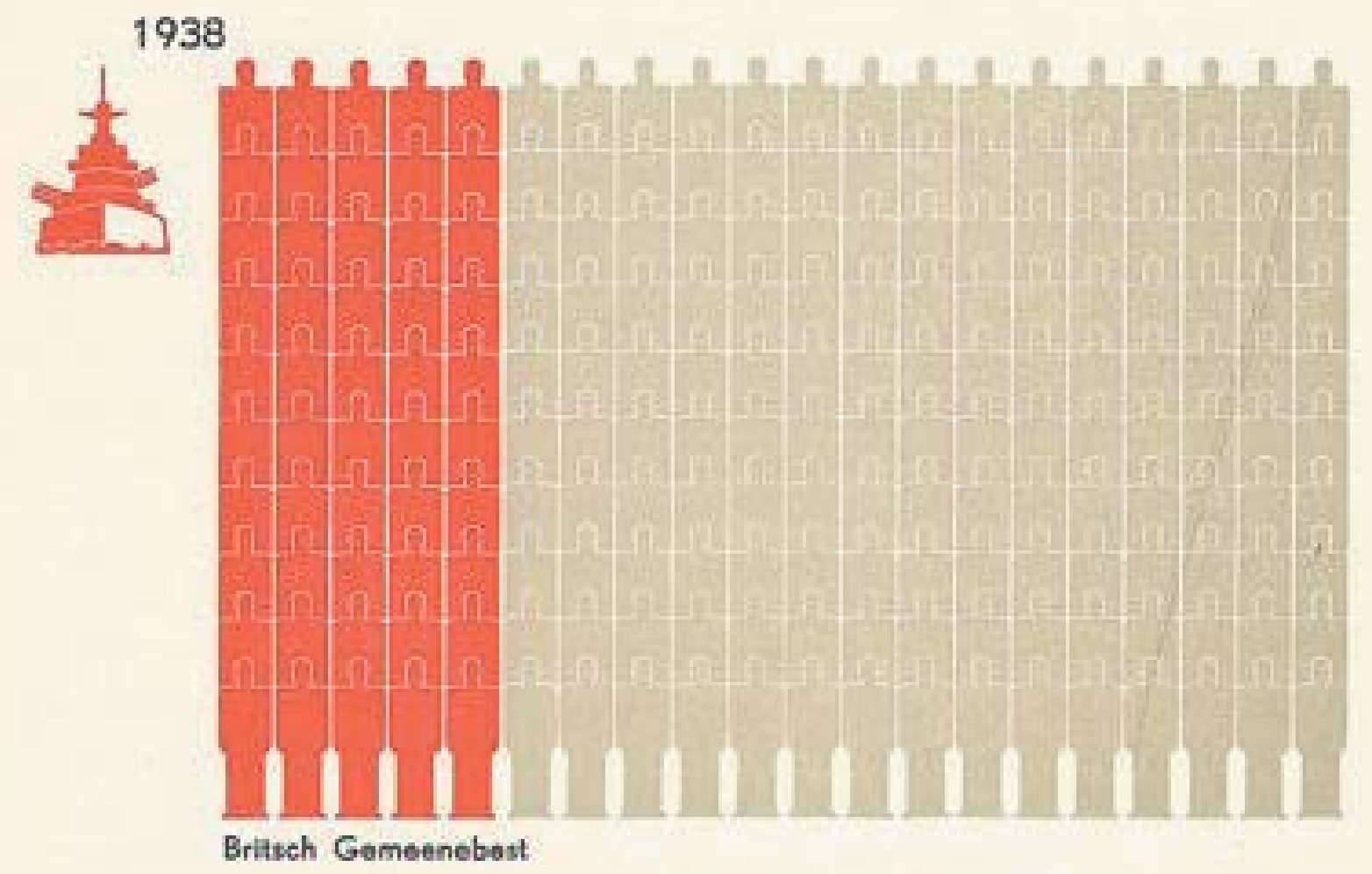
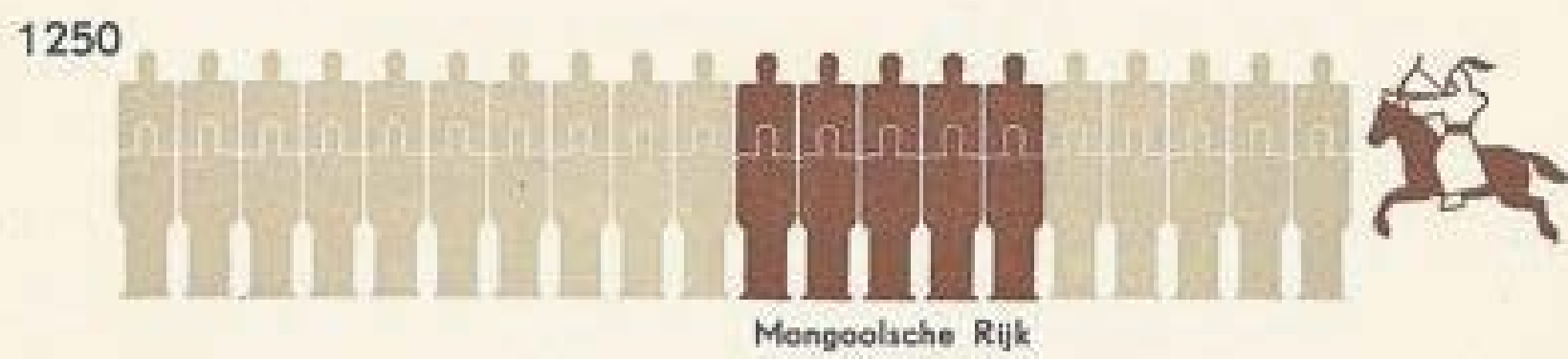
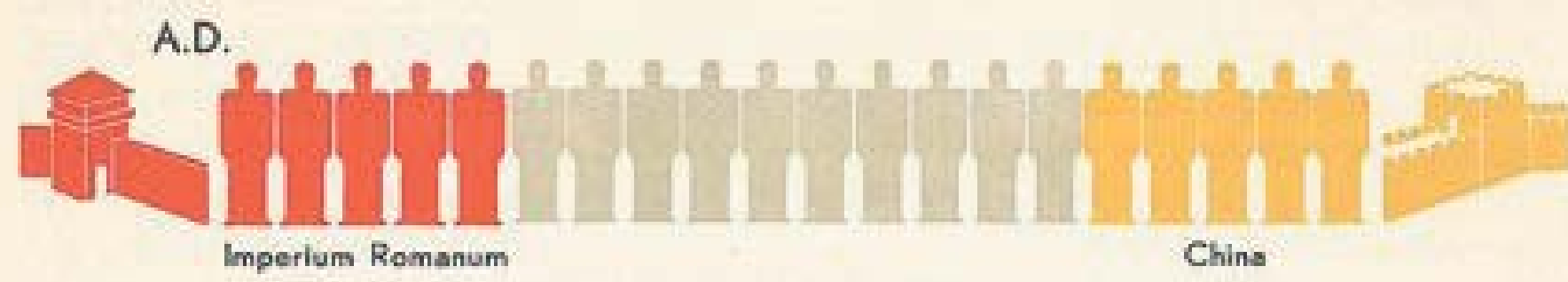
Placing of the road signs



PICTURE 11

39

Wereldrijken



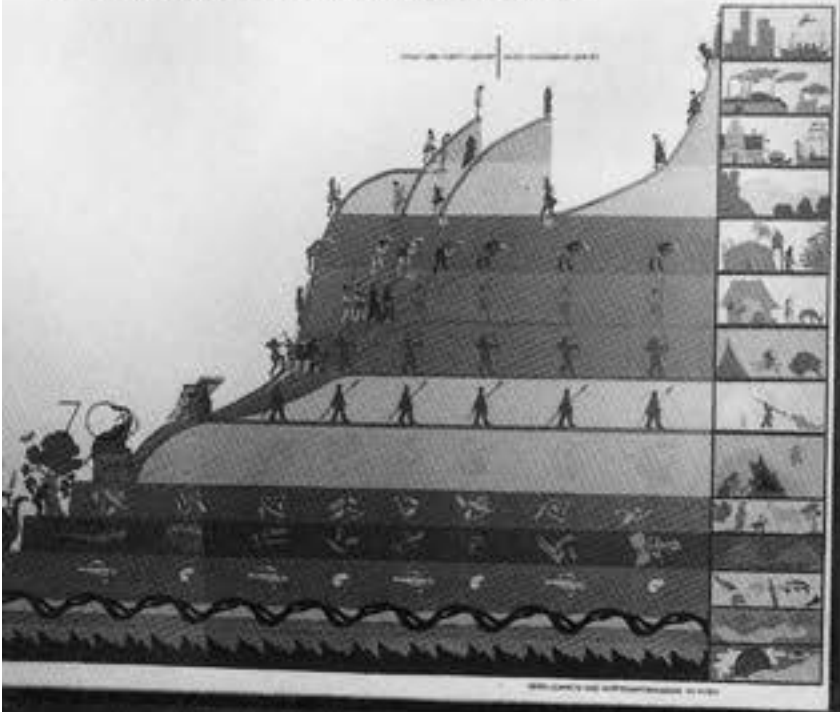
Elk figuurtje stelt een bevolking van tien miljoen zielen voor.



Democracy

MENSCHHEIT

ERD UND GESELLSCHAFTSENTWICKLUNG



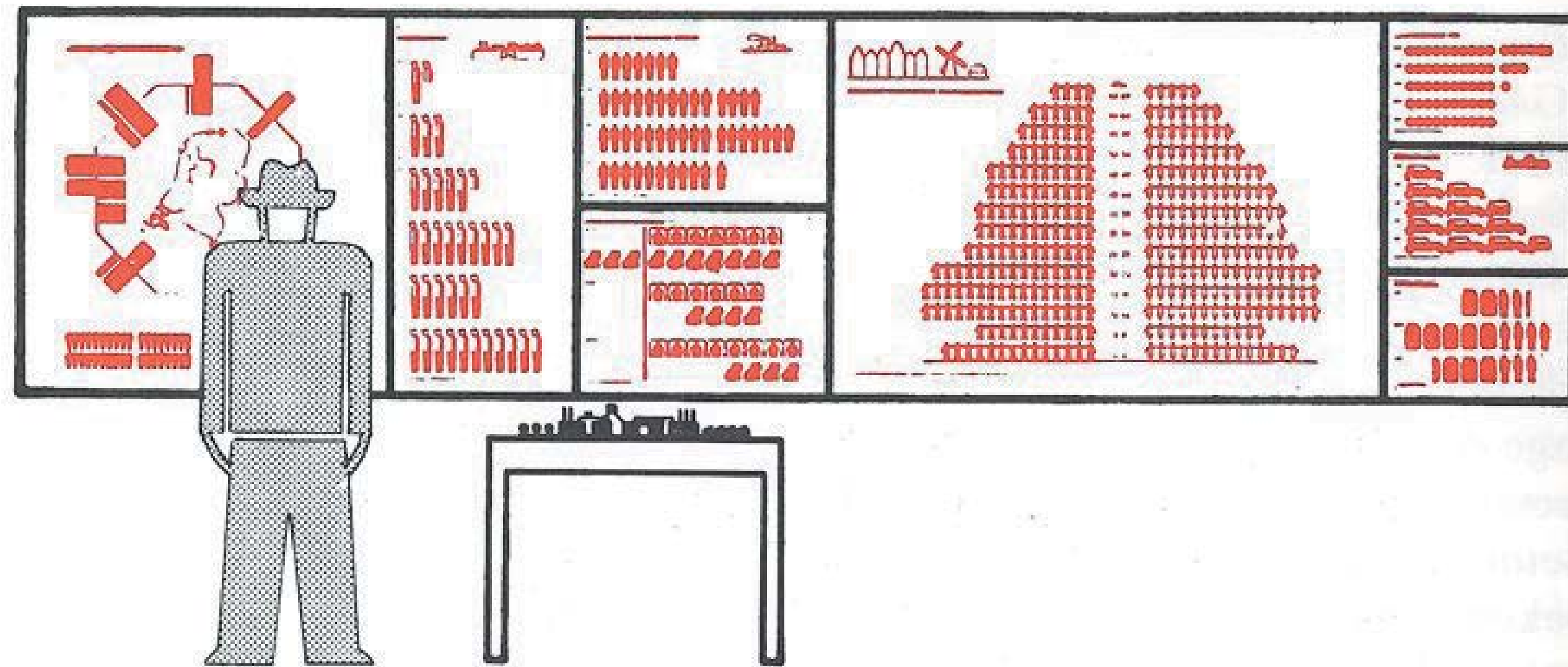
Zeitalter	Charakteristika	Wirtschaft	Sozialstruktur
Steinzeit	Jagd und Sammeln	Jagd, Fischerei, Sammeln	Stammesgesellschaft
Bronzezeit	Ackerbau und Viehzucht	Ackerbau, Viehzucht	Stammesgesellschaft
Eisenzeit	Ackerbau und Viehzucht	Ackerbau, Viehzucht	Stammesgesellschaft
Mittelalter	Ackerbau und Viehzucht	Ackerbau, Viehzucht	Feudalismus
Neuzeit	Ackerbau und Industrie	Ackerbau, Industrie	Kapitalismus
Zeitgenössisch	Ackerbau und Industrie	Ackerbau, Industrie	Kapitalismus

WIRTSCHAFTS-ENTWICKLUNG

WIRTSCHAFT 1924

WIRTSCHAFT ÖSTERREICHS 1925

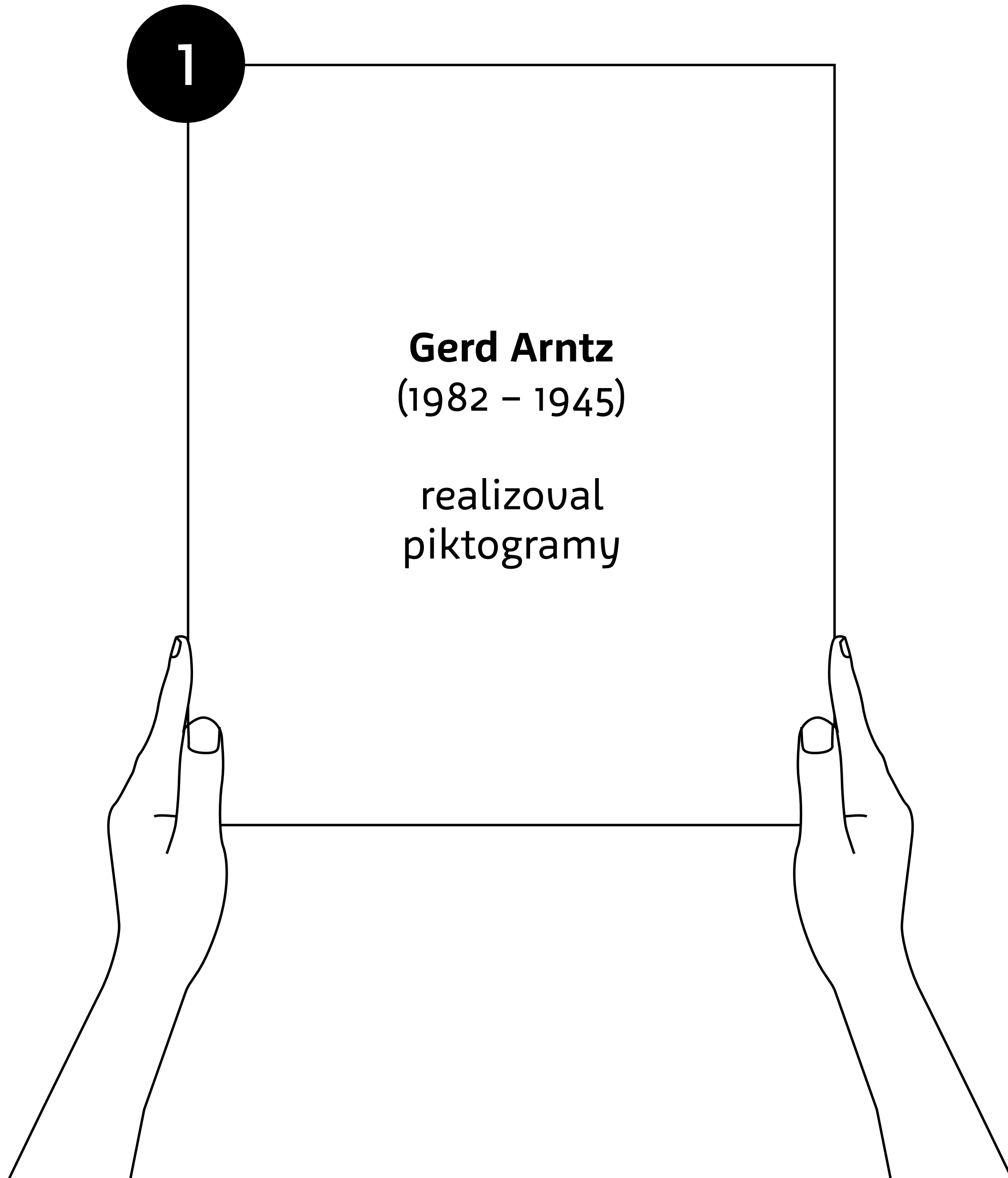
Otto Neurath



Anordnung von Tafeln.

DEFINOVANIE UMIESTNENIA PANELOV PRE VÝSTAVU

- výstava GeSolei v Düsseldorfe:
návštevnosť 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.

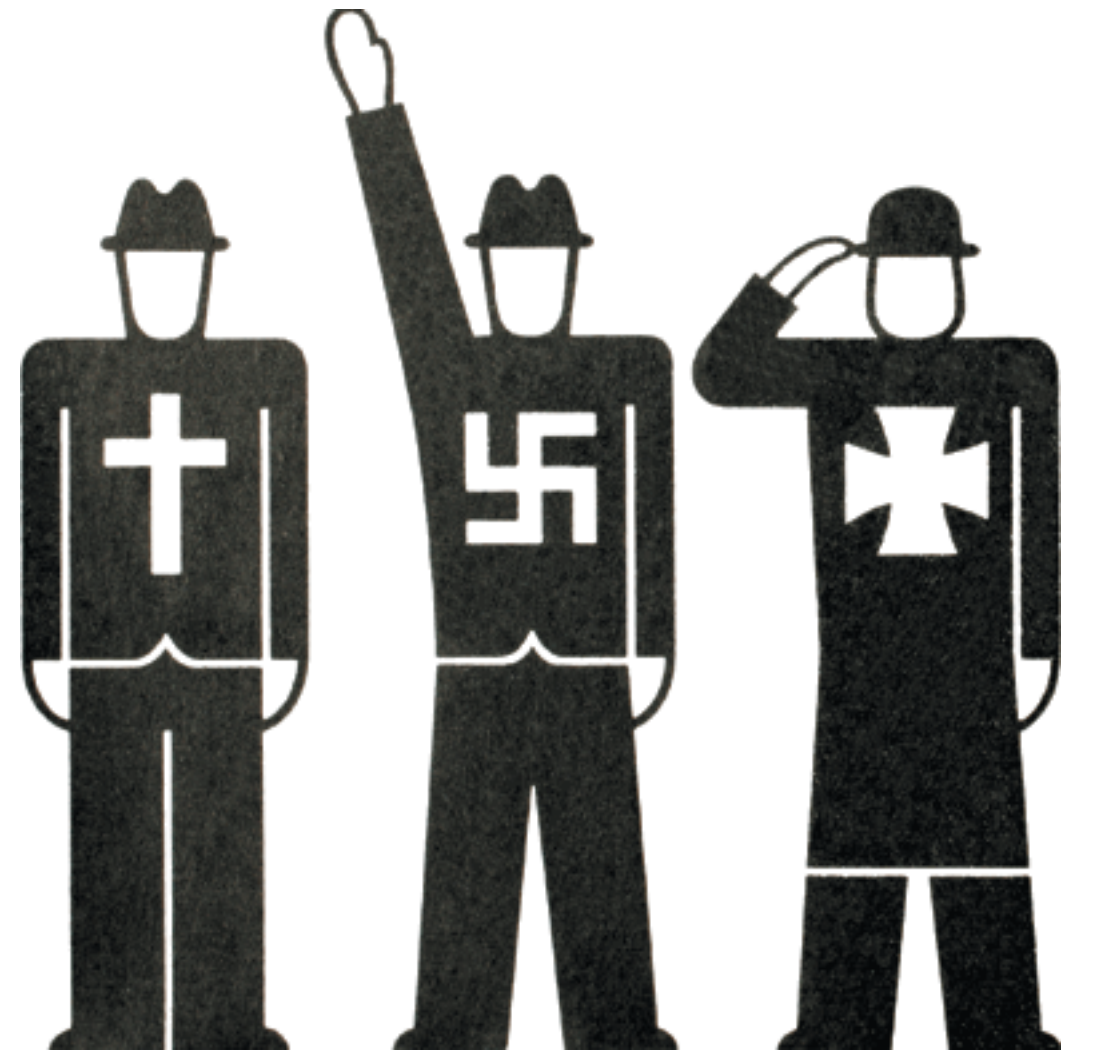
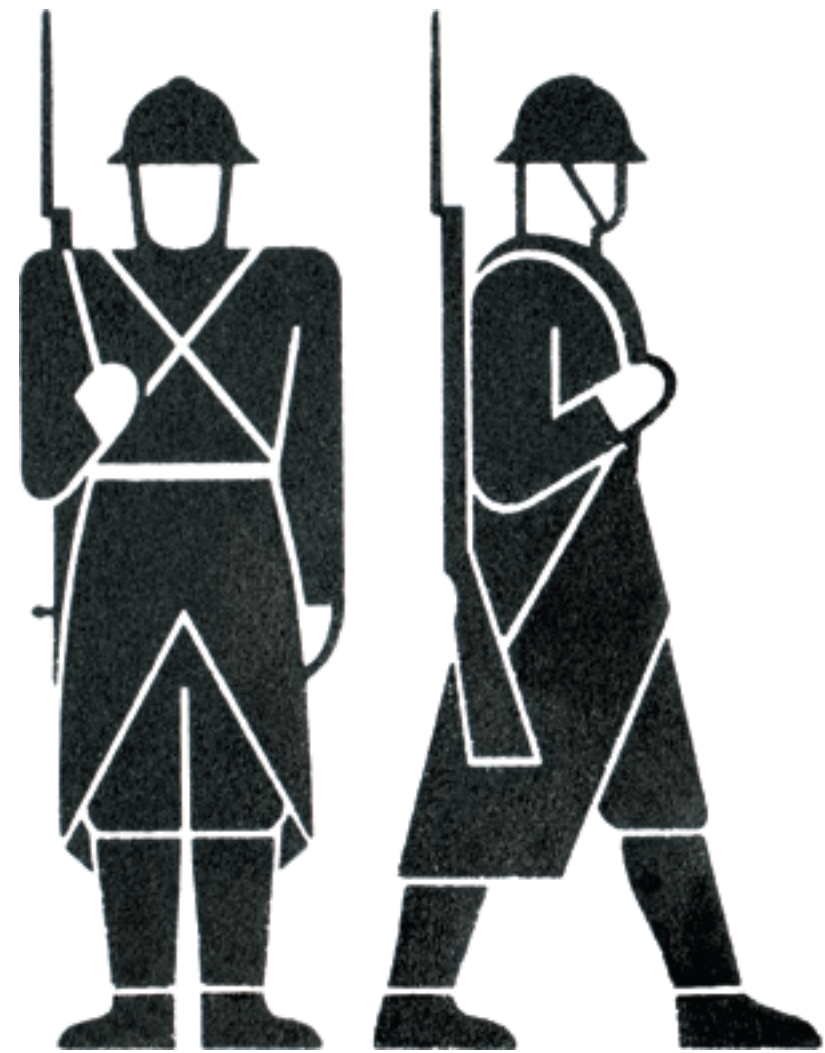
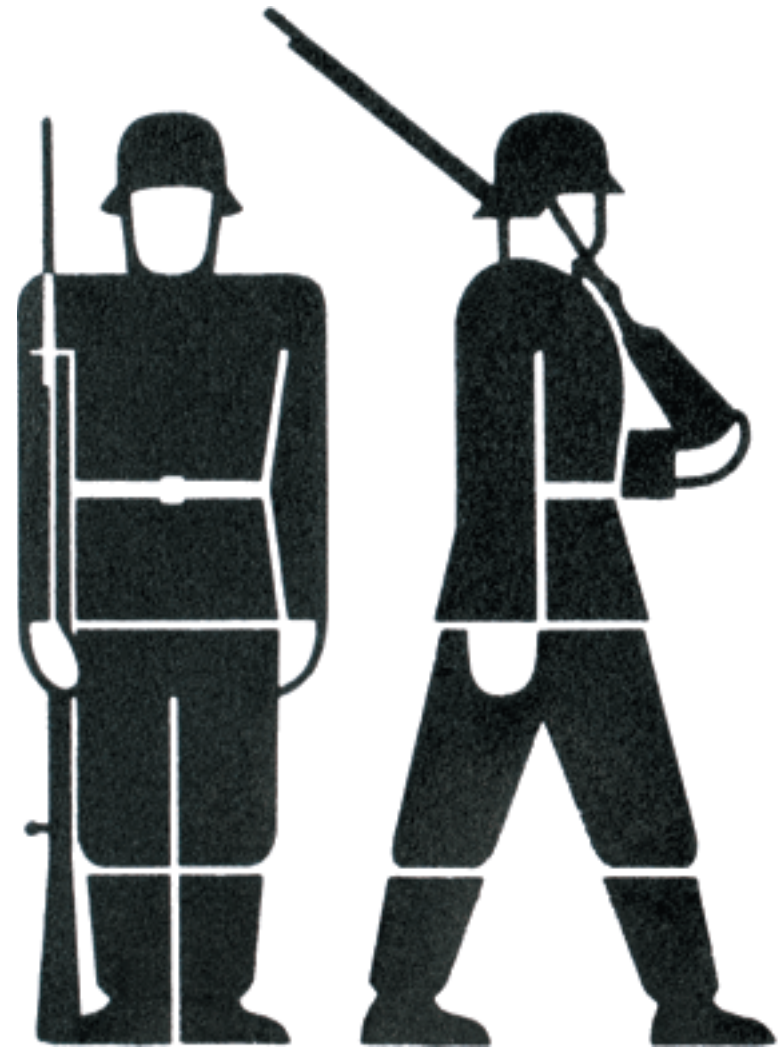
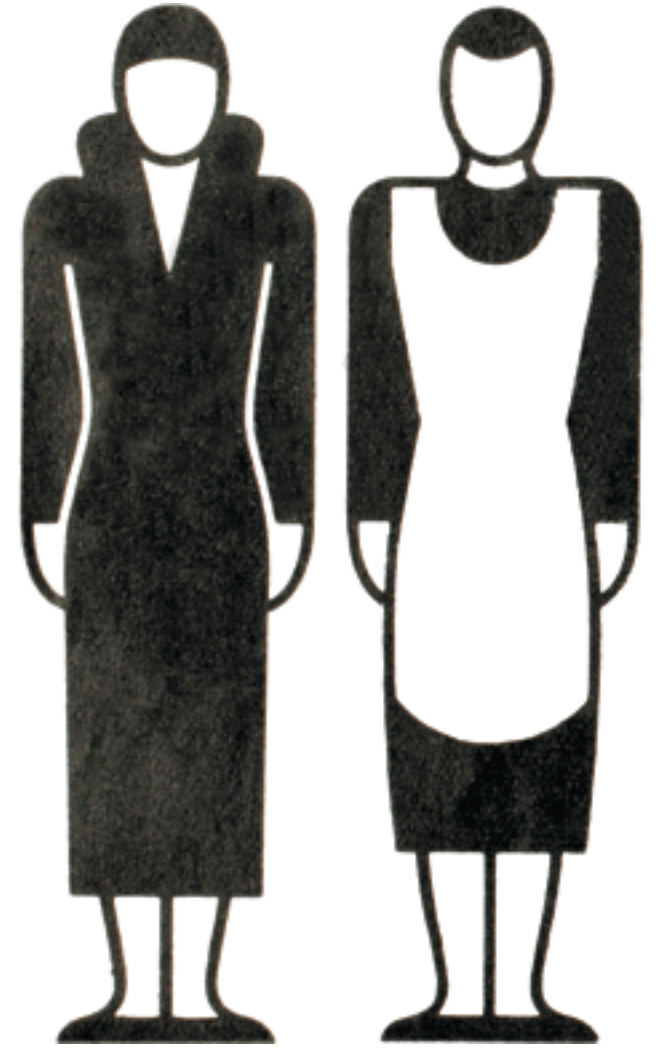


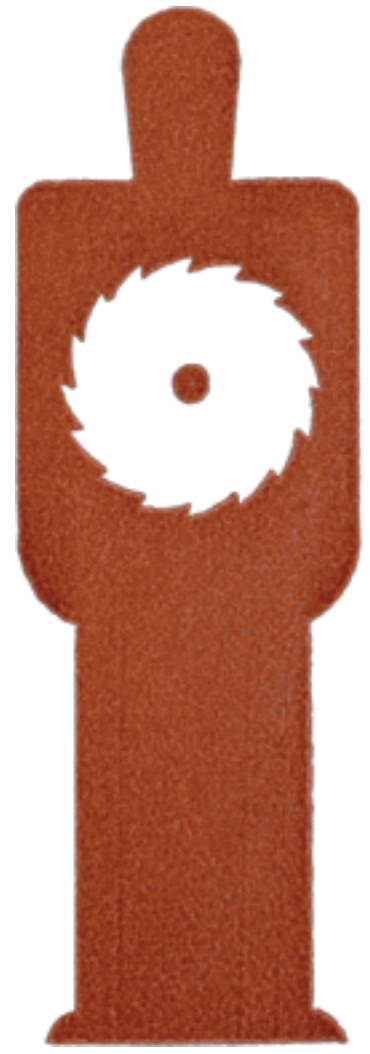
Arbeitslose
1929 1931 32

1930 Jede Figur
25.000 Arbeitslose

Arbeitslose in
Jede se
heitslo

3132
-000



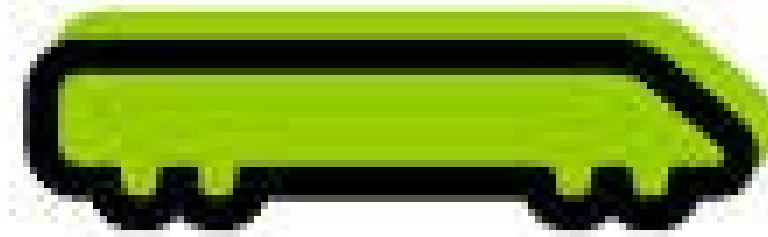
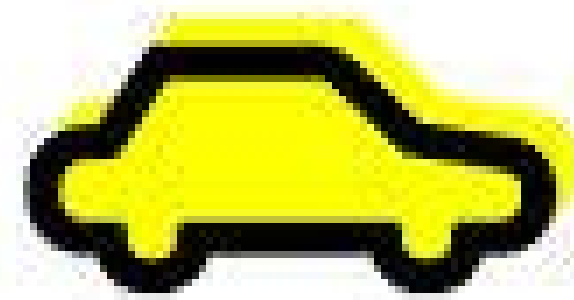


2

**VYUŽITIE
PIKTORGAMOV
V LOGÁCH**

Piktogramy u logách

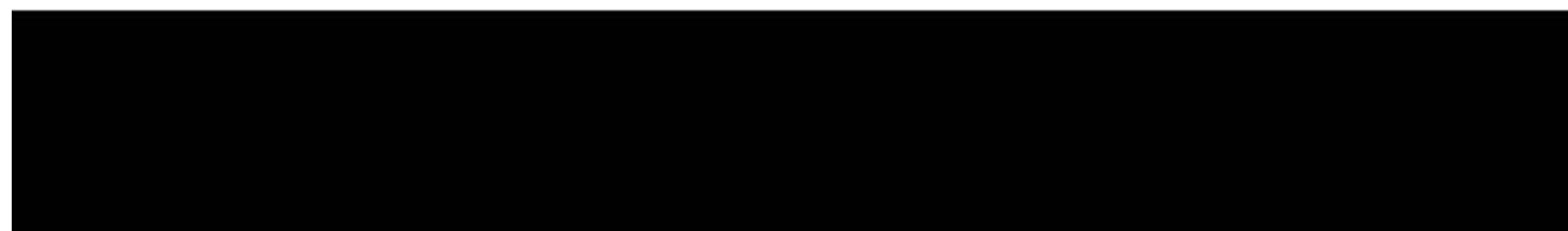
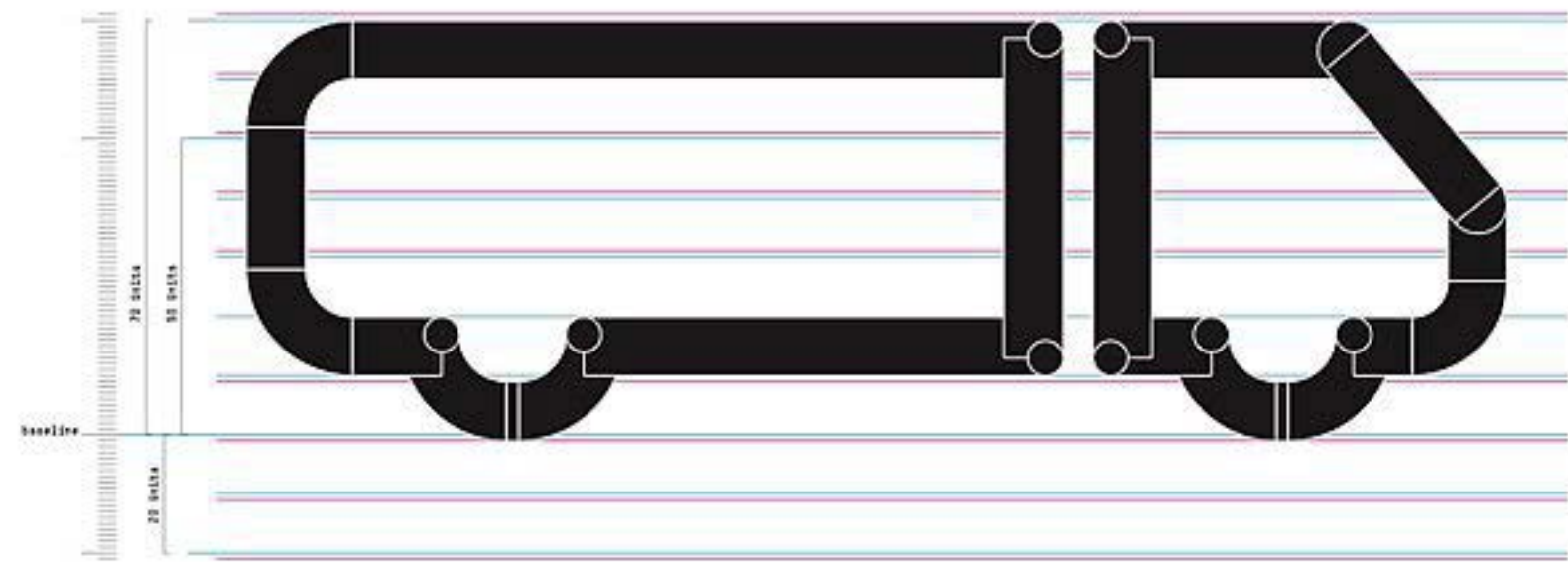
Súčasný dizajn využíva ako logo kompozíciu viacerých piktogramov.



Köln Bonn Airport

Piktogramy v logách
Letisko Kolín nad Rýnom





Cologne Bonn Airport **Press** DE > Deutsch

Navigation icons: Home, News, Events, Contact, etc.

Press releases: 04. 2007

Information icons: Globe, Calendar, Mail



Bildsprache 𐀀𐀁



Köln Bonn Airport

Bildsprache 𐀀𐀁

Simple Köln Bonn Regular

abcdefghijklmnopqrstuvwxy ABCDEF

GHIJKLMNOPQRSTUVWXYZ 0123456789

Simple Köln Bonn Bold

abcdefghijklmnopqrstuvwxy ABCDEF

GHIJKLMNOPQRSTUVWXYZ 0123456789

Simple Köln Bonn Regular Oblique

abcdefghijklmnopqrstuvwxy ABCDEF

GHIJKLMNOPQRSTUVWXYZ 0123456789

Simple Köln Bonn Bold Oblique

abcdefghijklmnopqrstuvwxy ABCDEF

GHIJKLMNOPQRSTUVWXYZ 0123456789

Simple Köln Bonn Symbols

𐀀𐀁𐀂𐀃𐀄𐀅𐀆𐀇𐀈𐀉𐀊𐀋𐀌𐀍𐀎𐀏𐀐𐀑𐀒𐀓𐀔𐀕
𐀖𐀗𐀘𐀙𐀚𐀛𐀜𐀝𐀞𐀟𐀠𐀡𐀢𐀣𐀤𐀥𐀦𐀧𐀨𐀩𐀪𐀫
𐀬𐀭𐀮𐀯𐀰𐀱𐀲𐀳𐀴𐀵𐀶𐀷𐀸𐀹𐀺𐀻𐀼𐀽𐀾𐀿
𐁀𐁁𐁂𐁃𐁄𐁅𐁆𐁇𐁈𐁉𐁊𐁋𐁌𐁍𐁎𐁏𐁐𐁑
𐁒𐁓𐁔𐁕𐁖𐁗𐁘𐁙𐁚𐁛𐁜𐁝𐁞𐁟𐁠𐁡𐁢𐁣𐁤
𐁥𐁦𐁧𐁨𐁩𐁪𐁫𐁬𐁭𐁮𐁯𐁰𐁱𐁲𐁳𐁴𐁵𐁶𐁷
𐁸𐁹𐁺𐁻𐁼𐁽𐁾𐁿𐂀𐂁𐂂𐂃𐂄𐂅𐂆𐂇𐂈𐂉
𐂊𐂋𐂌𐂍𐂎𐂏𐂐𐂑𐂒𐂓𐂔𐂕𐂖𐂗𐂘𐂙𐂚𐂛
𐂜𐂝𐂞𐂟𐂠𐂡𐂢𐂣𐂤𐂥𐂦𐂧𐂨𐂩𐂪𐂫
𐂬𐂭𐂮𐂯𐂰𐂱𐂲𐂳𐂴𐂵𐂶𐂷𐂸𐂹𐂺𐂻
𐂼𐂽𐂾𐂿𐃀𐃁 etc...

Piktogramy v logách
Letisko Kolín nad Rýnom



Piktogramy u logách
Kotor



Piktogramy u logách
Kotor



*Meditransko
Sunce*



*Stambene zgrade
Starog grada*



Brdoviti predeo



*Kupola crkve
Sv. Nikole*



*Tipična vrata
u Starom gradu*



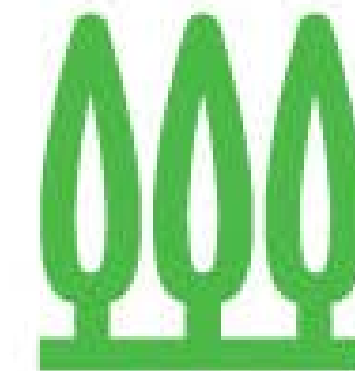
*Rozeta na fasadama
crkava*



*Palata Tripković,
Dobrota*



*Gradska vrata
»Porta Marina«*



*Tipična vegetacija,
čempresi*

Piktogramy u logách
Kotor

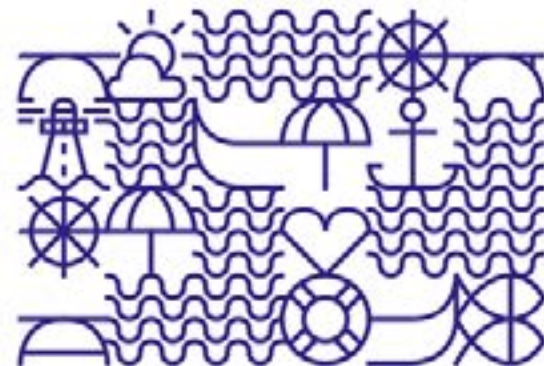


Piktogramy u logách
Kotor



Piktogramy u logách

Porto



Edifícios / Buildings



Gastronomia / Gastronomy



S. João / S. John



Desporto / Sports



Transportes Públicos / Public Transport



2

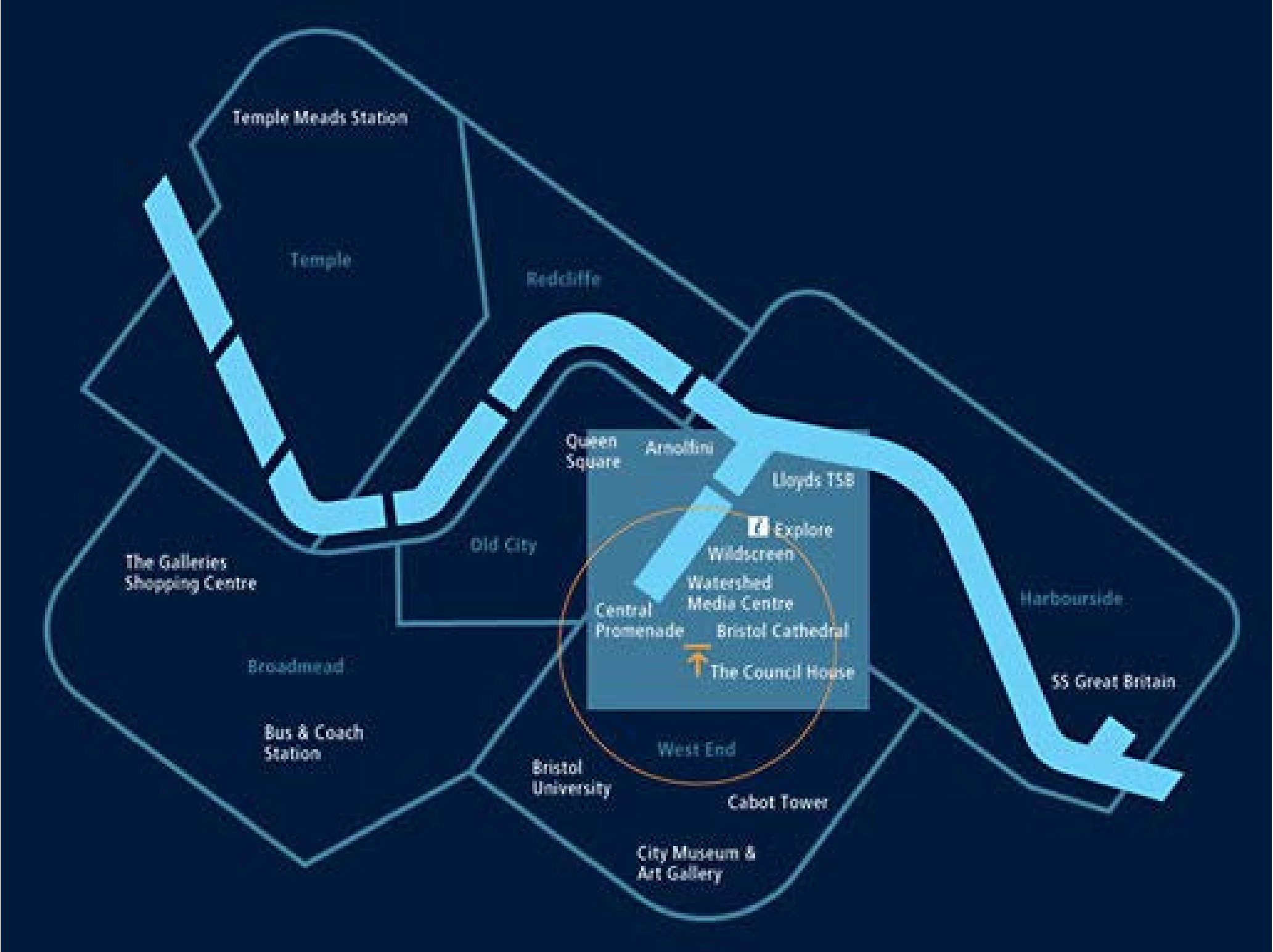
**PROJEKT
LEGIBLE
CITIES**

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, ...

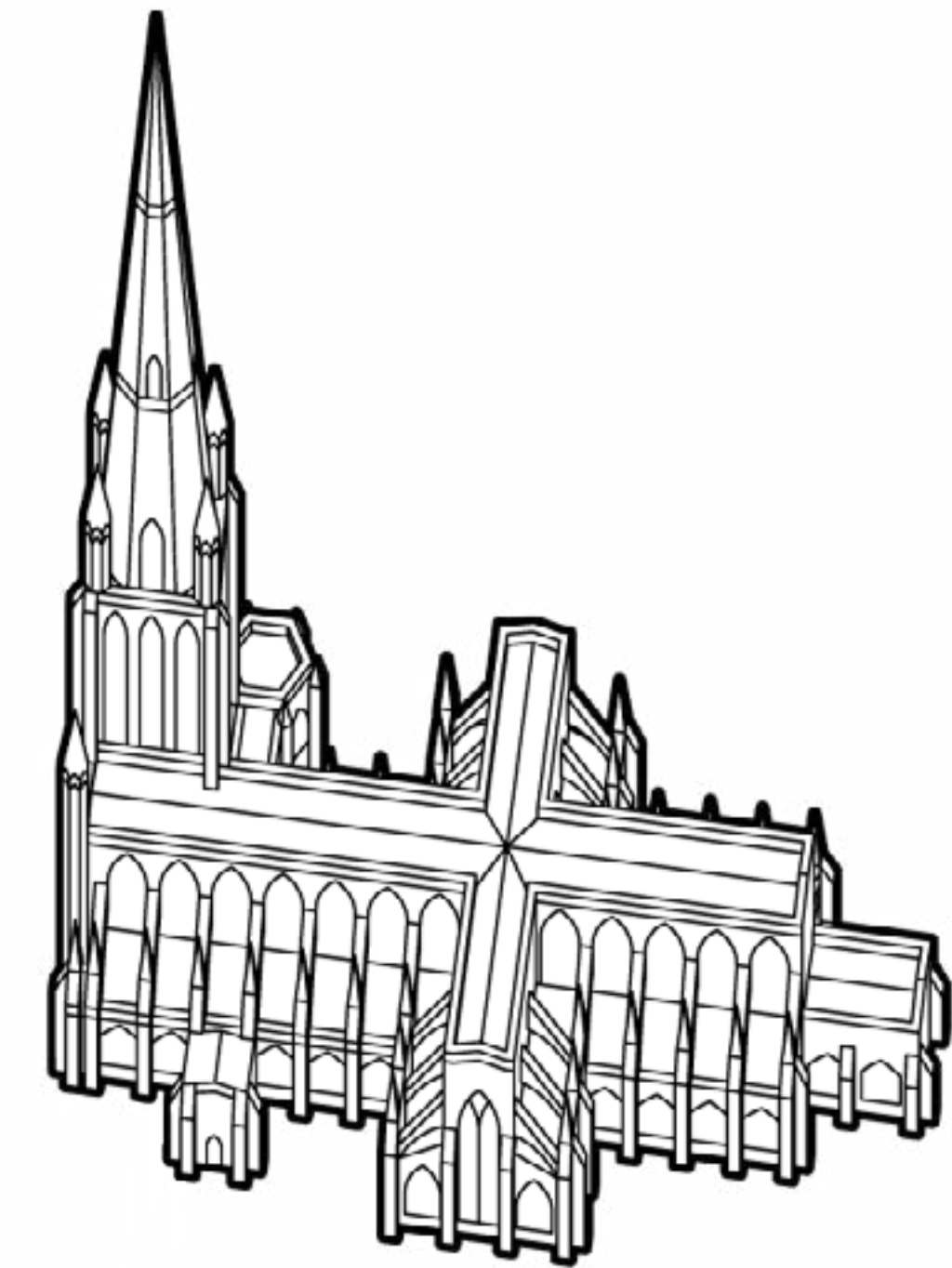
Legible cities

www.bristollegiblecity.info



Legible cities

www.bristollegiblecity.info



štyl 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.

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.



abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

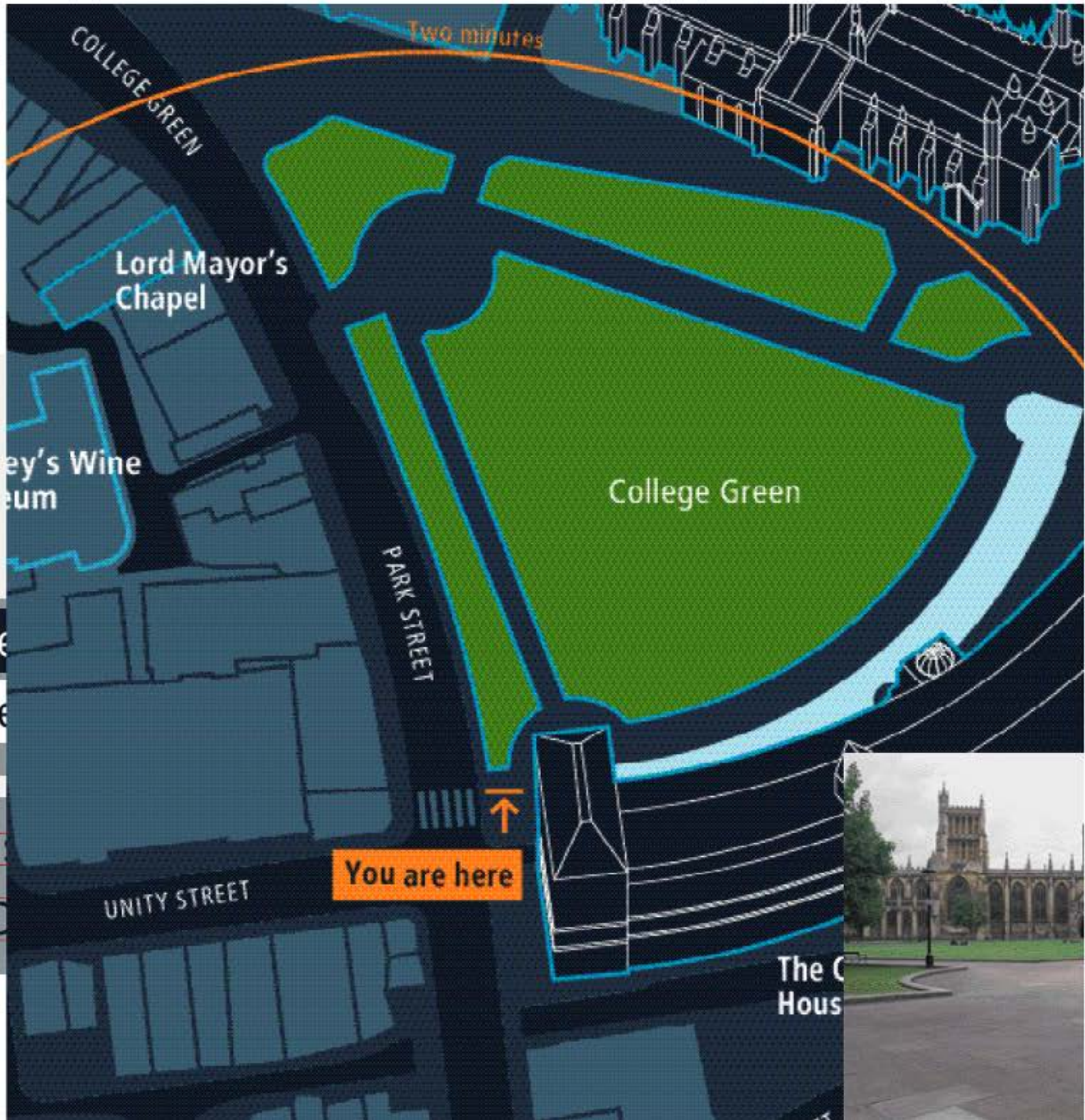
Bristol Transit normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

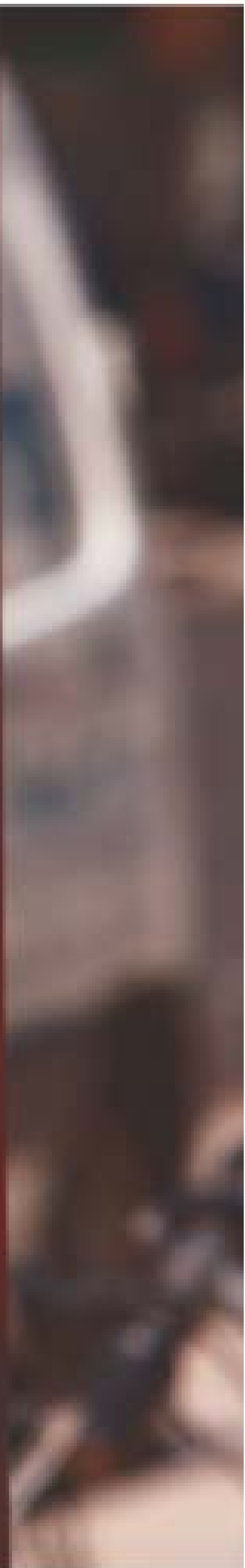
Bristol Transit bold

Harbourside
Harbourside

British Indu
BRITISH IND



Legible cities
Southampton



Legible cities

Southampton



Legible cities
Southampton



štýl piktogramou



Legible cities
Southampton



Legible cities Southampton

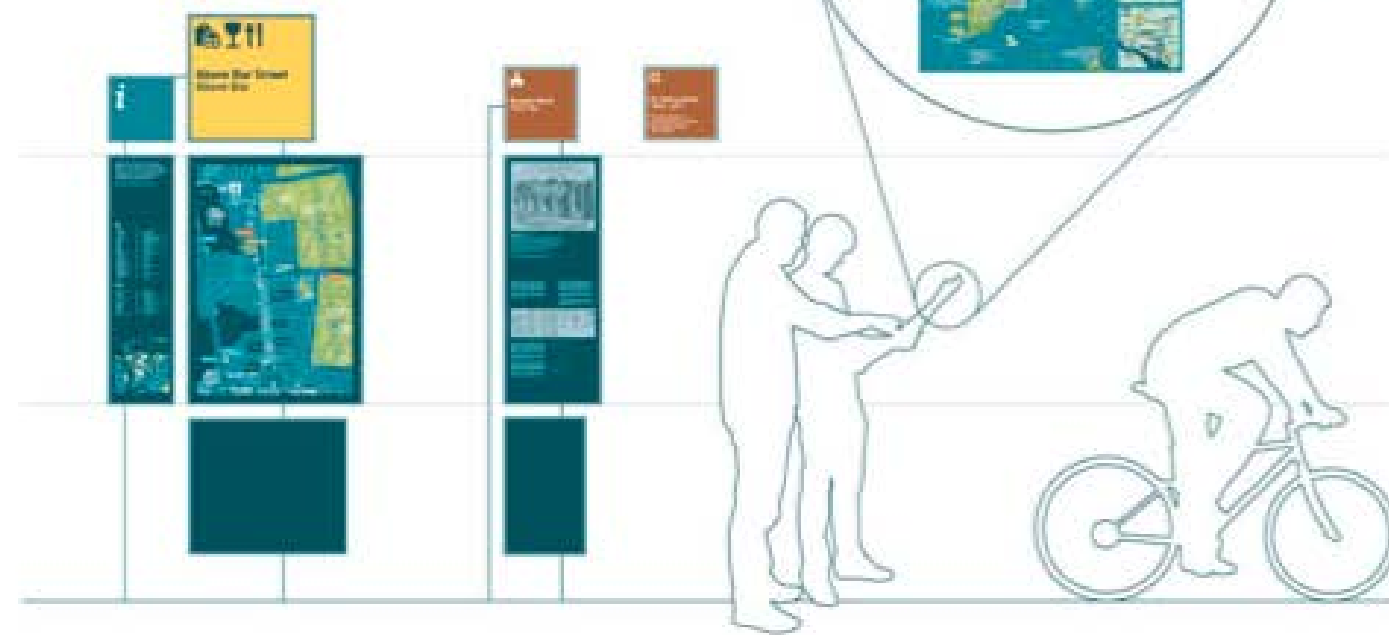
Computer visualisation →
of proposed hotspot
destination product

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



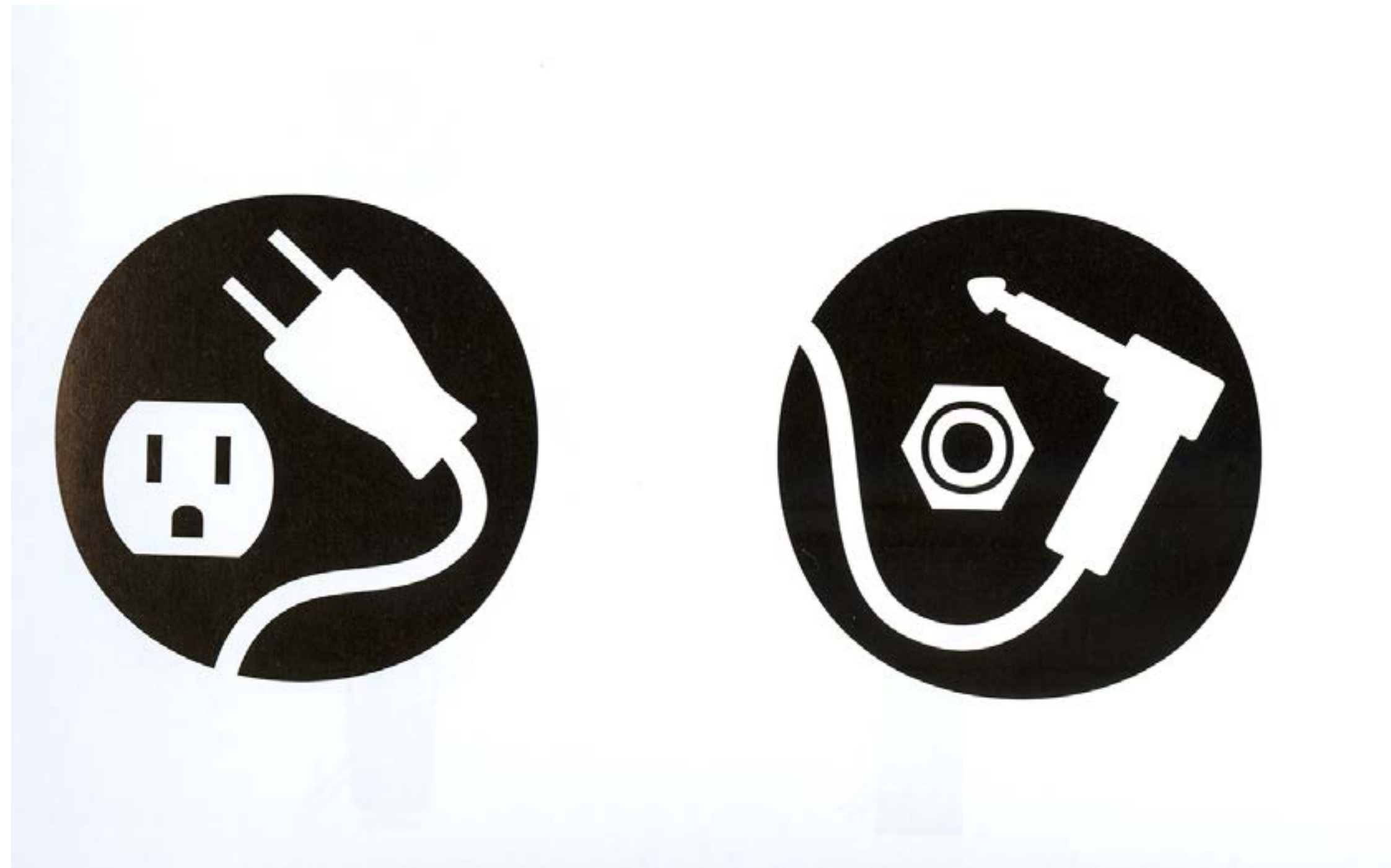
**Ukážky
rôznych
piktogramou**



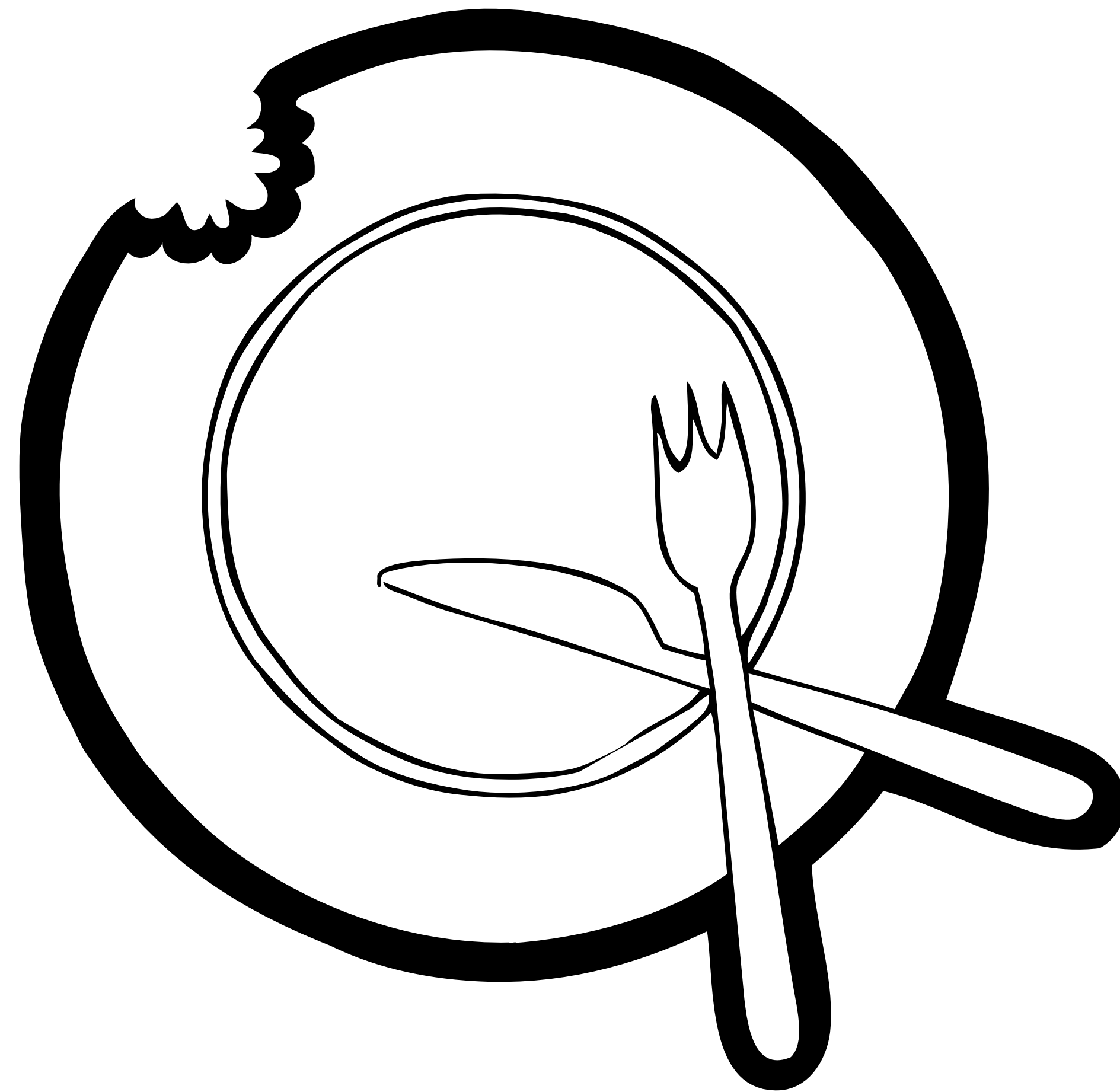
Ukážky piktogramy



Ukážky piktogramy



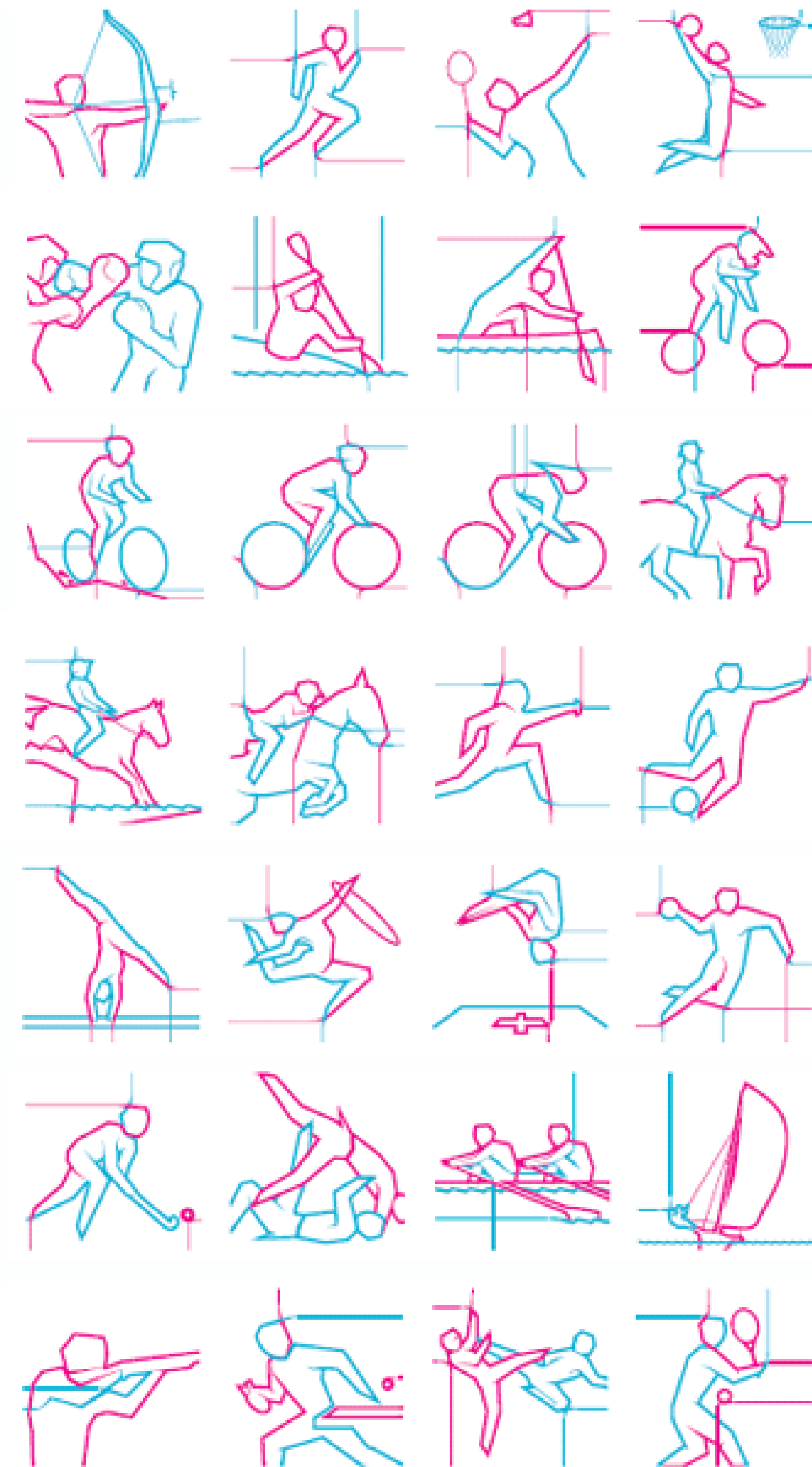
Ukážky piktogramy



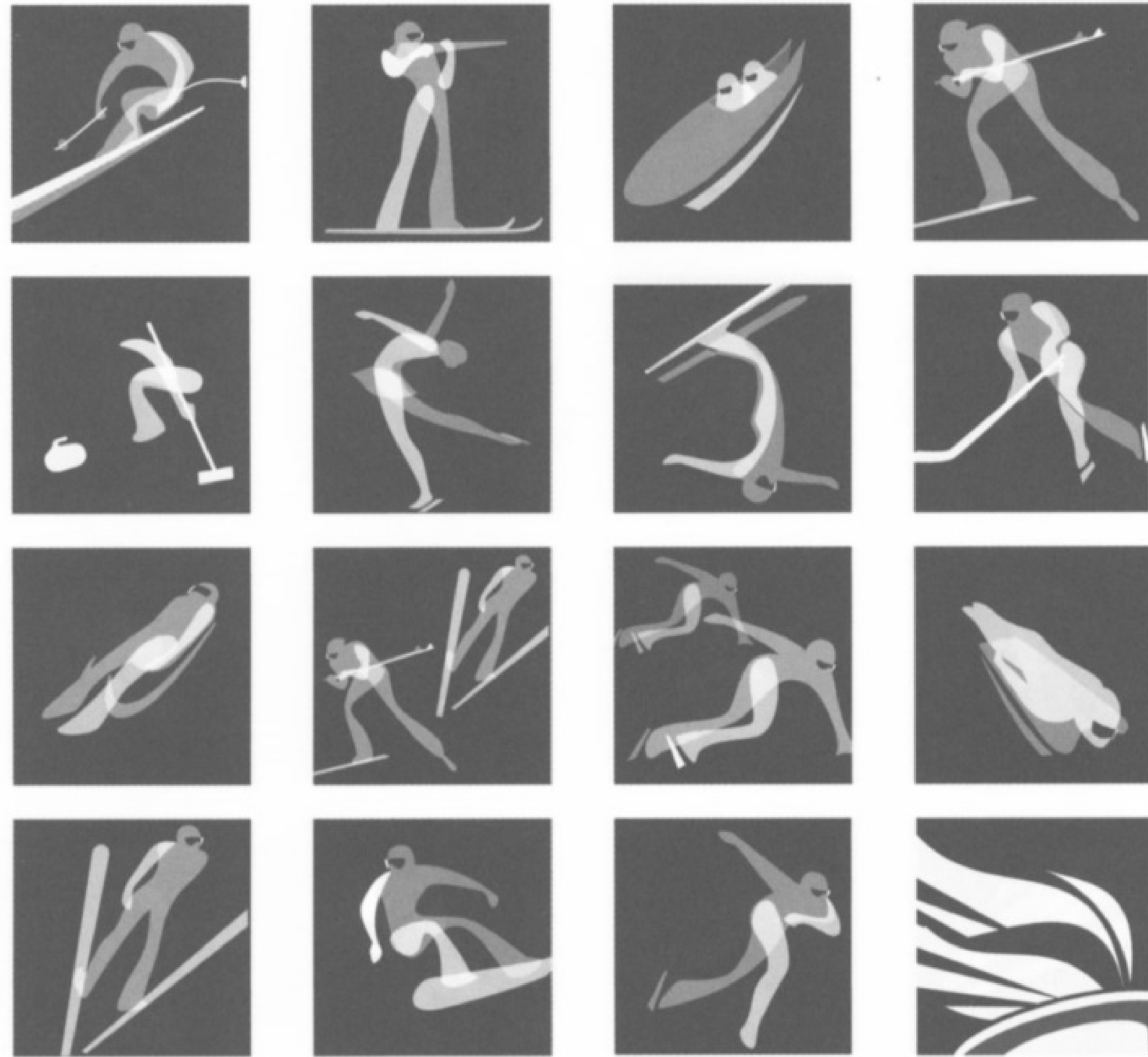
Ukážky piktogramy
Olympiské hry, Rio, 2016



Ukážky piktogramy
Olympiské hry, Londýn, 2012



Ukážky piktogramy
Olympiské hry, Turin, 2006



Ukážky piktogramy
Olympiské hry, Nagano, 1998

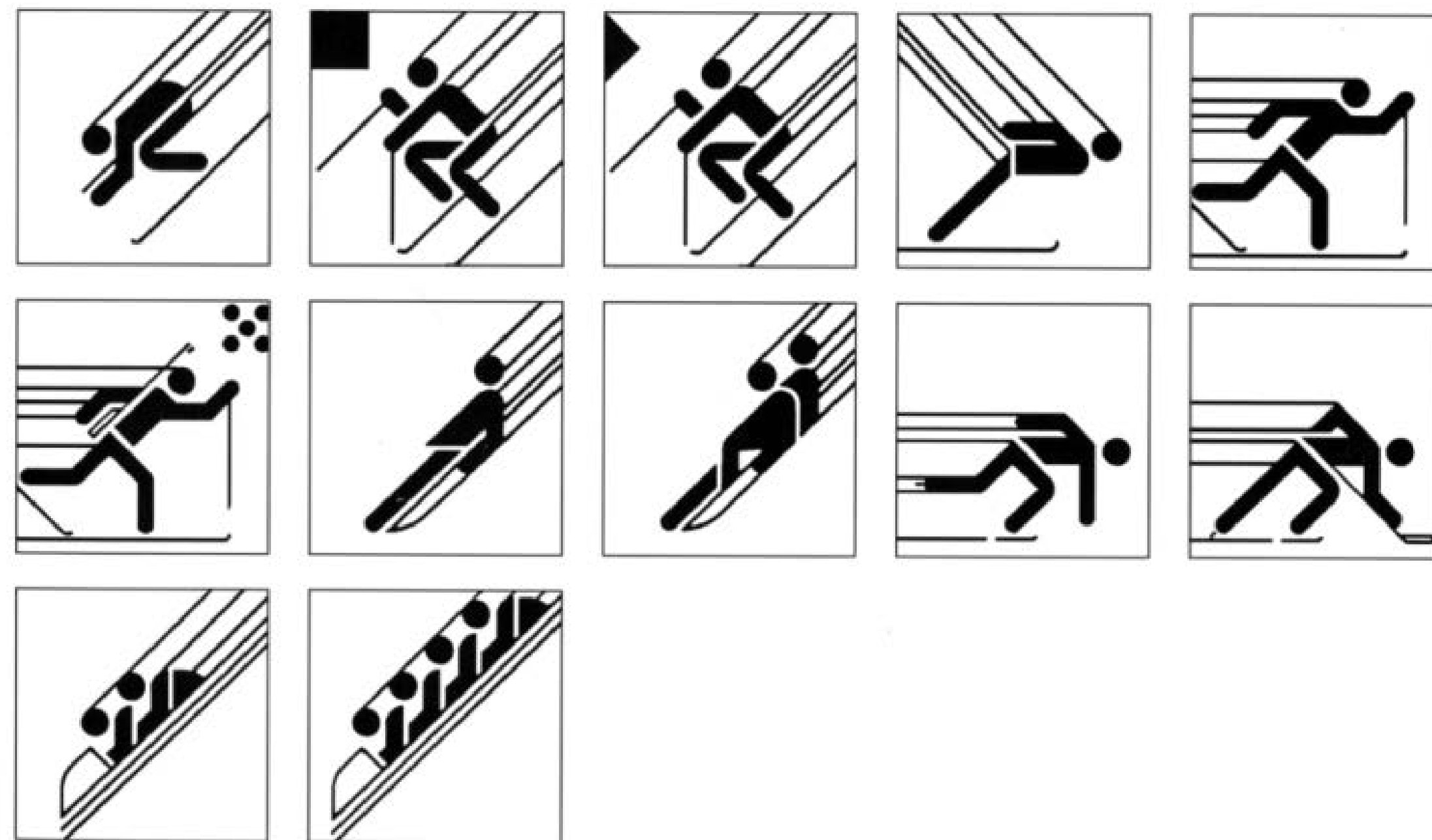


Ukážky piktogramy

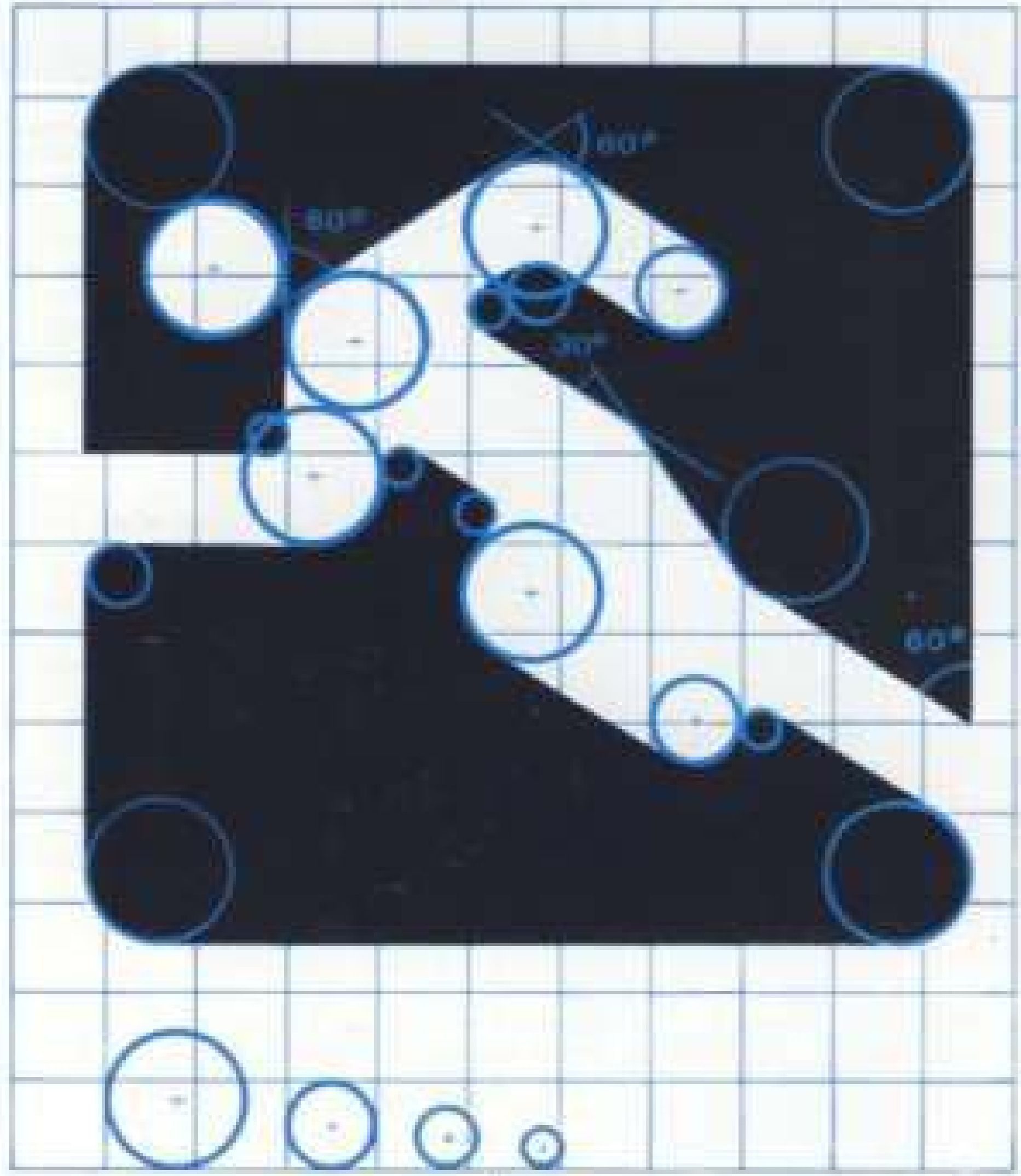
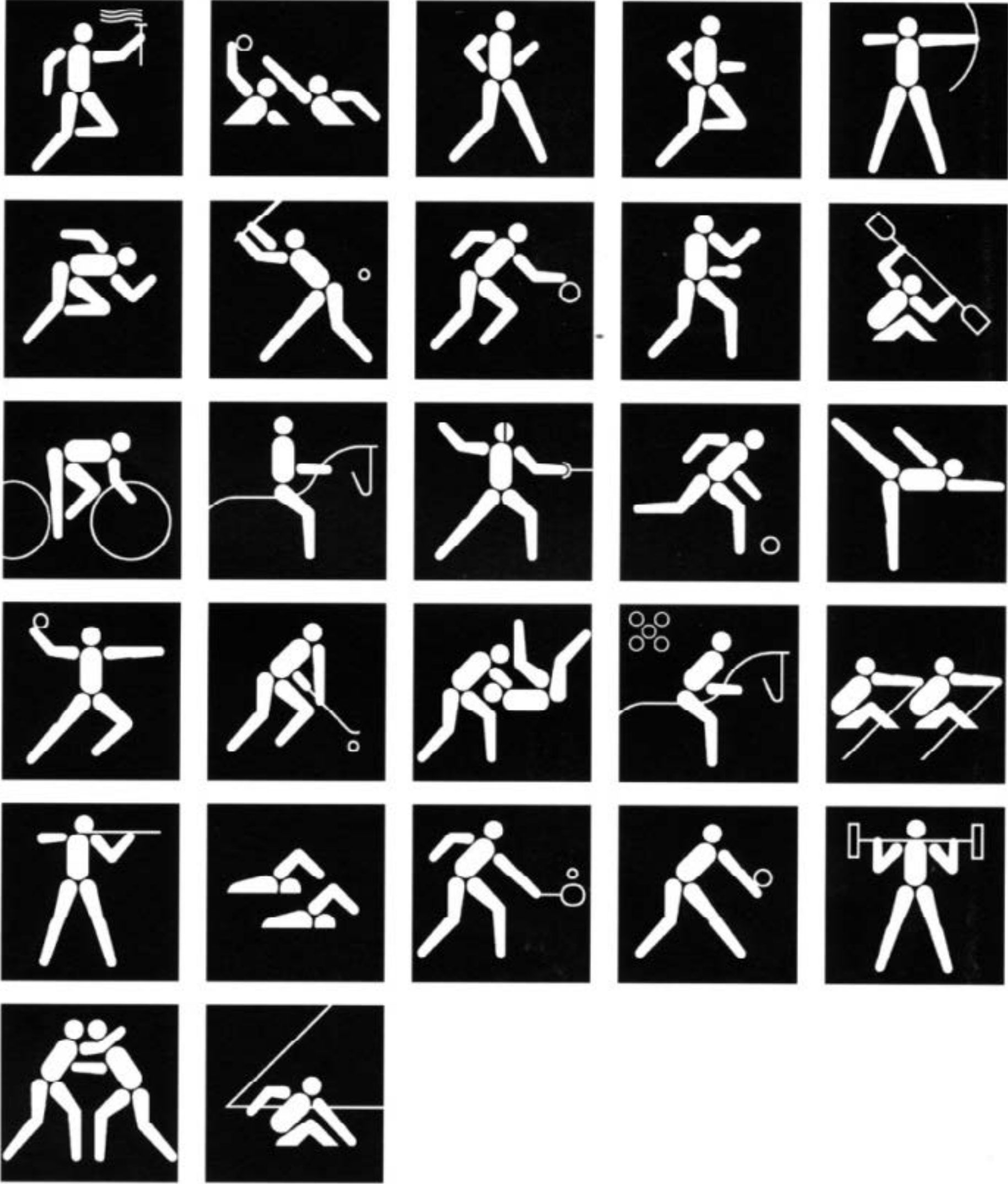
Olympiské hry, Lillehammer, 1994



Ukážky piktogramy
Olympiské hry, Sarajevo, 1984

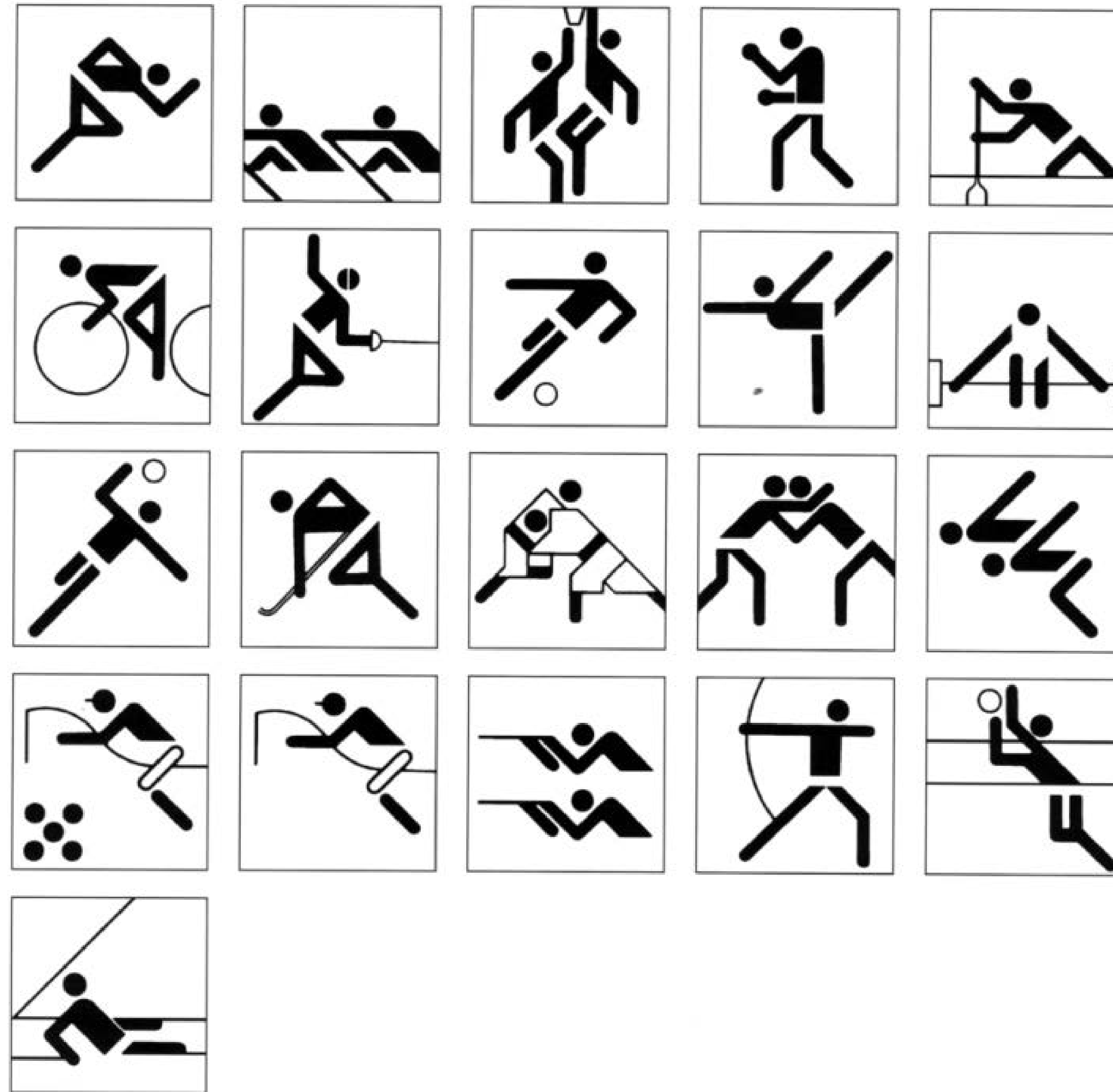


Ukážky piktogramy
Olympiské hry, Moskva, 1980



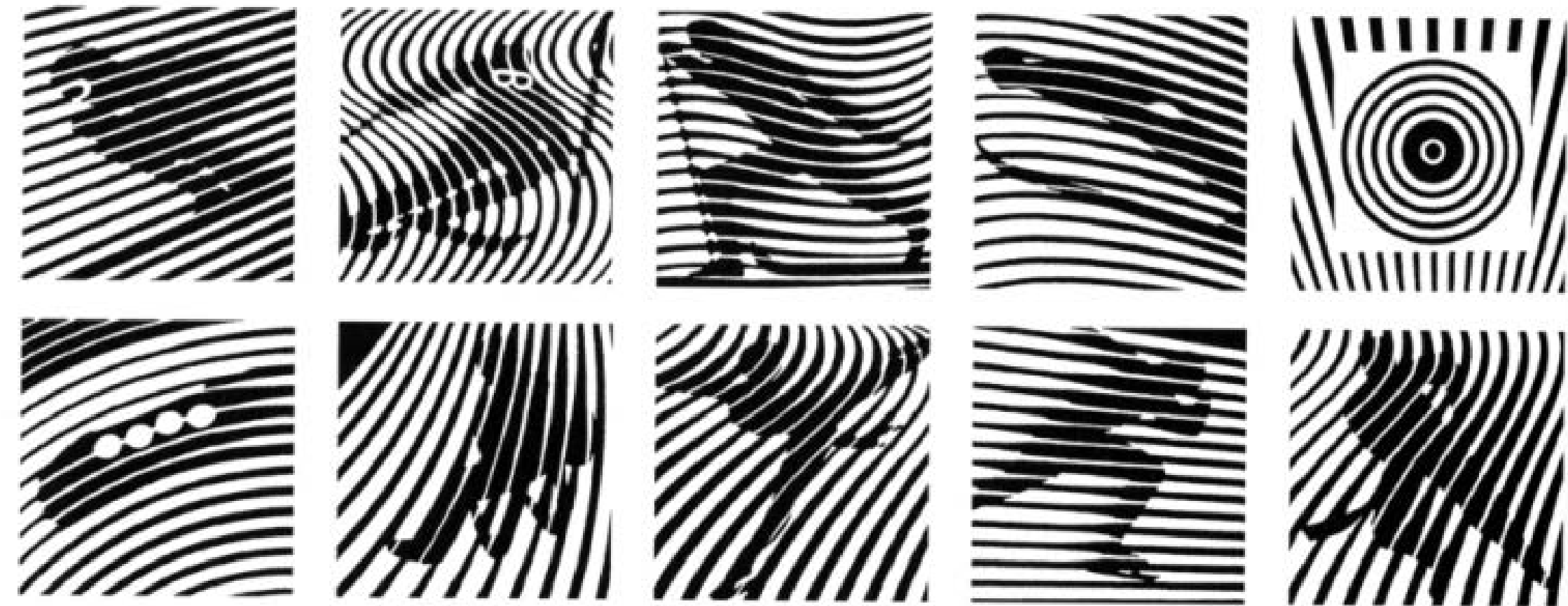
Ukážky piktogramy

Olympiské hry, Mníchov, 1972



Ukážky piktogramy

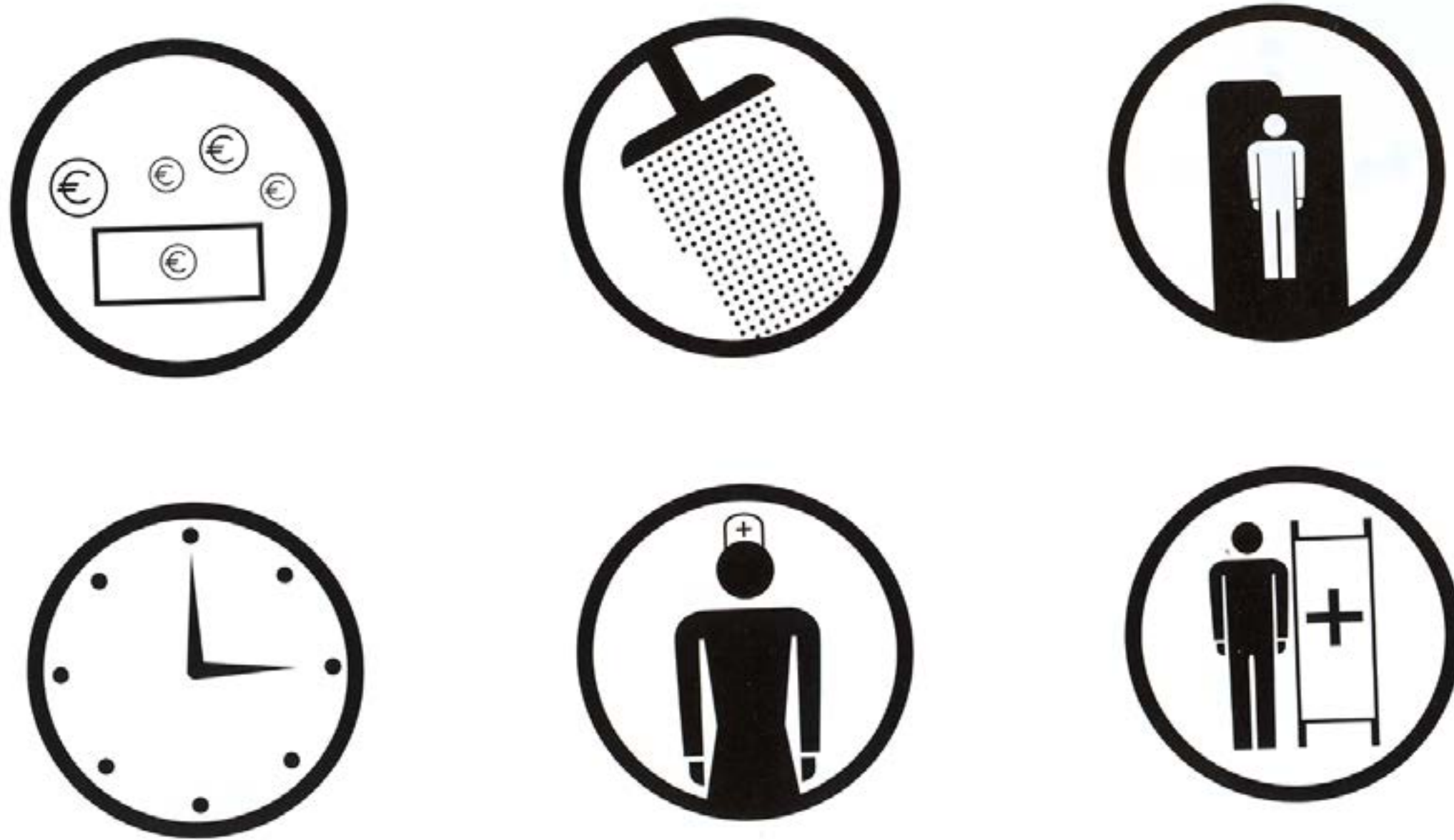
Olympiské hry, Grenoble, 1968



Ukážky piktoqramy



Ukážky piktogramy

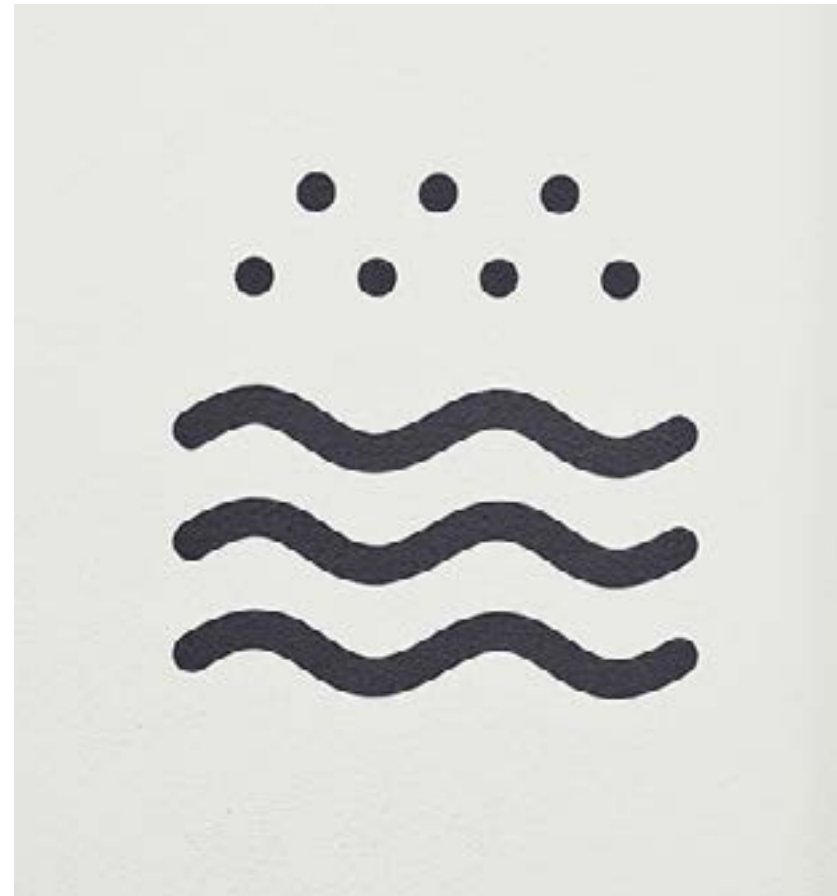
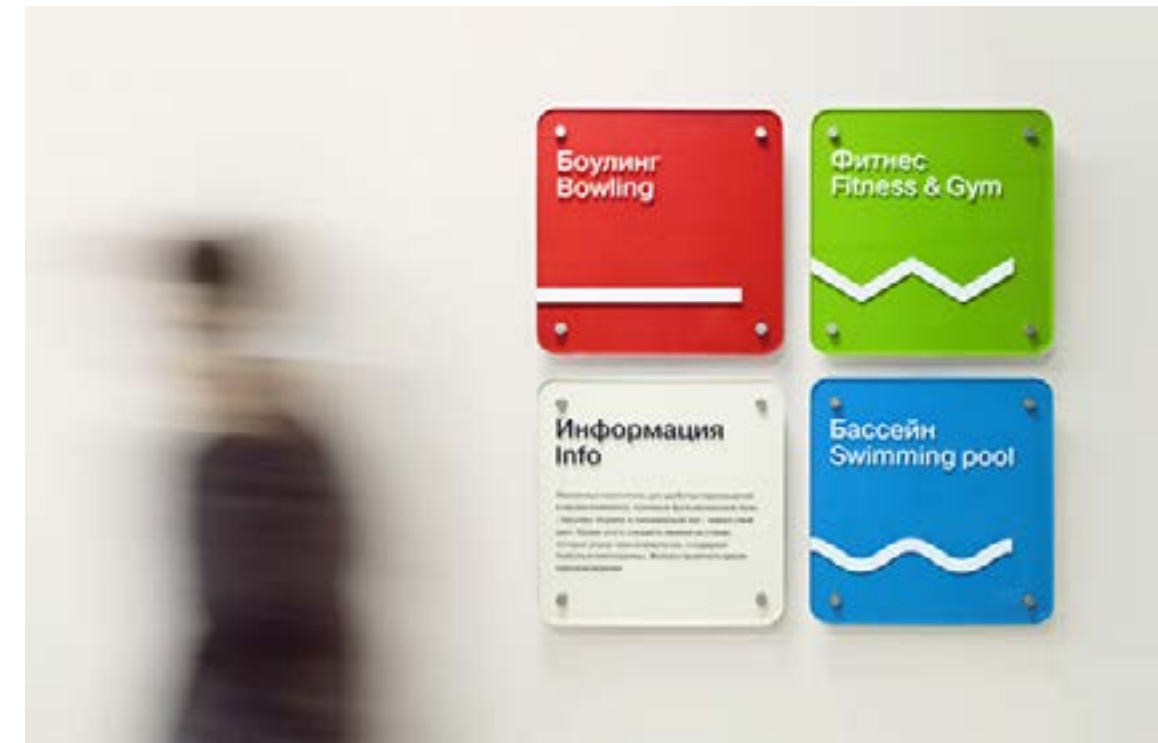


Ukážky piktogramy

Tomat design



Ukázky piktogramy
Tomat design



Ukážky piktogramy





COMMISSION ENVIRONNEMENT



COMMISSION DÉVELOPPEMENT DURABLE



COMMISSION FLEURISSEMENT



COMMISSION DES LOGEMENTS SOCIAUX



COMMISSION ACCESSIBILITÉ



COMMISSION VIE ASSOCIATIVE



COMMISSION URBANISME PROSPECTIVE



COMMISSION SÉCURITÉ ET CIRCULATION



COMMISSION TRAVAUX



COMMISSION CULTURE



COMMISSION SPORTS



COMMISSION AFFAIRES SCOLAIRES



COMMISSION DES FINANCES



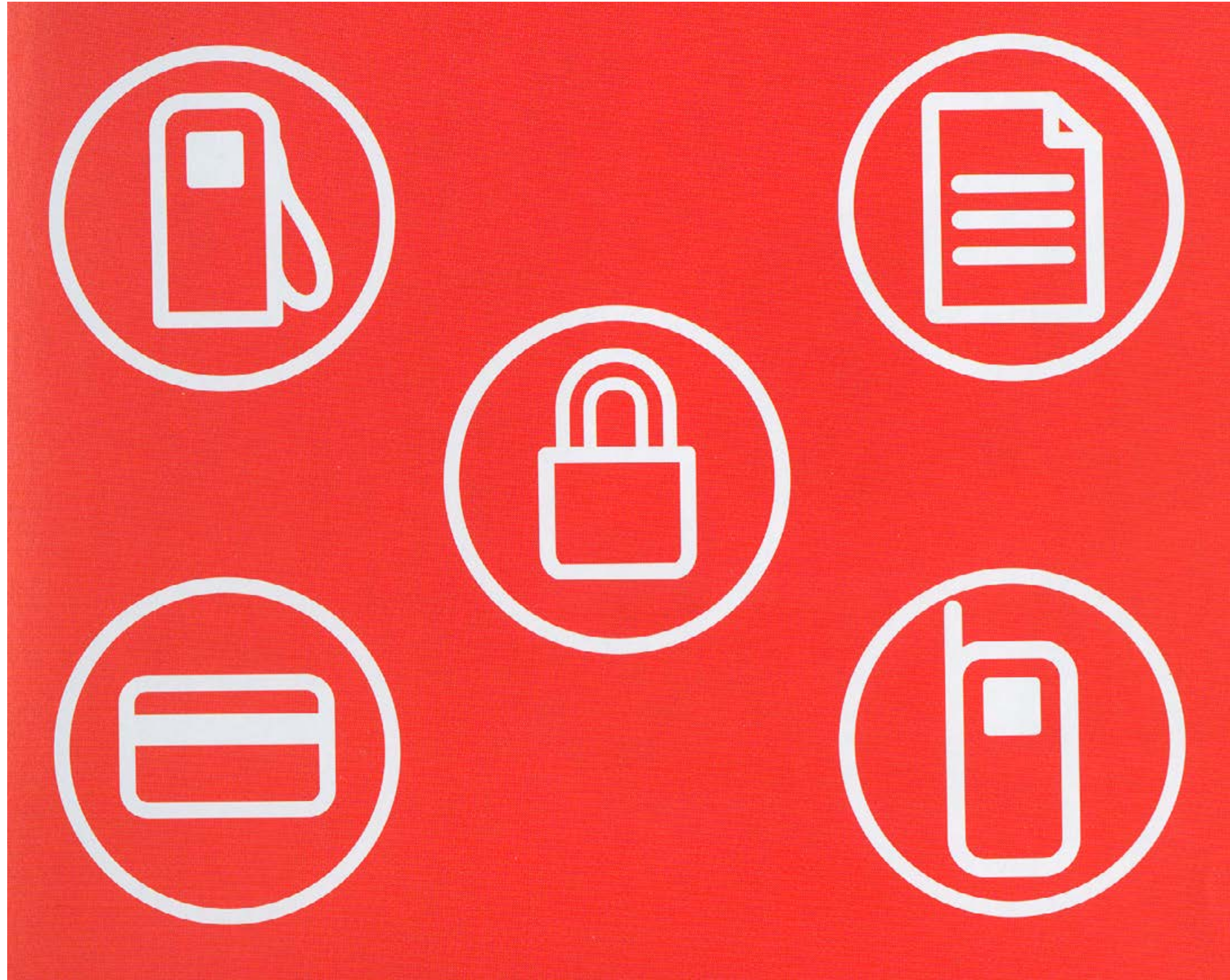
COMMISSION DE PILOTAGE DU JUMELAGE



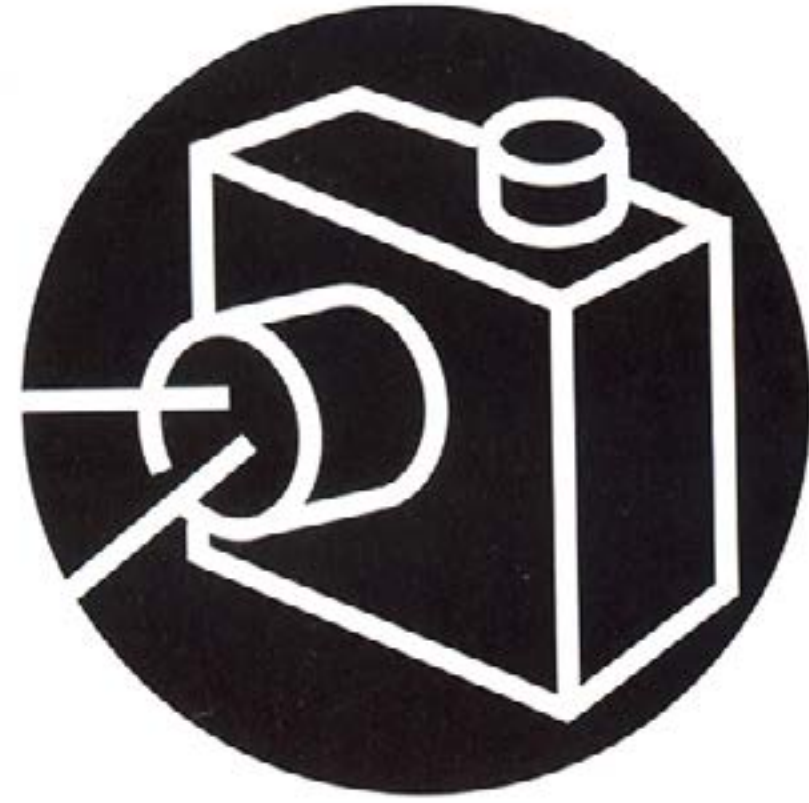
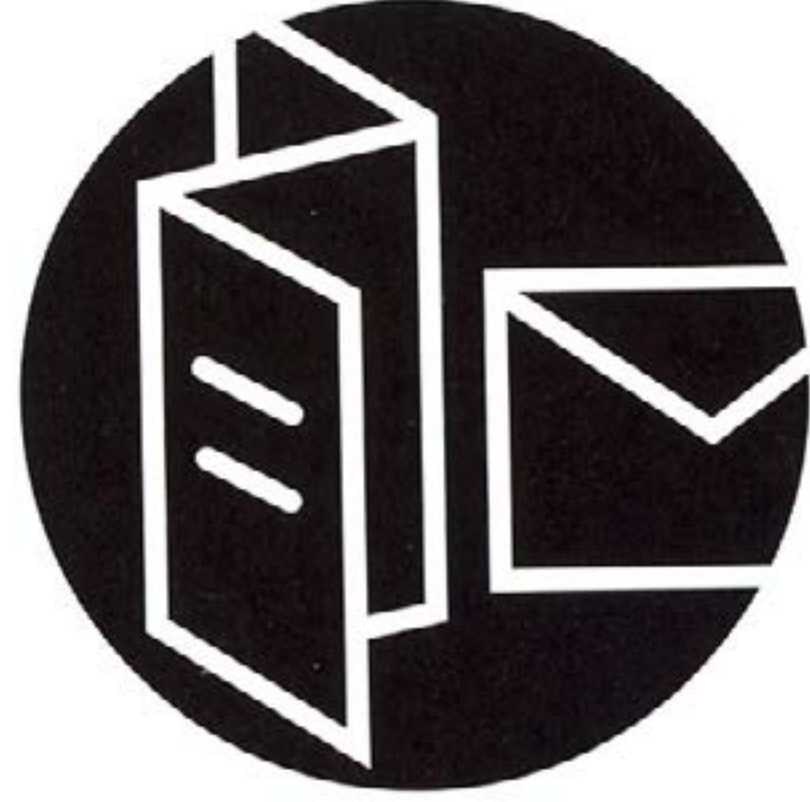
COMMISSION VIE ECONOMIQUE



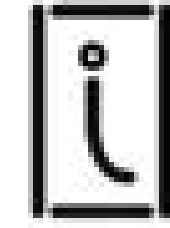
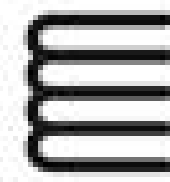
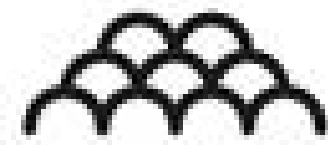
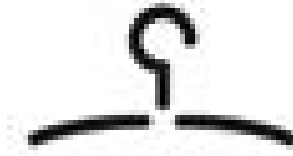
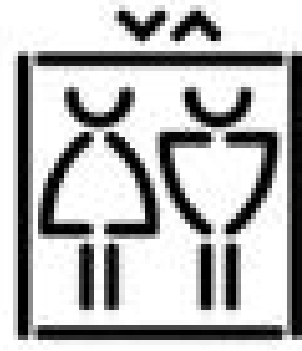
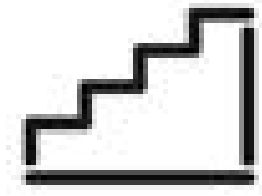
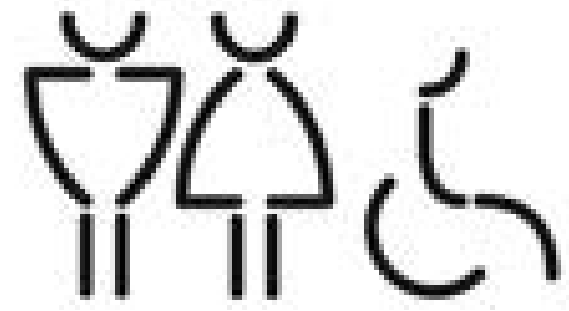
Ukážky piktogramy



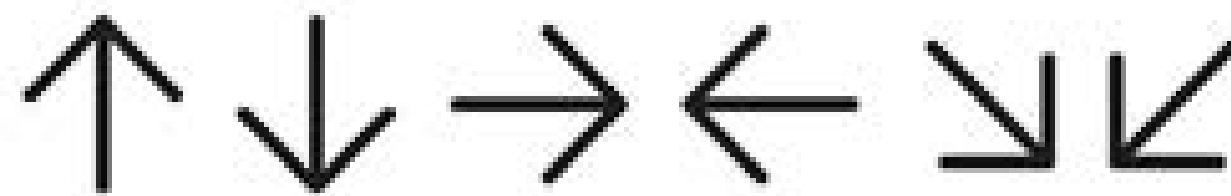
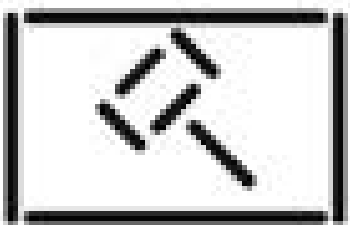
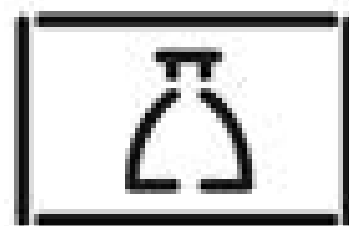
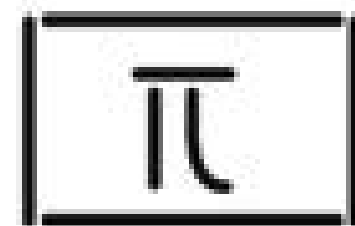
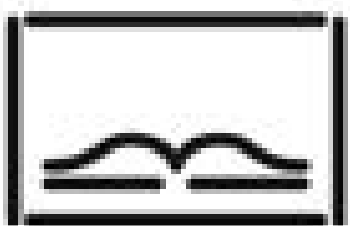
Ukážky piktoqramy



Ukážky piktoqramy



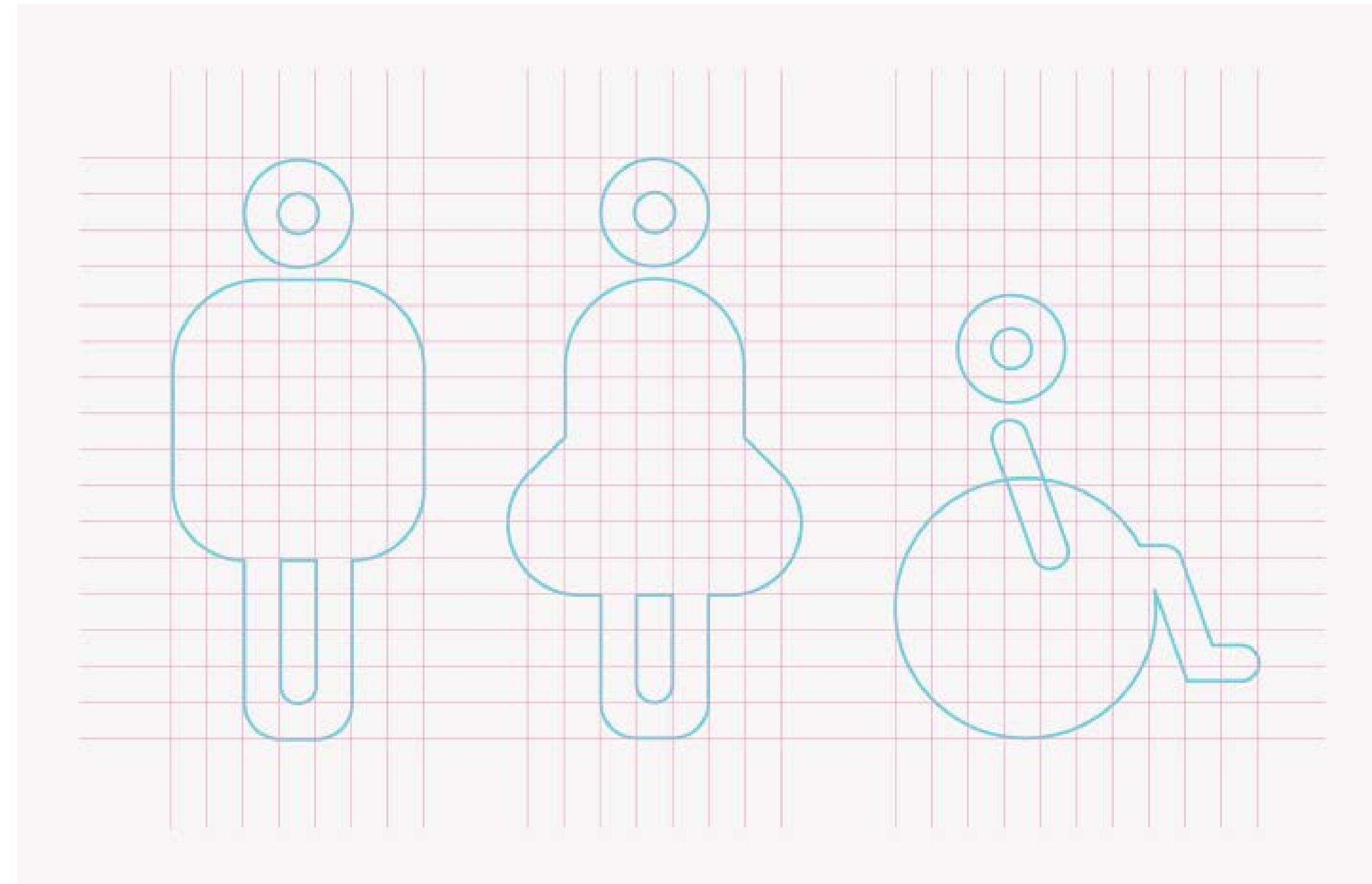
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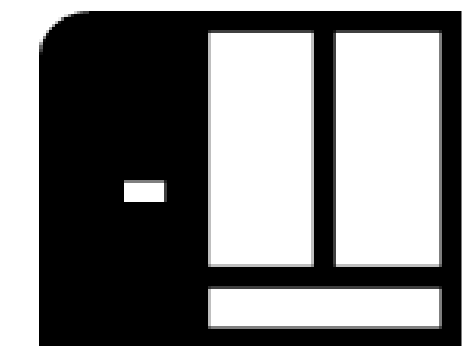
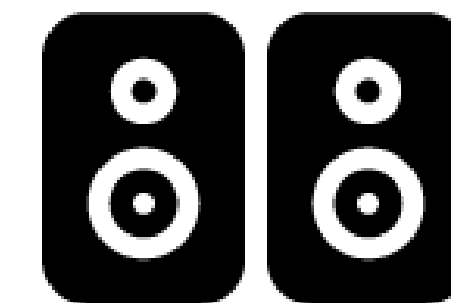
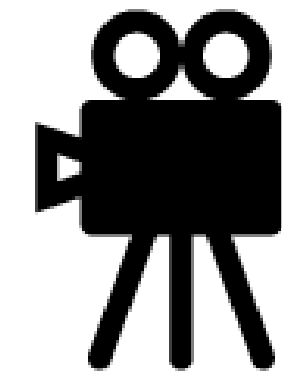
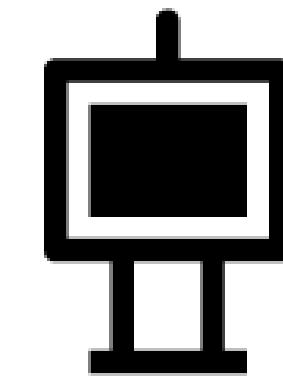
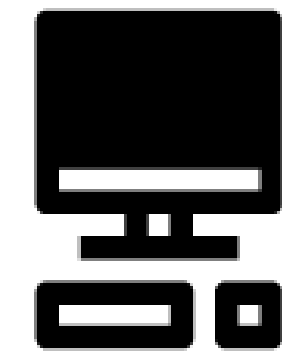
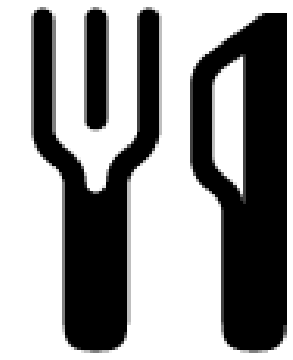
Ukážky piktogramy



Ukážky piktogramy
Blank studio

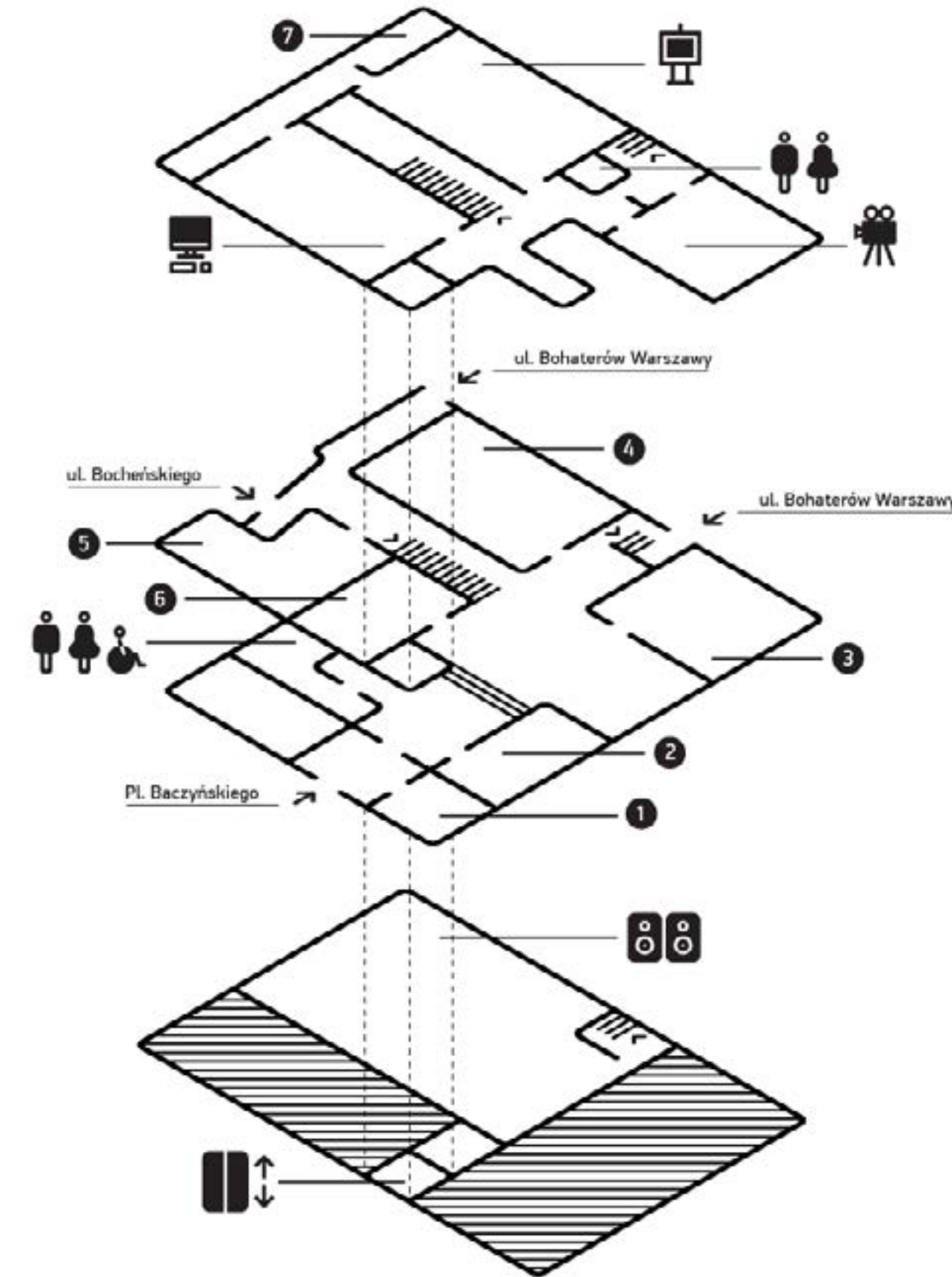


Ukázky piktogramy
Blank studio



Ukázky pikogramy

Blank studio



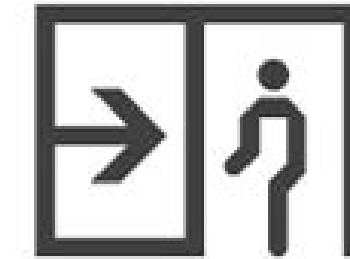
Ukłazy pikogramy

Blank studio

Toalety
Toilets



Wejście
Entrance



Przewijak
Baby changing



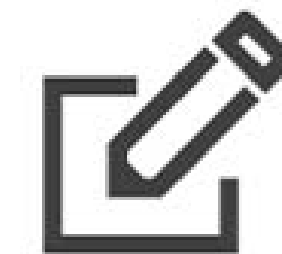
Park
Park



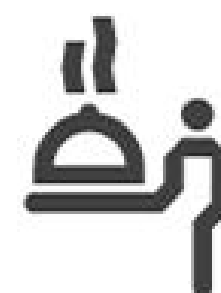
Kosz na śmieci
Trash



Sala plastyczna dla dzieci
Art room for children



Restauracja
Restaurant



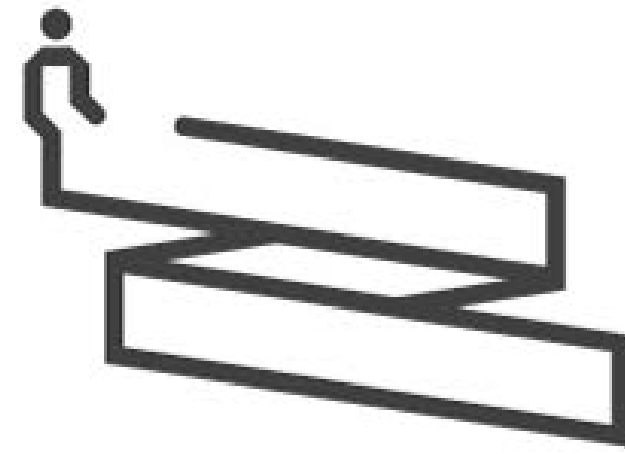
Lunch bar
Lunch bar



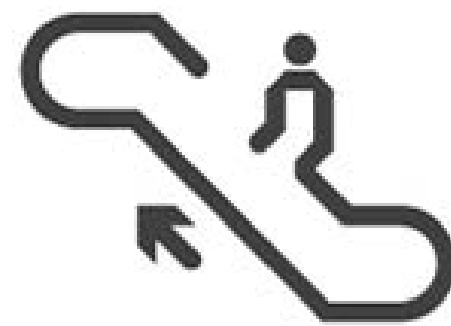
Ukážky pikogramy

Blank studio

Pochylnia
Ramp



Schody ruchome
Escalator



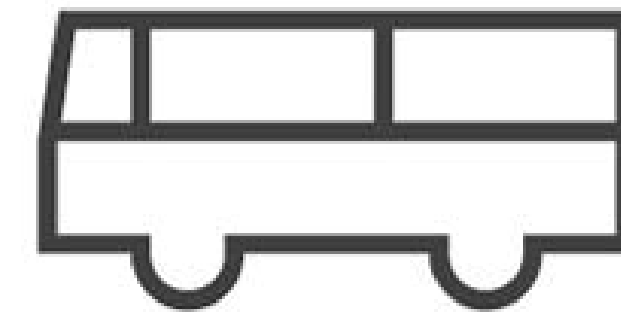
Schody
Stairs



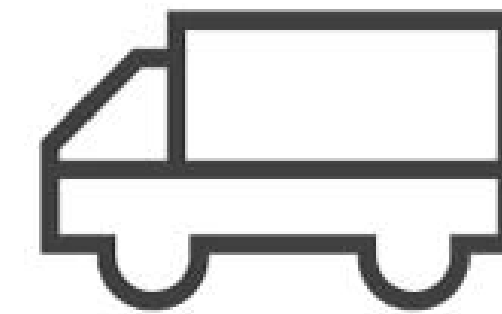
Winda
Lift



Autokary
Coaches



Dostawy
Deliveries



Samochody
Cars

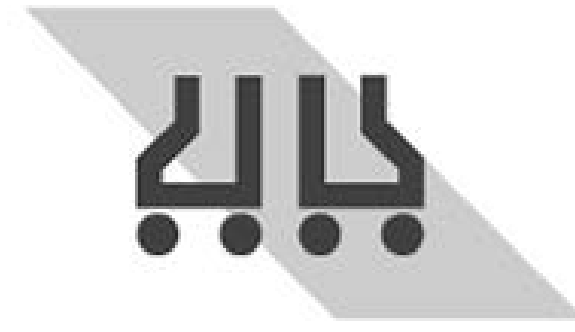
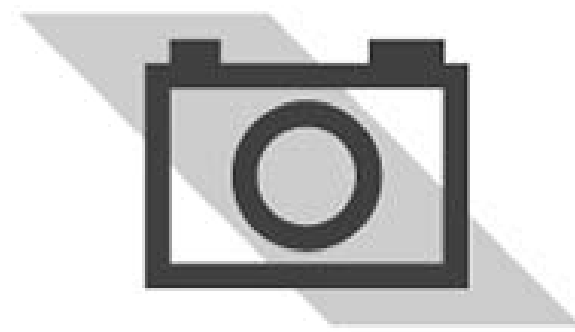
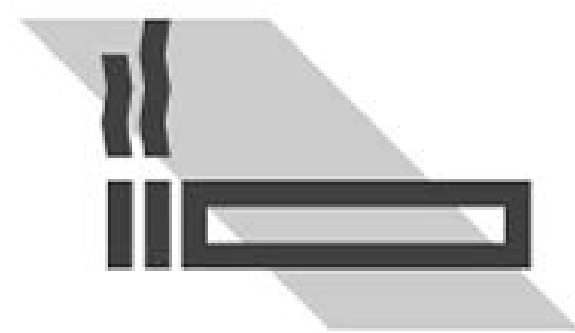


Automat biletowy
Vending machine



Ukážky pikogramy

Blank studio



Ukłazy pikogramy
Blank studio



Ukážky pikogramy

Blank studio



Ukážky piktogramy



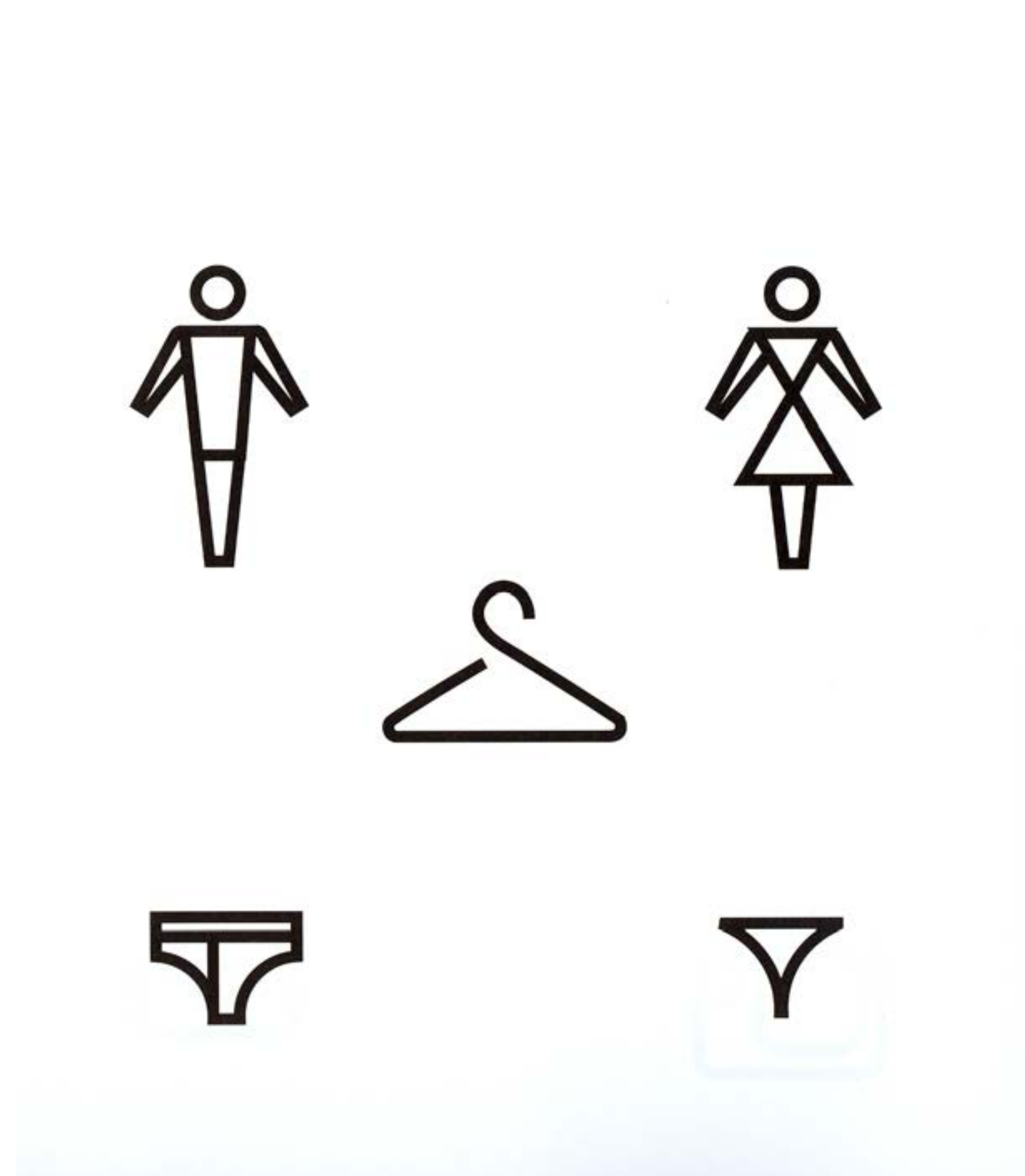


Piktogramy

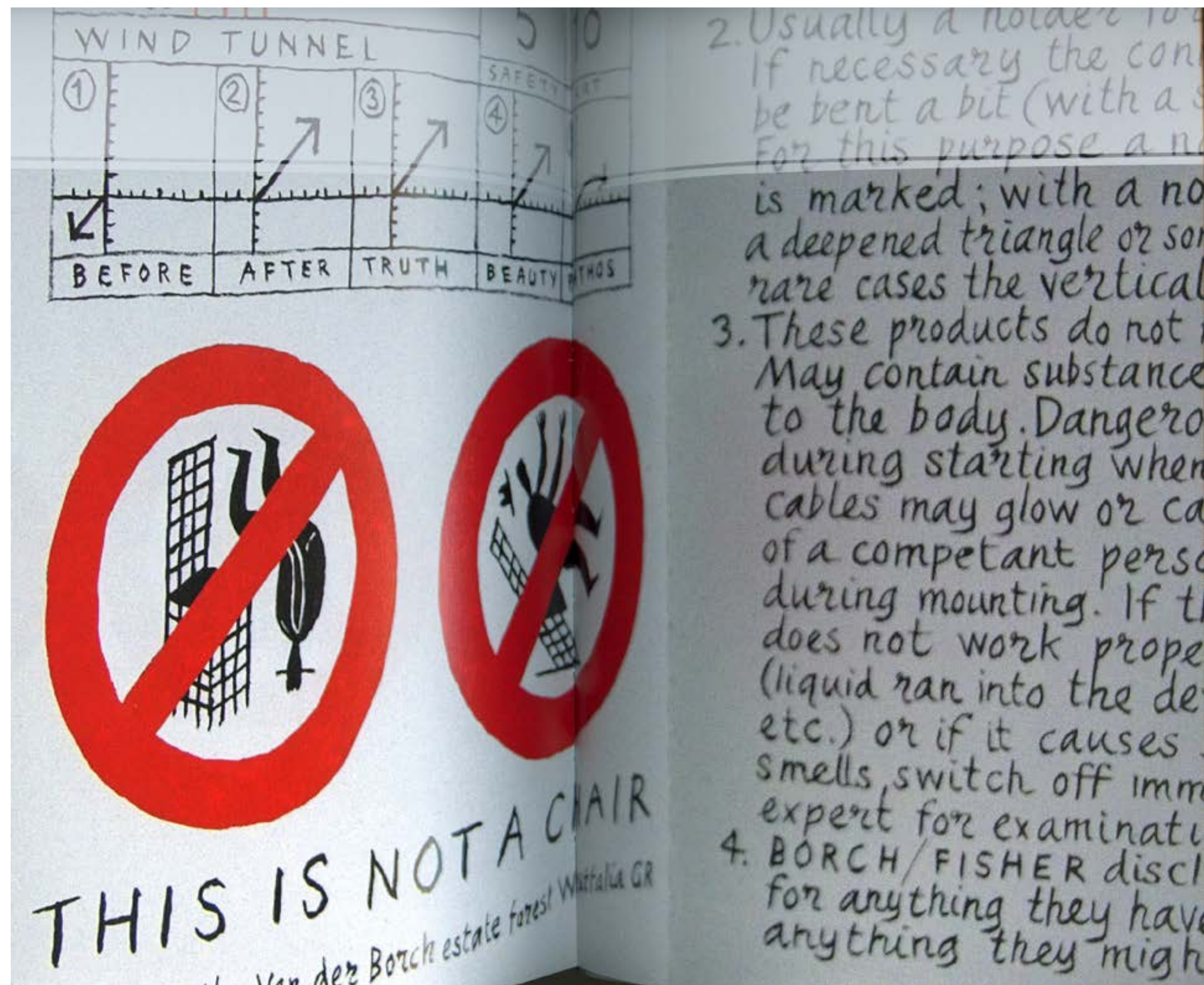
a štýl

Štýl

využitie geometrických tvarov



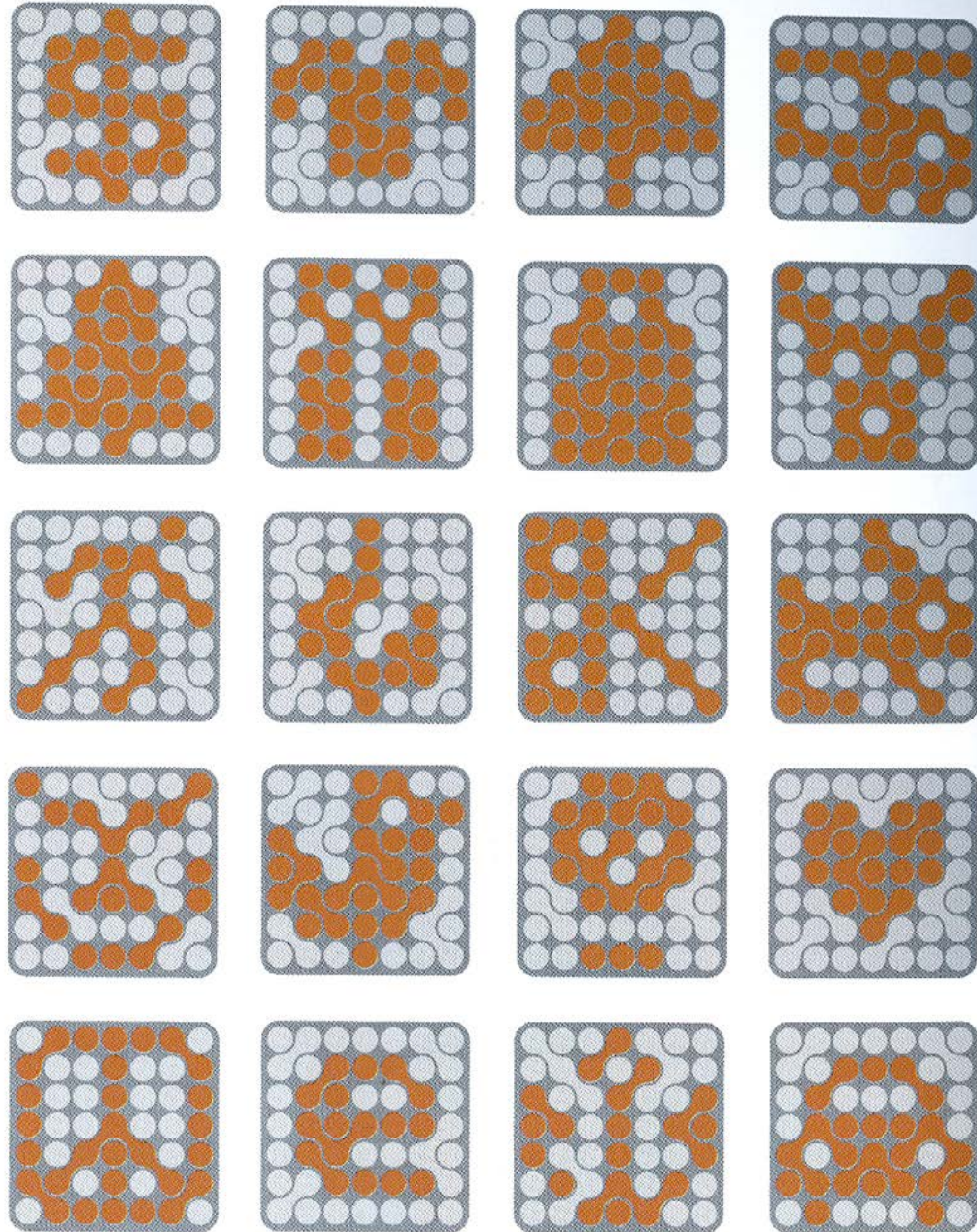
Štýl
ručne kreslené



Štýl
využitie štruktúry



Štýl
využitie mriežky



Štýl

využitie siluety

Olympiské hry Mexico, 1968



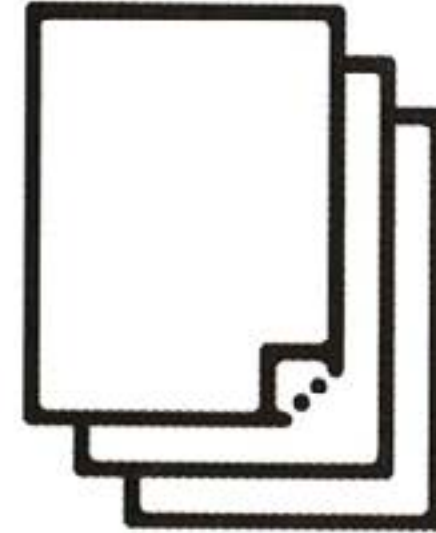
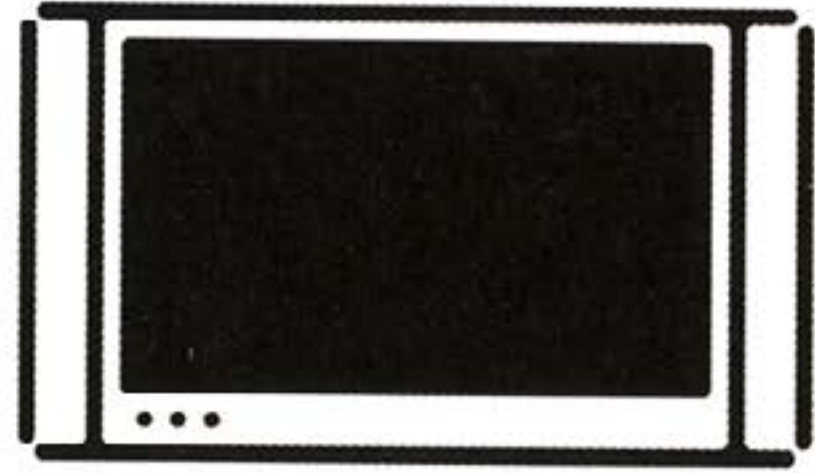
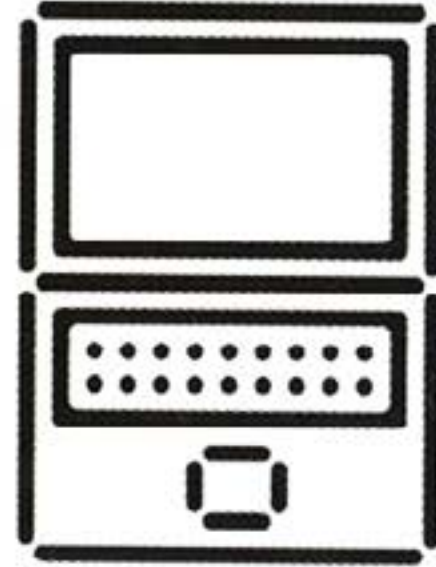
Štýl
kombinácia siluety
a lineárnej kresby



Štýl
ťahy štetca



Štýl
retro štýl



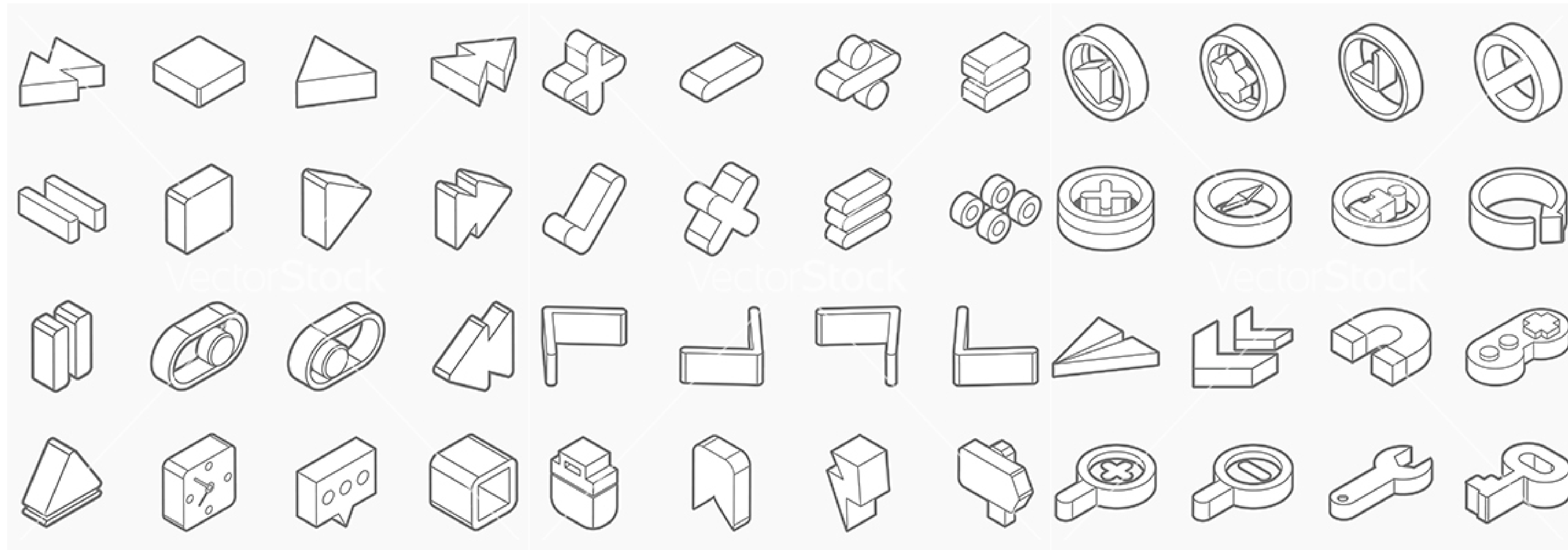
Štýl
lineárna kresba



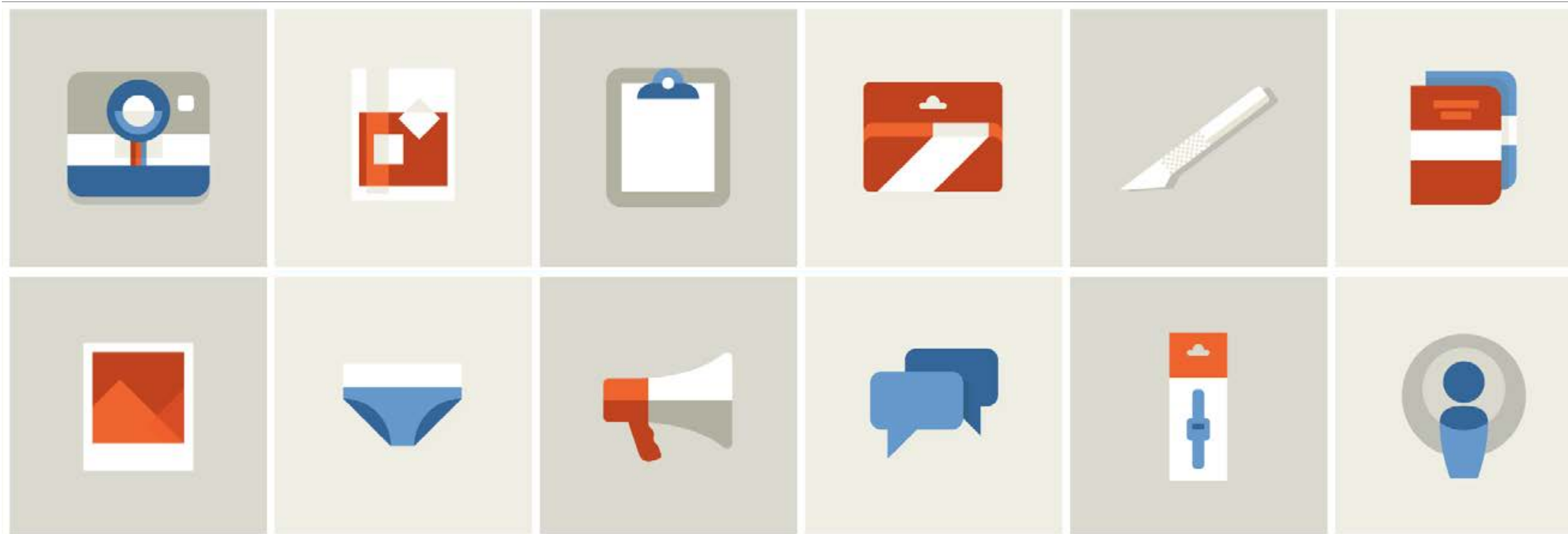
Štýl
prekrývanie farieb



Štýl
3D priestor

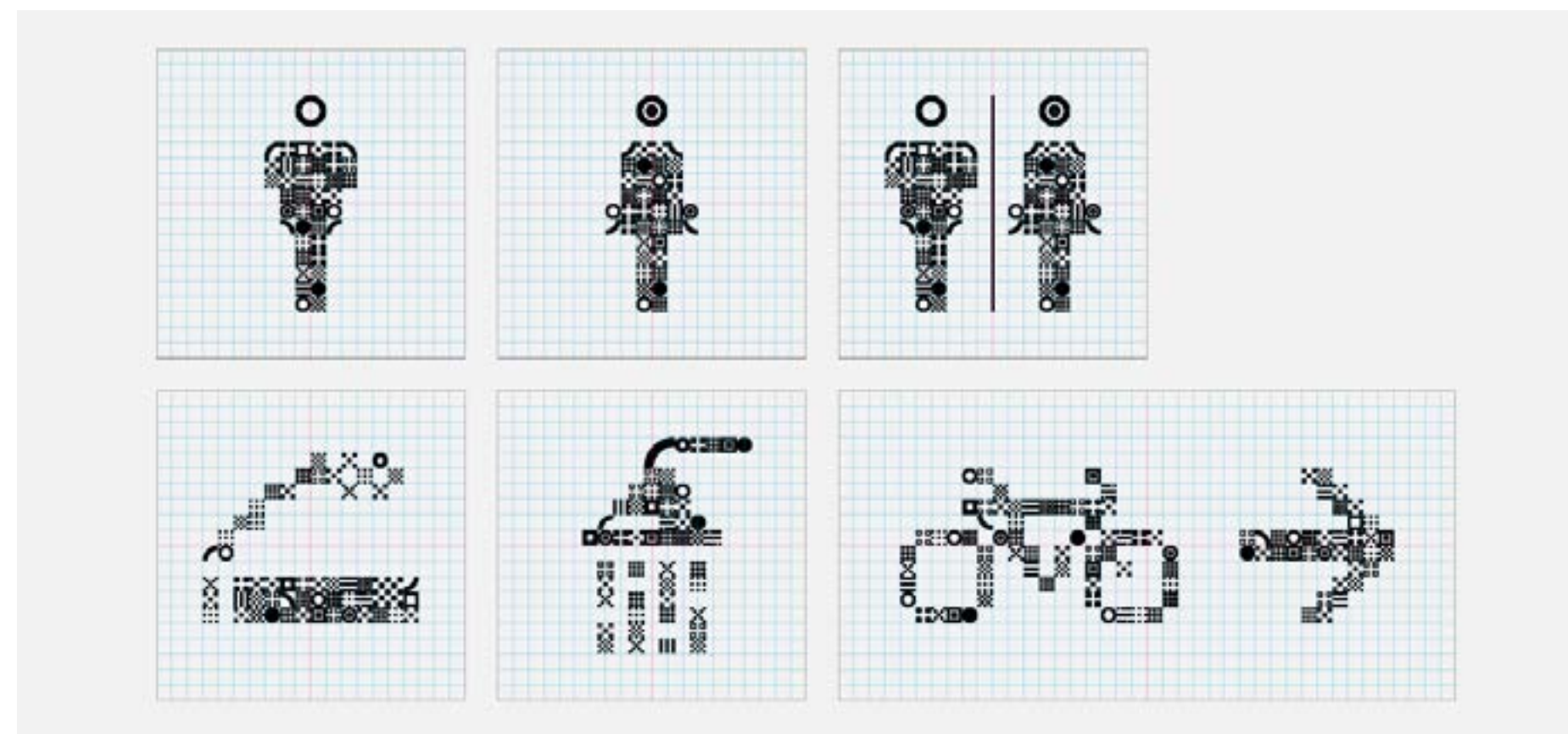
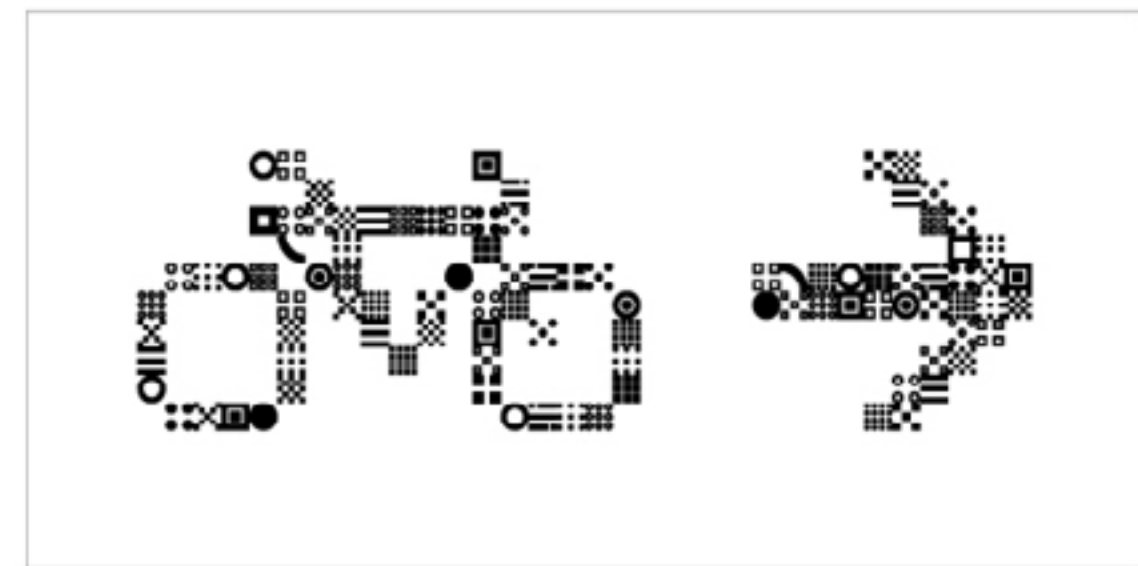
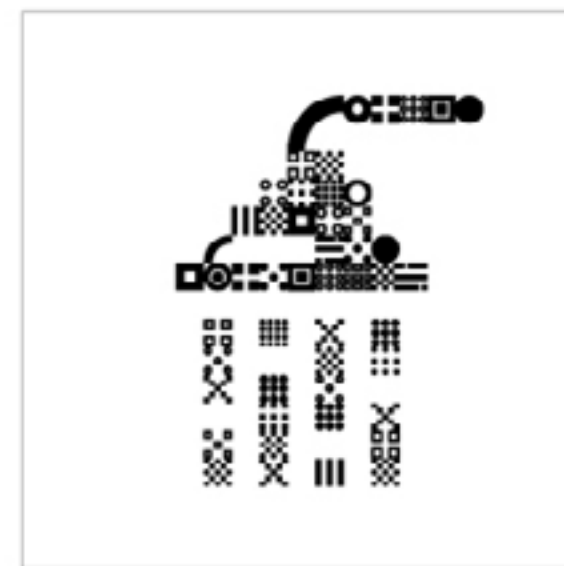
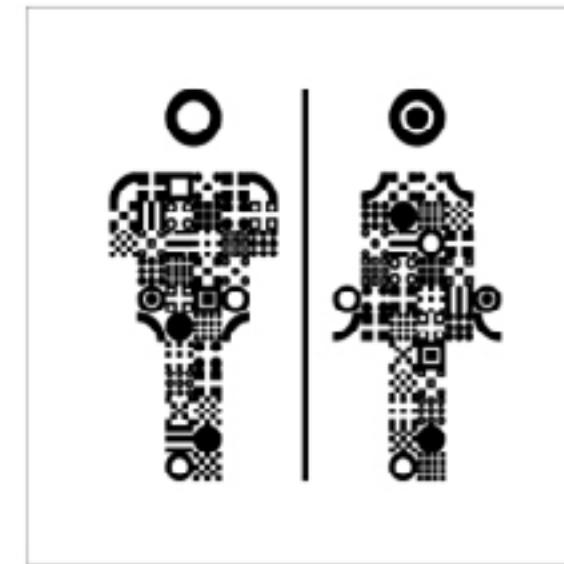
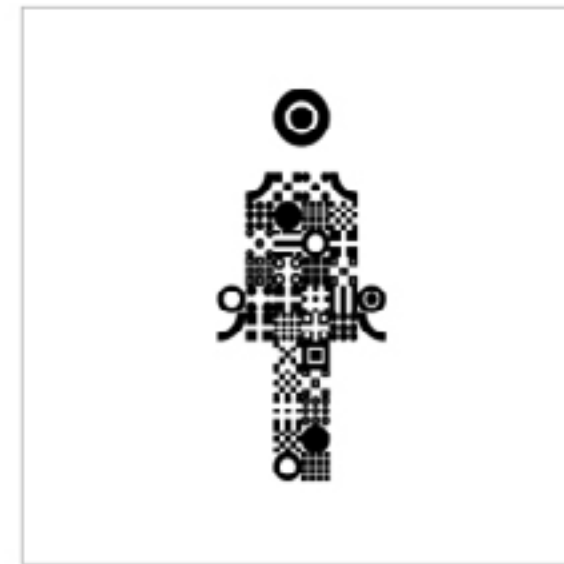
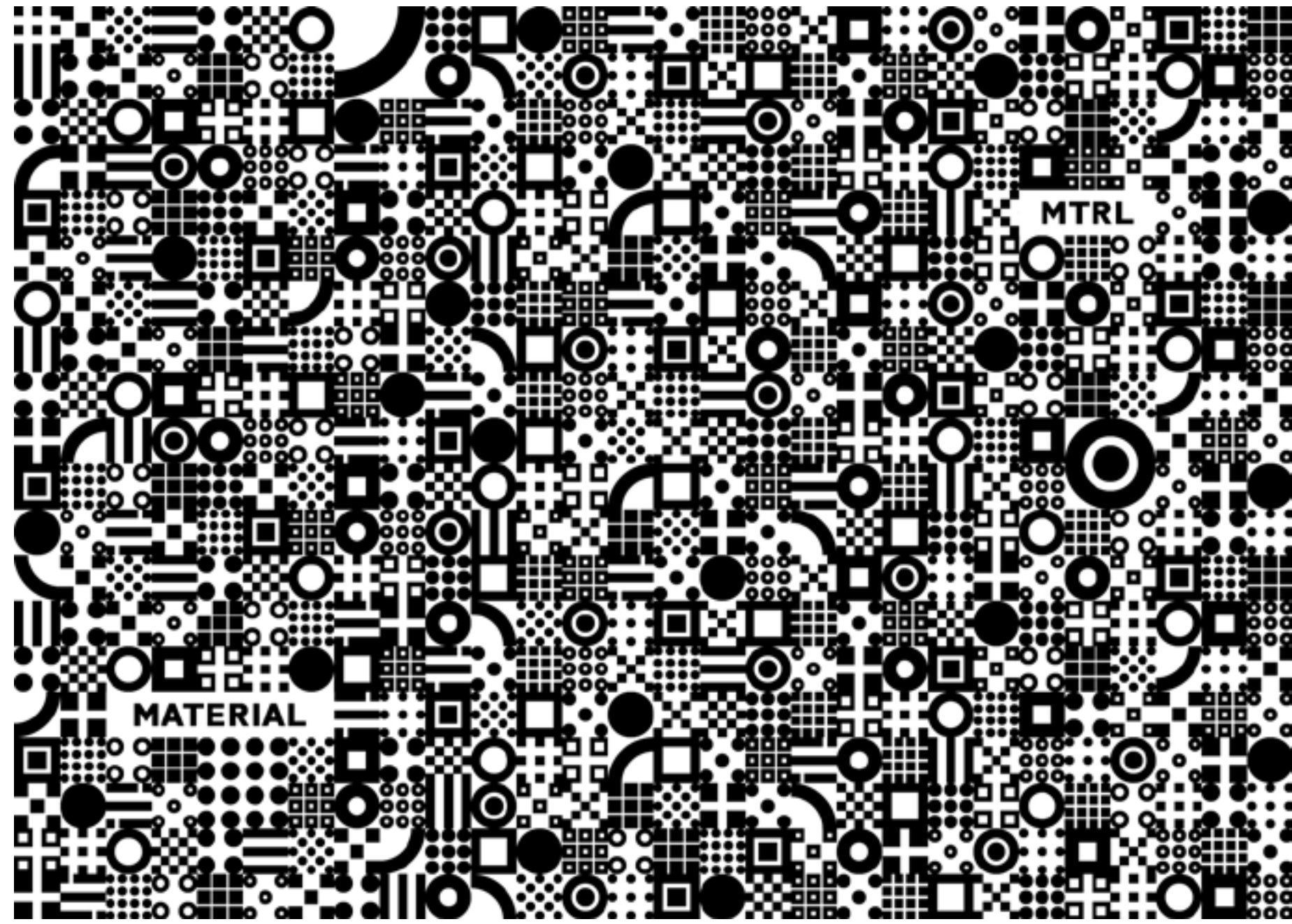


Štýl
flat design



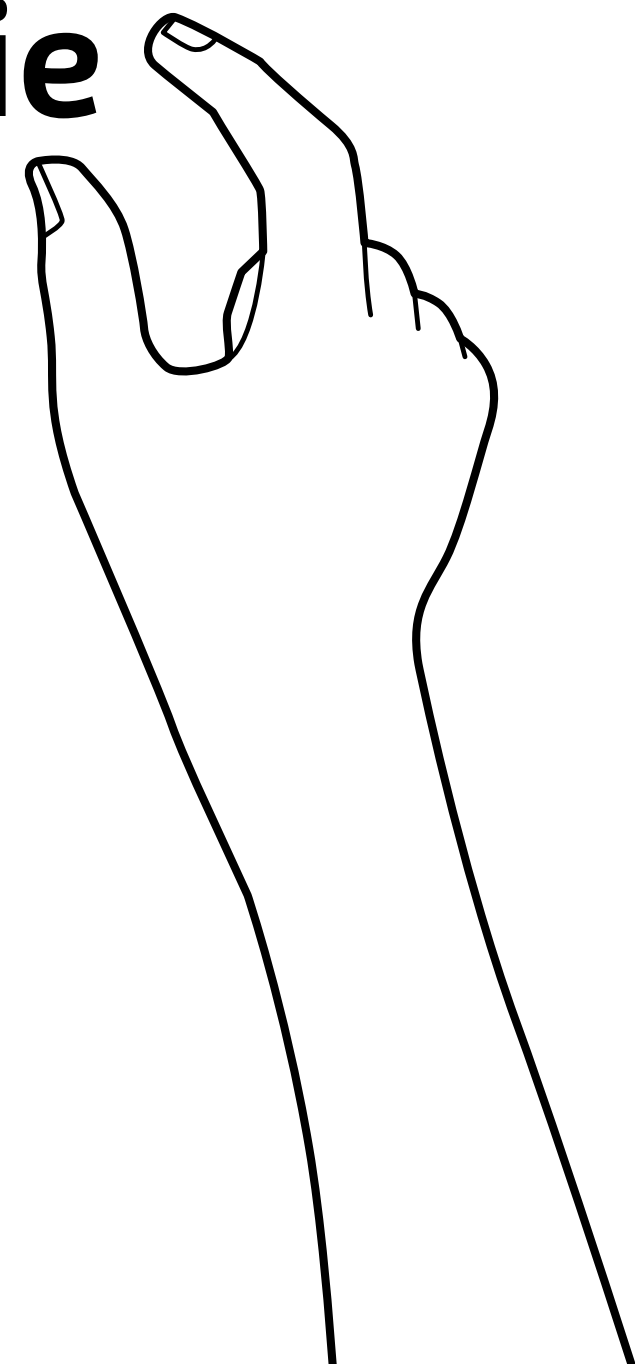
Štýl

Pattern



PIKTOGRAMOVÁ RADA

Zadanie



- 1 Výber témy pre piktorgramy a vhodné predlohy**
- 2 Výber písma**
- 3 Tvorba písmových rastrov a prefabrikátov**
- 4 Analýza predlohy pomocou predlohy pomocou geometrických tvarov**
- 5 Syntéza a typizácia podľa písmových rastrov**
- 6 Varianty a výber definívnej podoby piktoqramov**
- 7 Aplikovanie piktoqramov**
- 8 Prezentácia piktoqramovej rady**

Zadanie

Ukážka

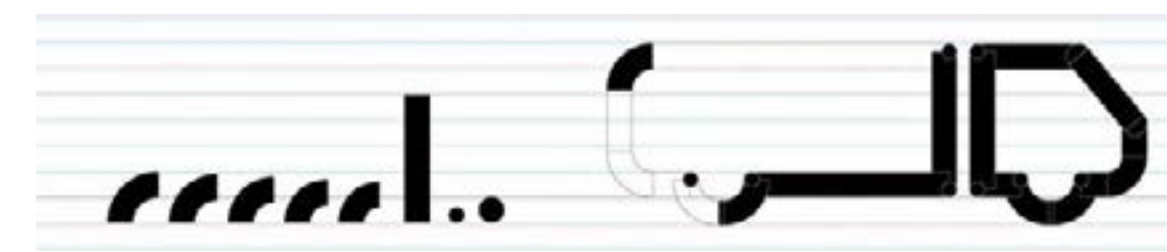
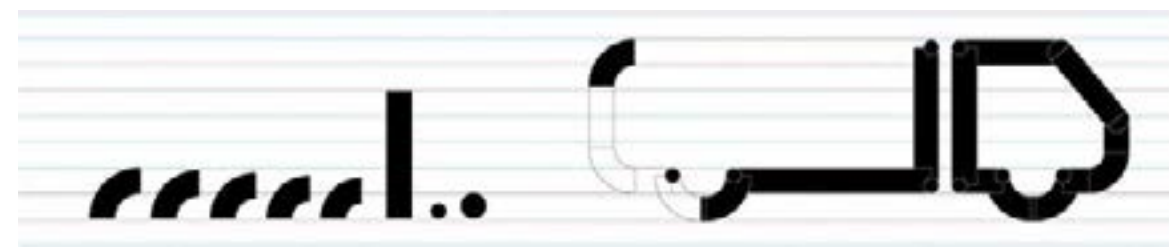
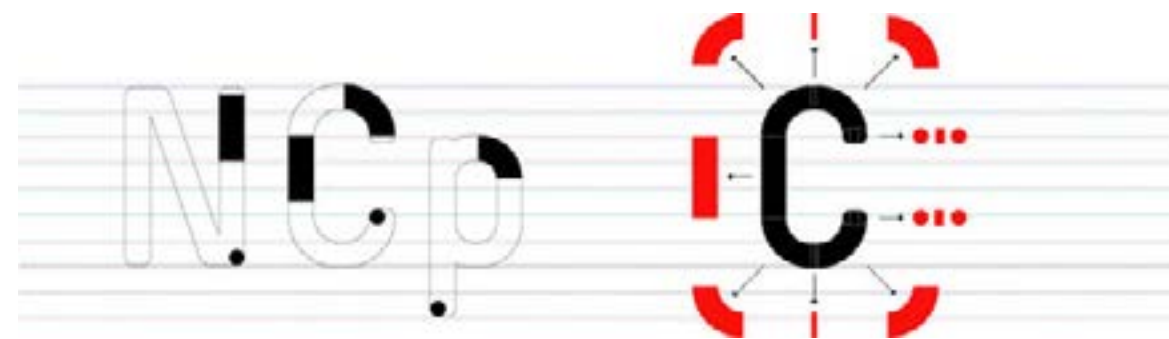


Köln Bonn Airport

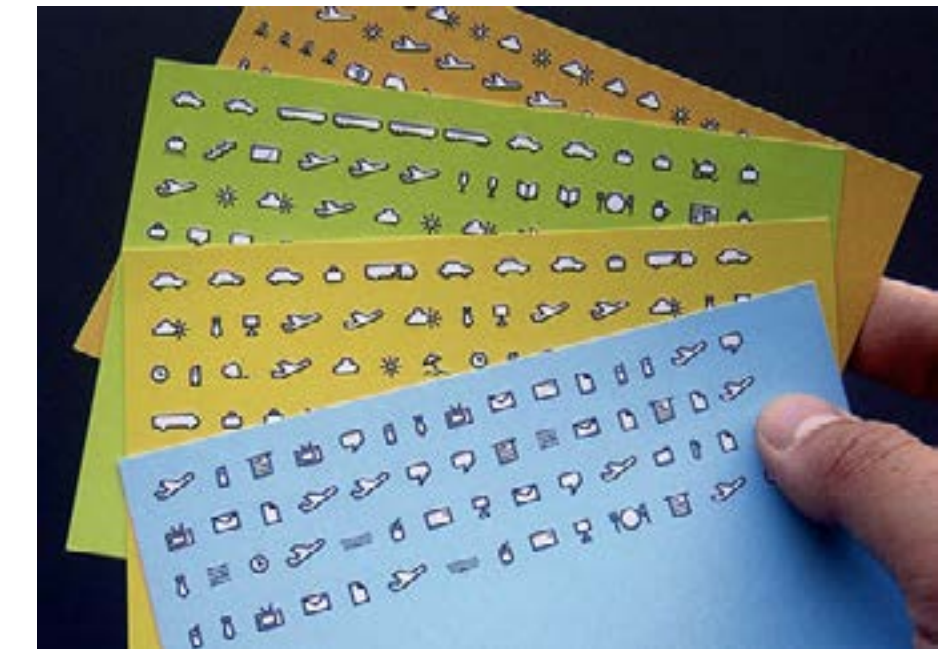


Köln Bonn Airport

Zadanie
Ukážka



Zadanie
Ukážka



Zadanie

Ukážka

www.grapheine.com

CHALON —
Typography

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

0 1 2 3 4 5 6 7 8 9

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Zadanie

Ukážka

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h h h h h + l l l l l = hello

2016

Zadanie

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