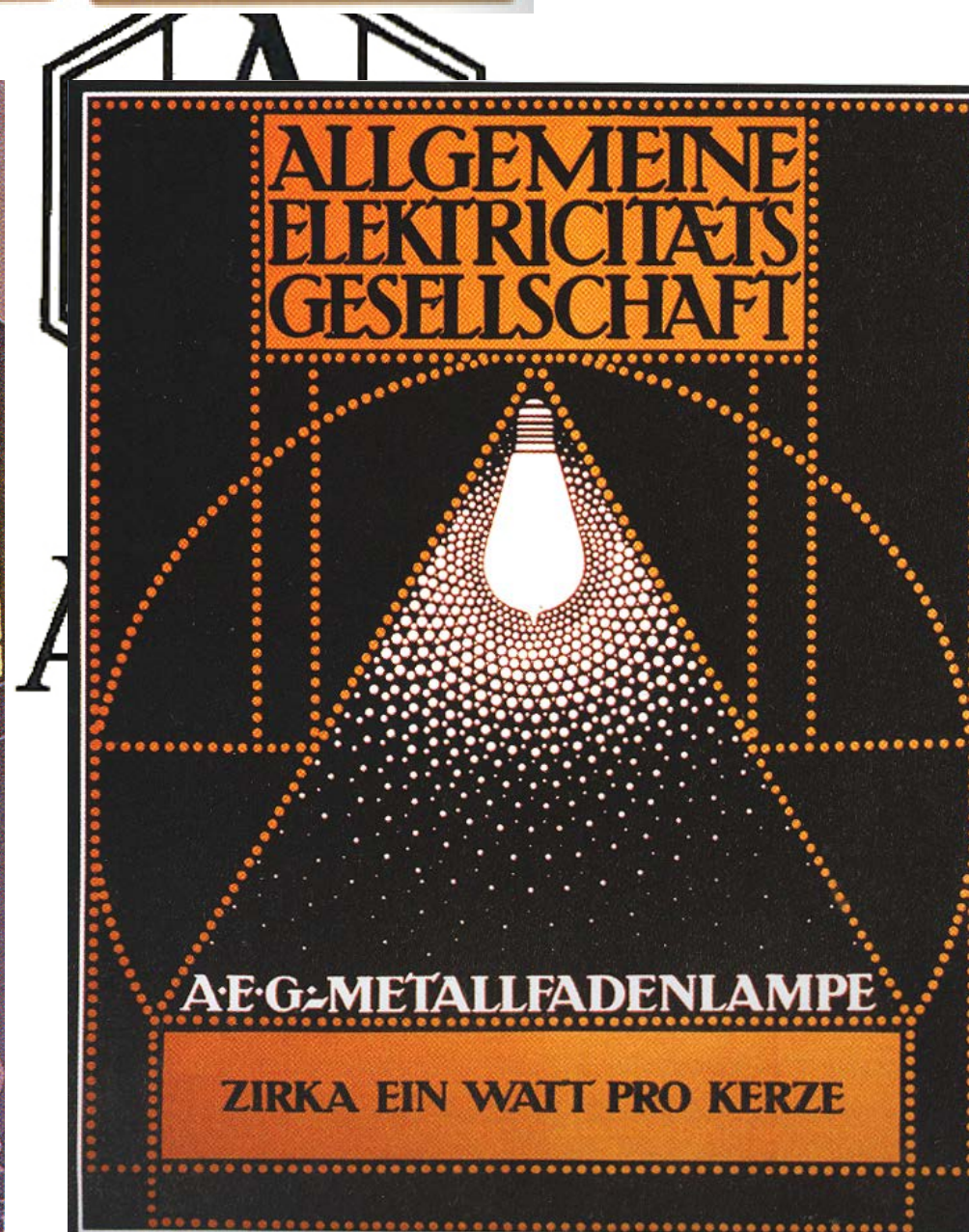
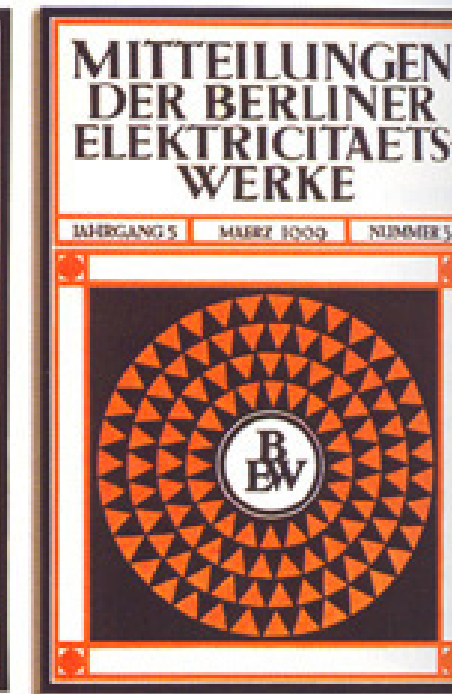
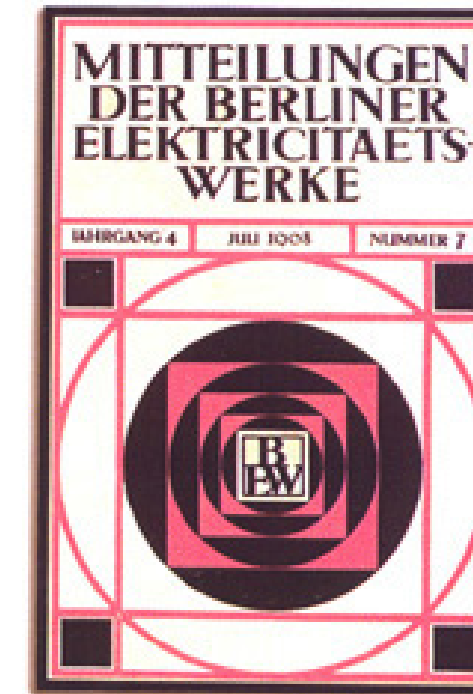
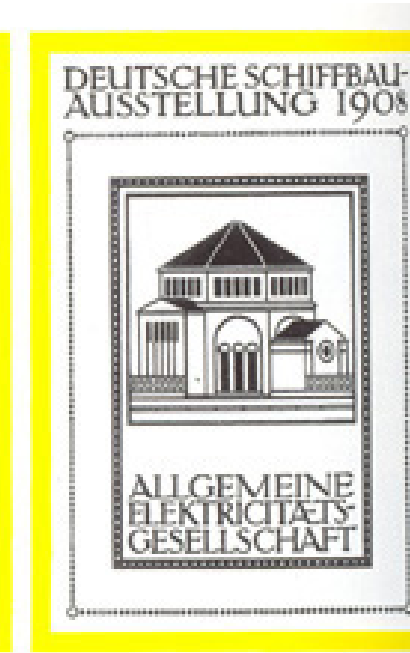
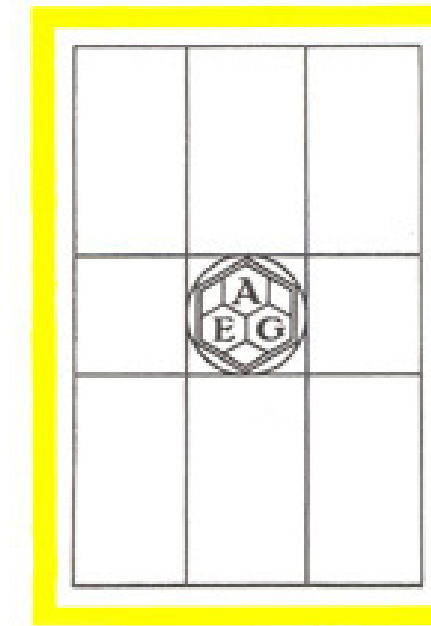
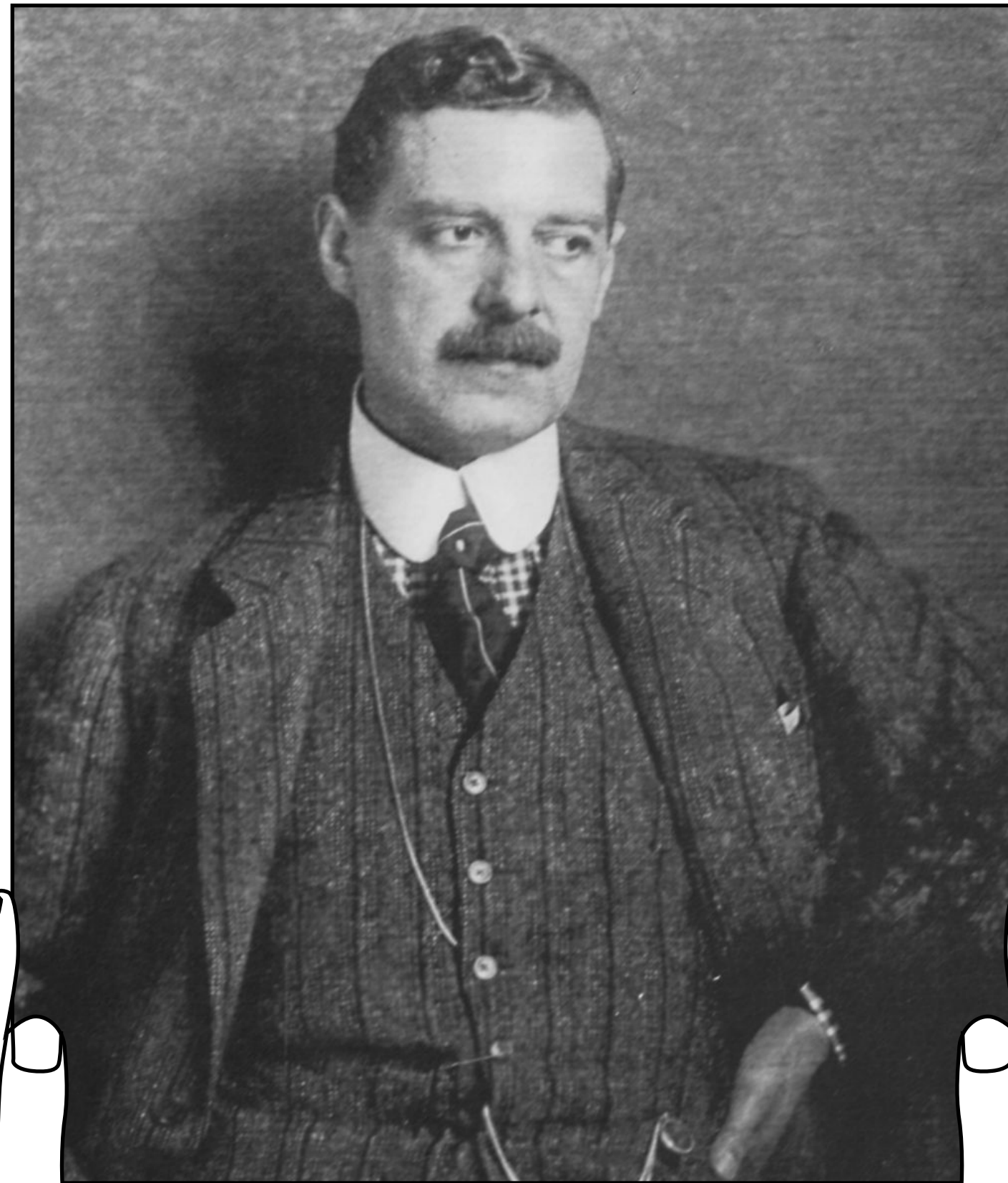




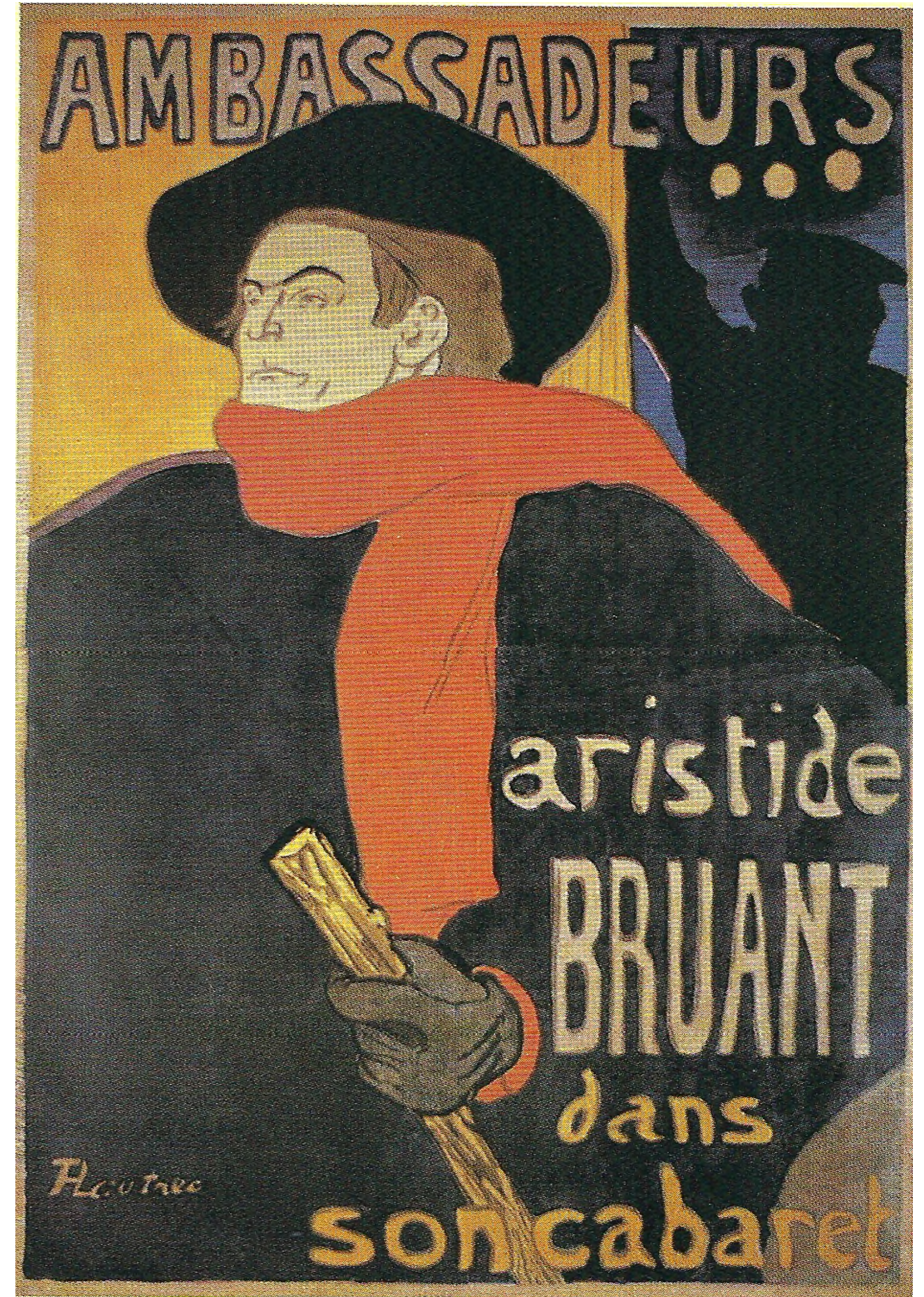
# História značky

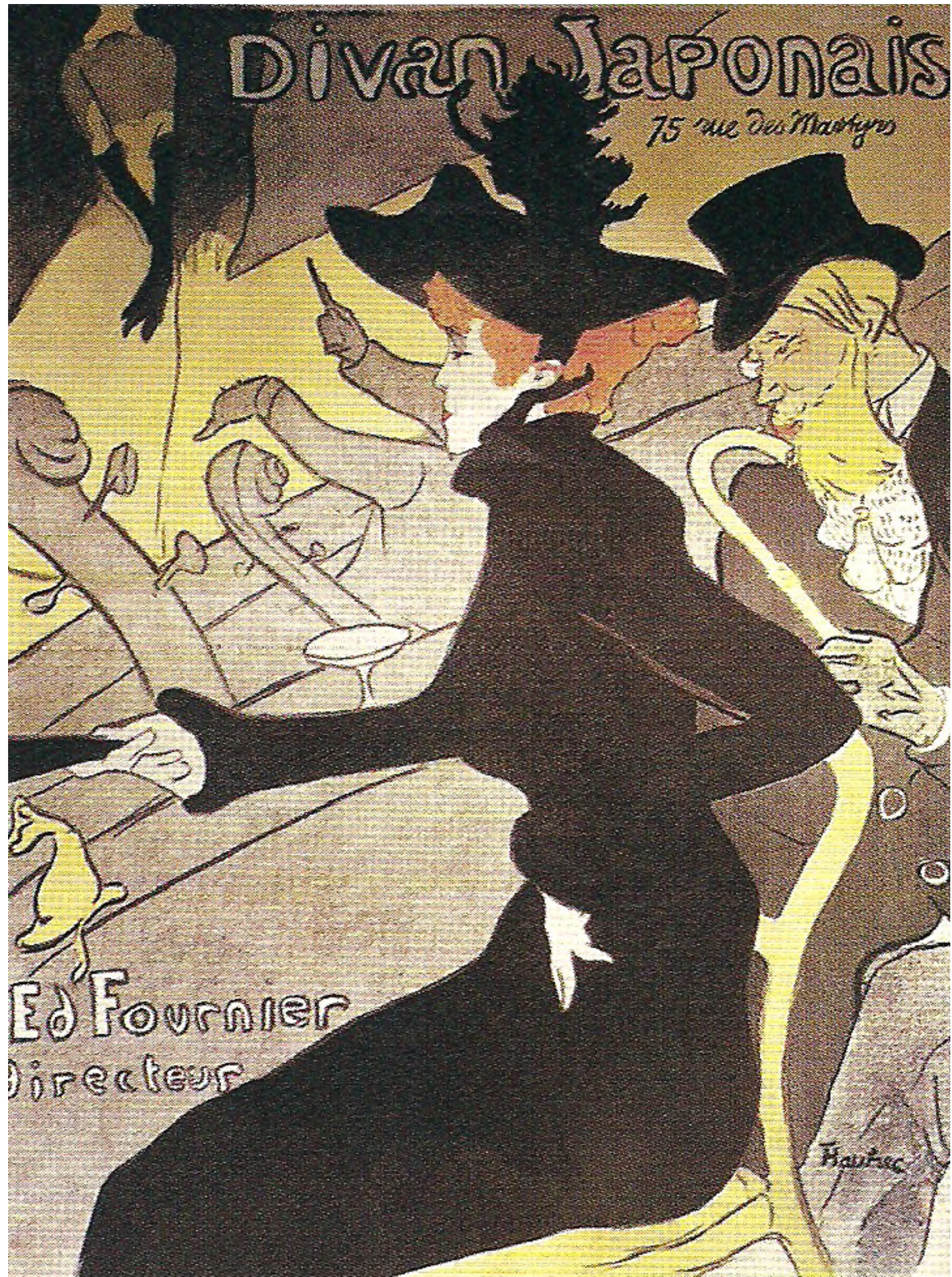
Peter Behrens



Litografia  
Plagăt

HENRY DE  
TOULOUSE-LAUTREC  
(1864 – 1901)



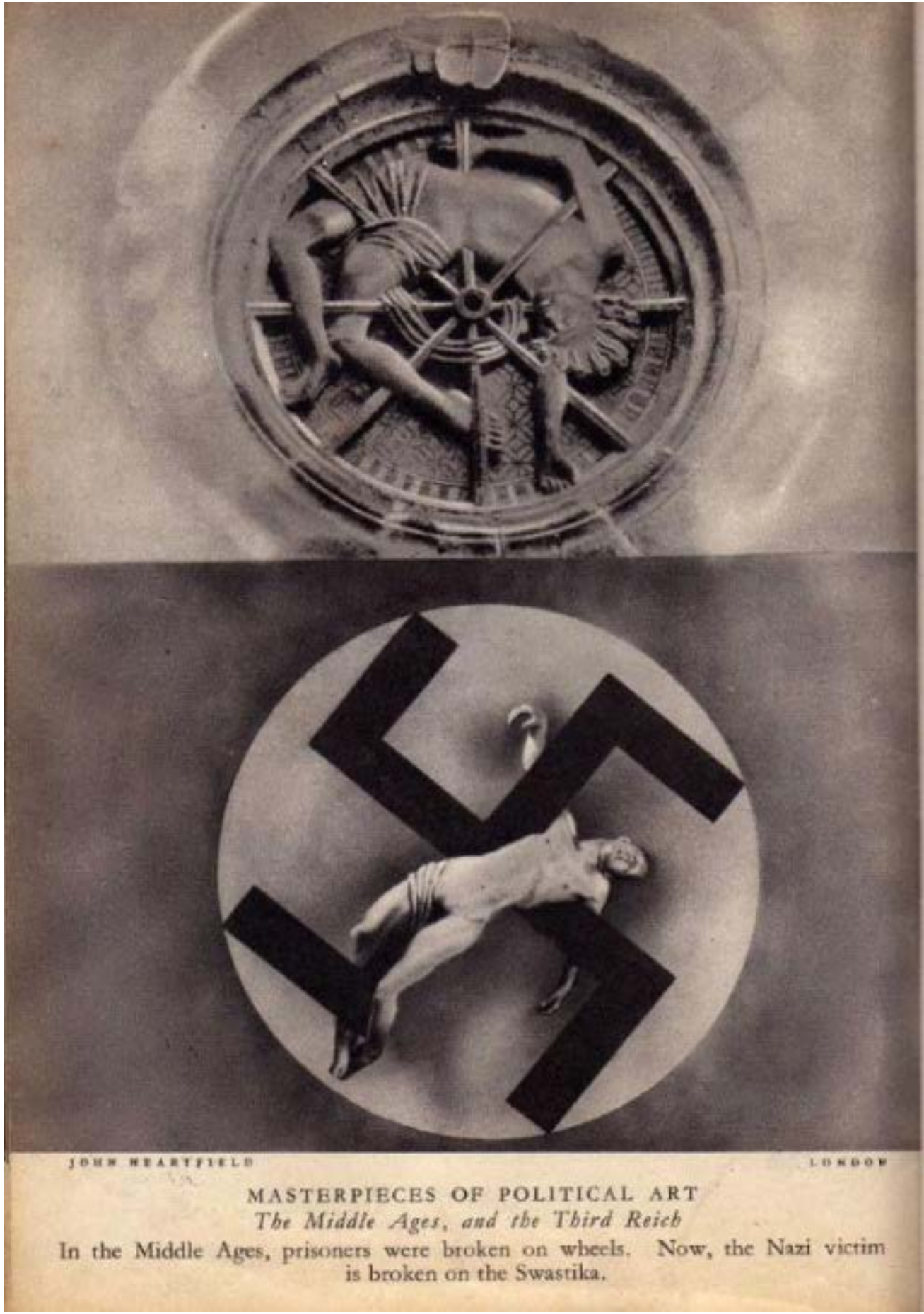


**Dadaismus**  
John Heartfield

**John Heartfield**  
**(1891 – 1968)**



**Dadaizmus**  
John Heartfield

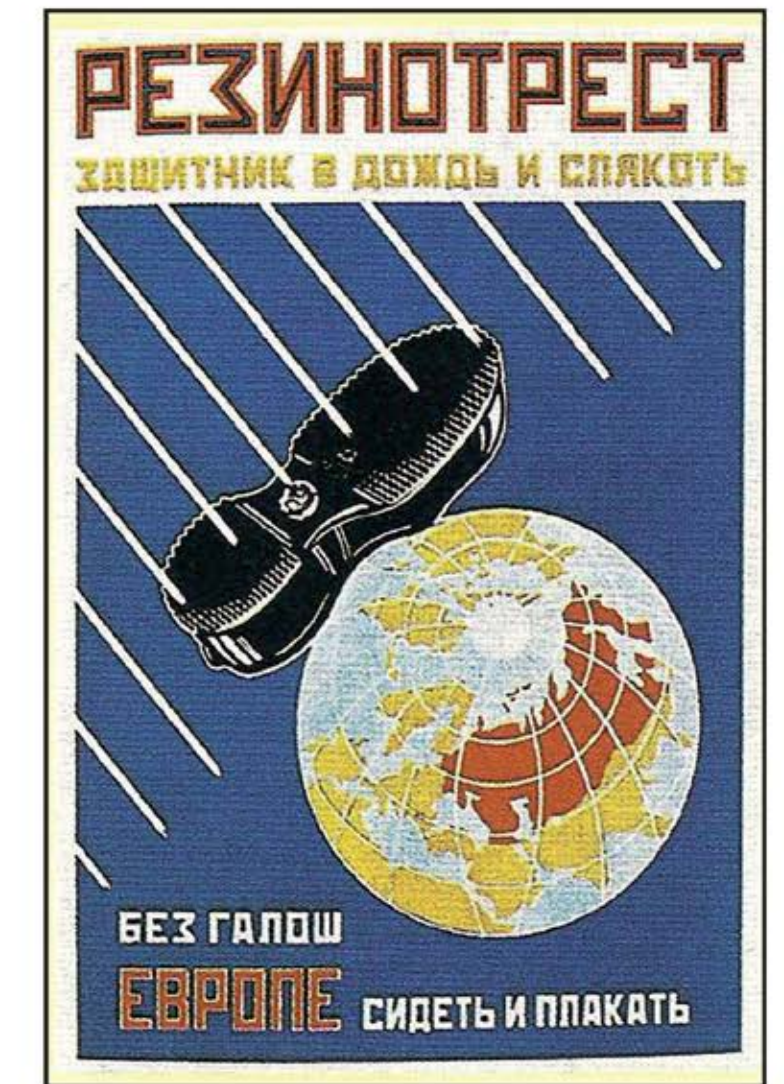


# Ruský konstruktivismus

Alexander Rodčenko

Alexander Rodčenko

(1891 — 1956)



# Ruský konstruktivismus

Alexander Rodčenko



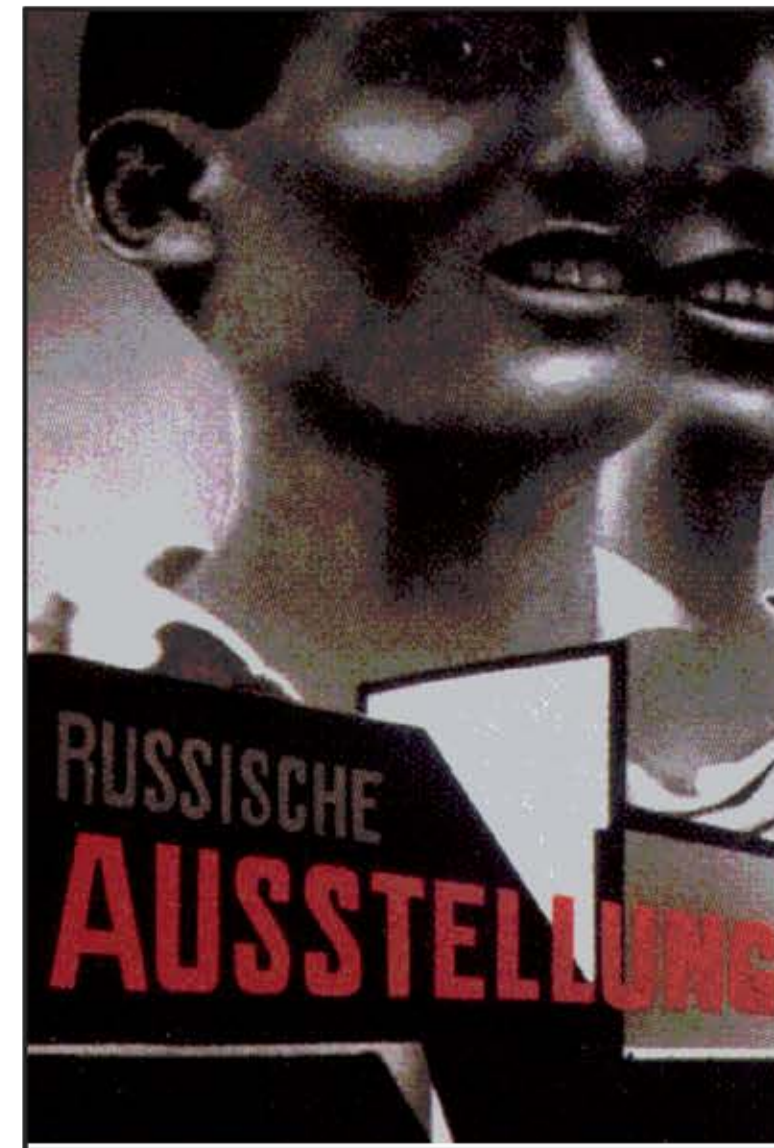


# Ruský konstruktivismus

El (Eliezer) Lissitzky

El (Eliezer) Lissitzky

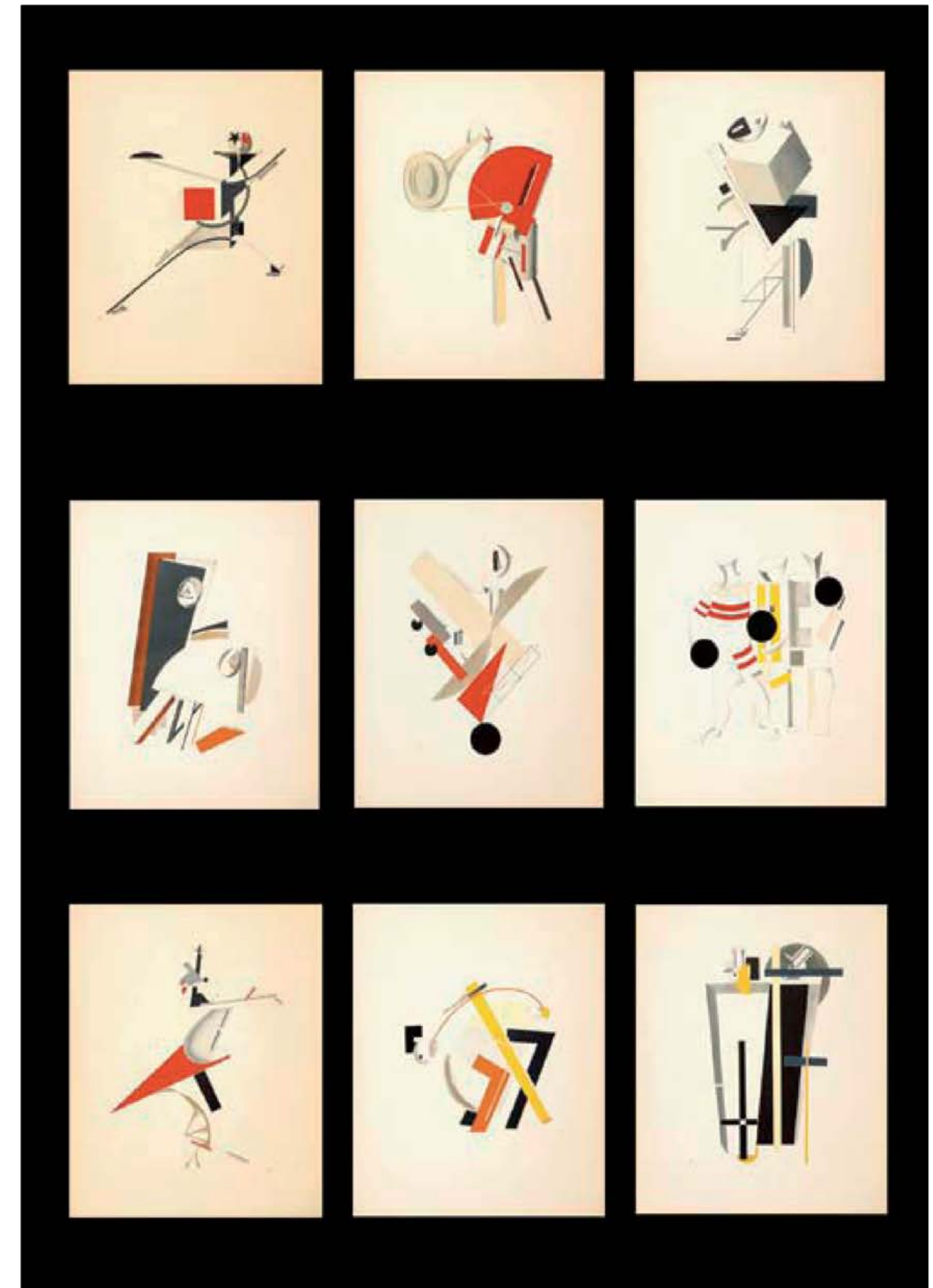
(1890 – 1941)



El Lisickij, výstavní plakát 1929



El Lisickij, válečný plakát 1941



# Ruský konstruktivismus

El (Eliezer) Lissitzky



**Futurismus**  
Fortunato Depero

**Fortunato Depero**  
(1892 — 1960)



**Futurismus**  
Fortunato Depero



Mart, Rovereto

# Švajčiarsky štýl

Max Bill

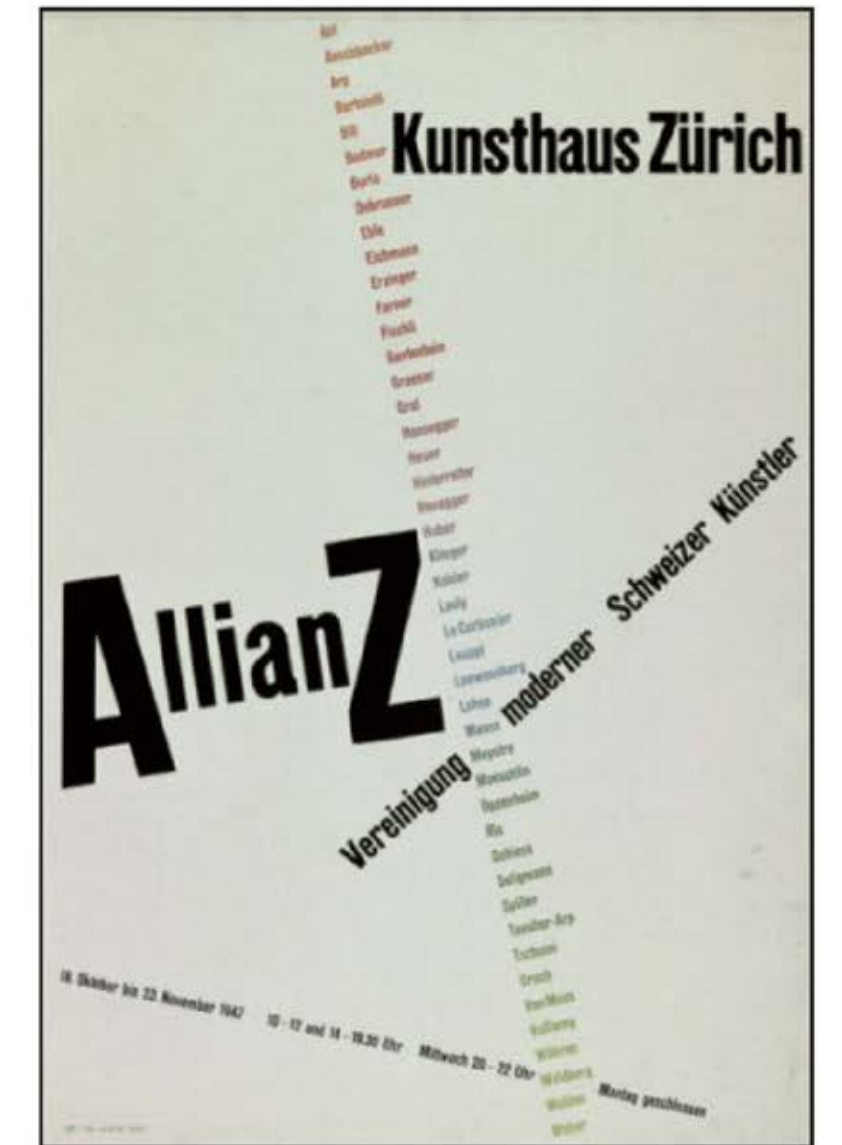
Max Bill  
(1914 – 1996)



Max Bill



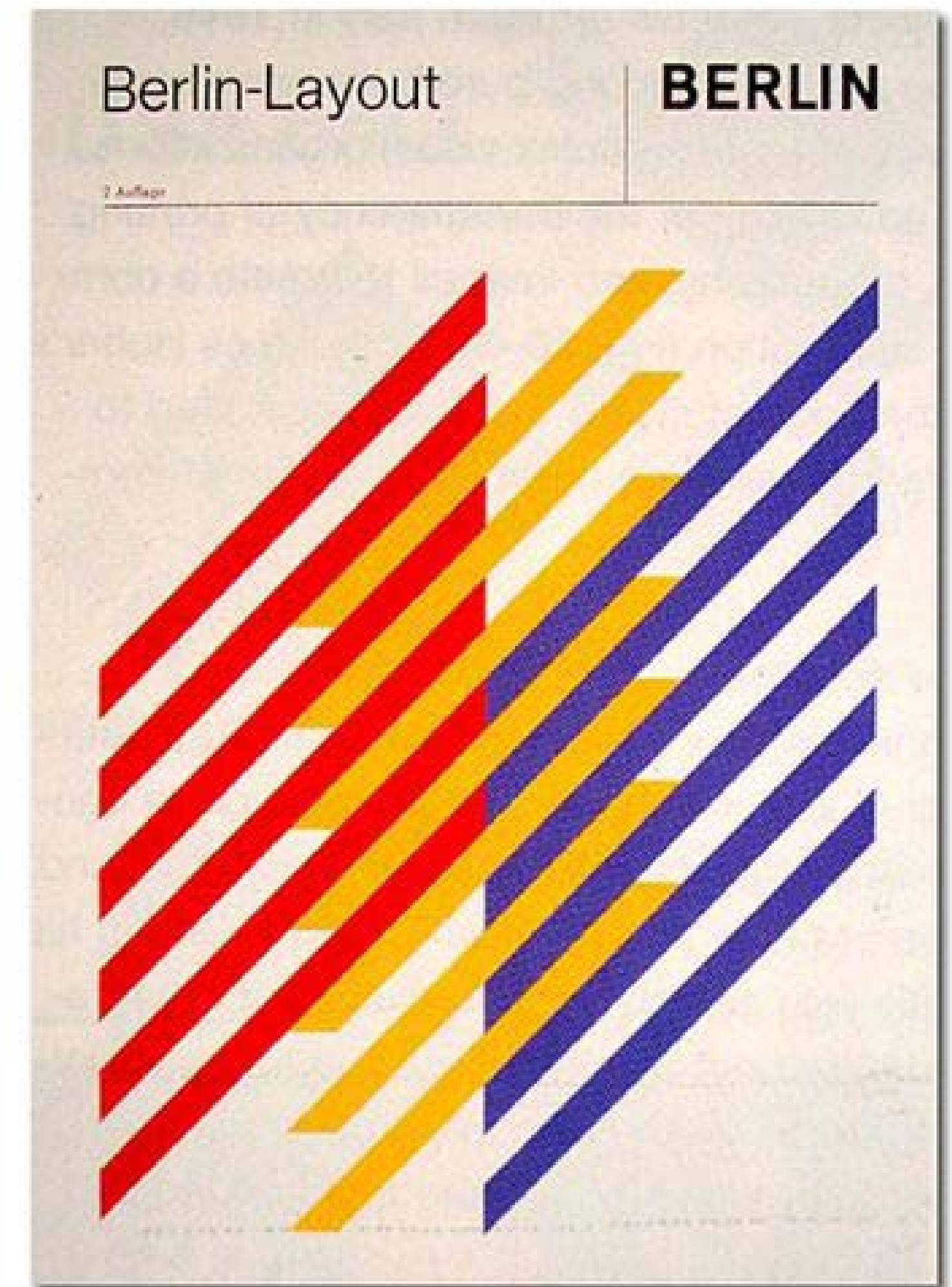
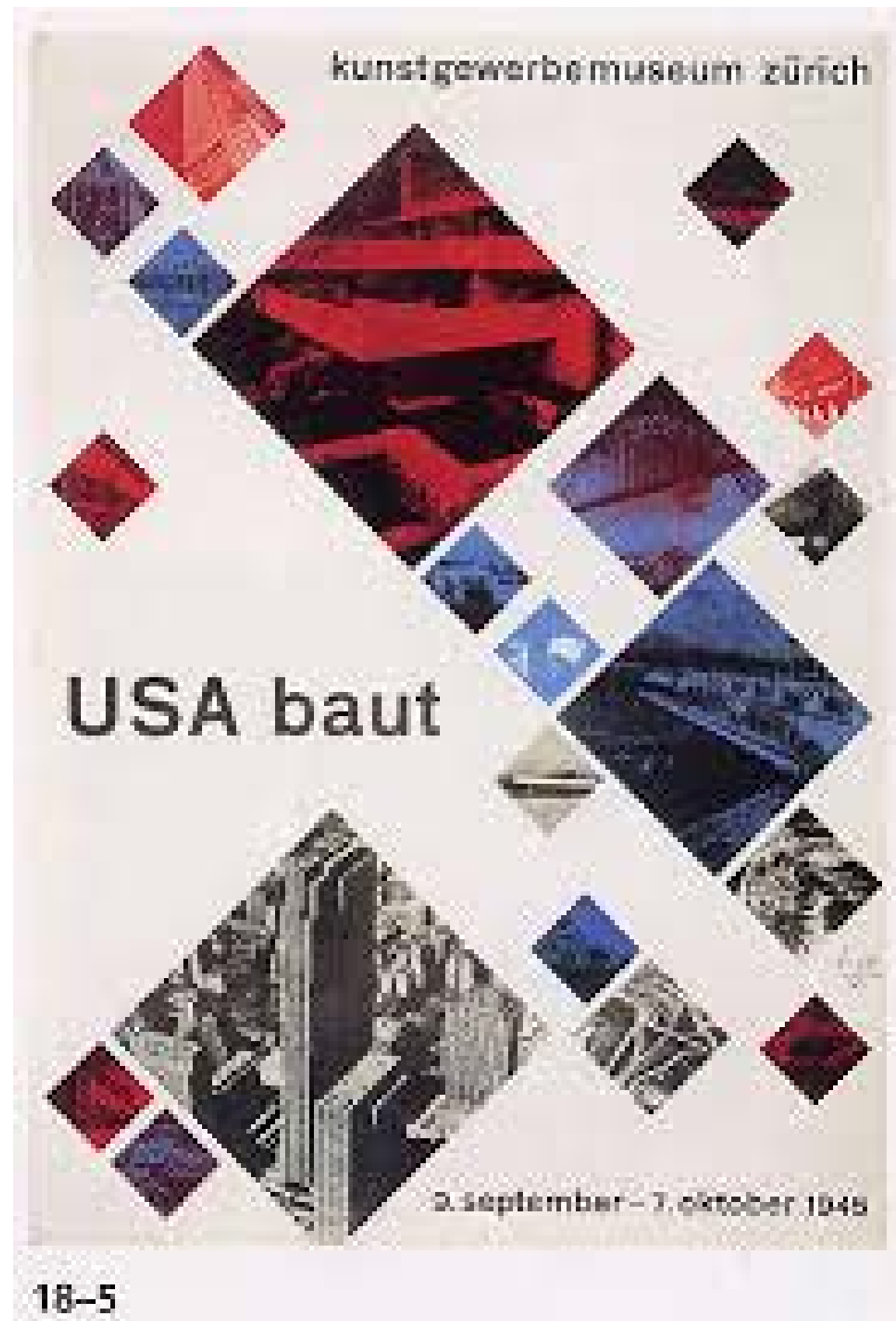
Max Bill



Max Bill

# Švajčiarsky štýl

Max Bill



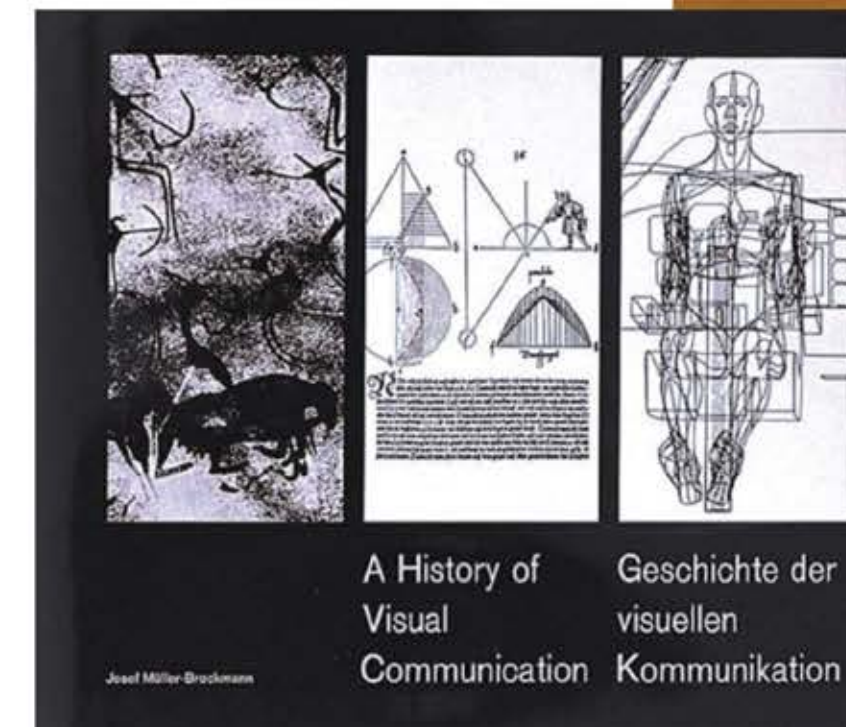
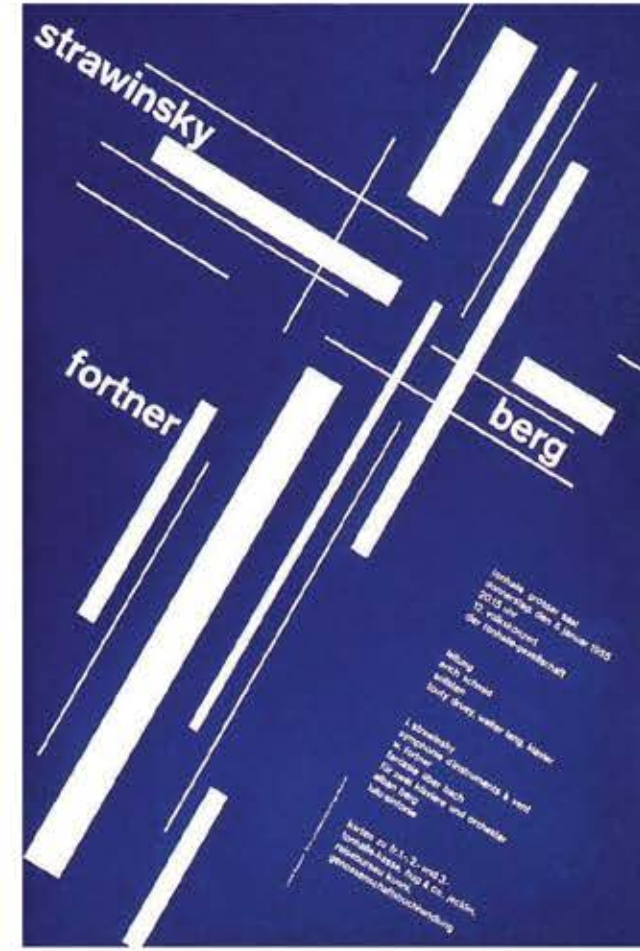
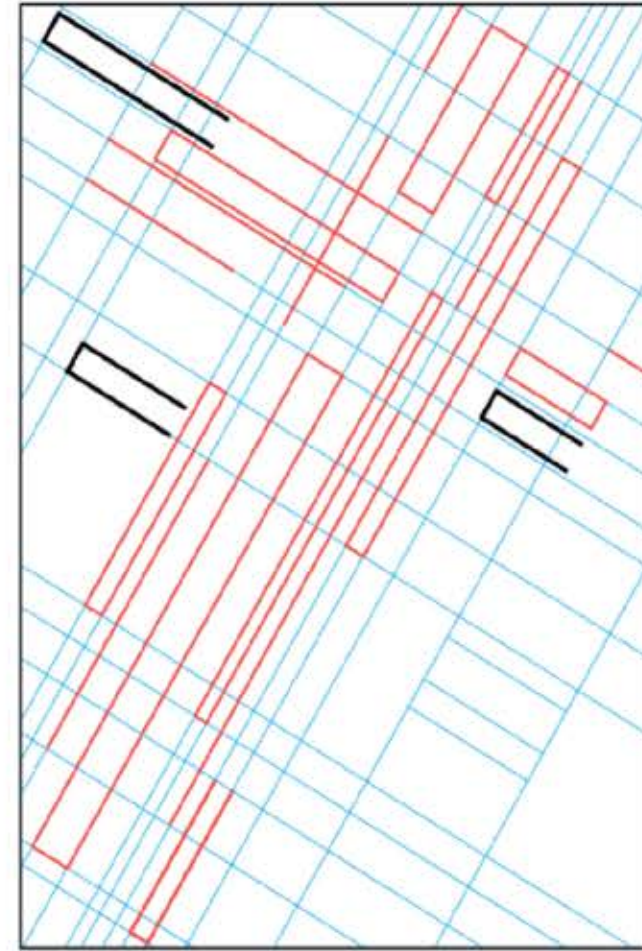
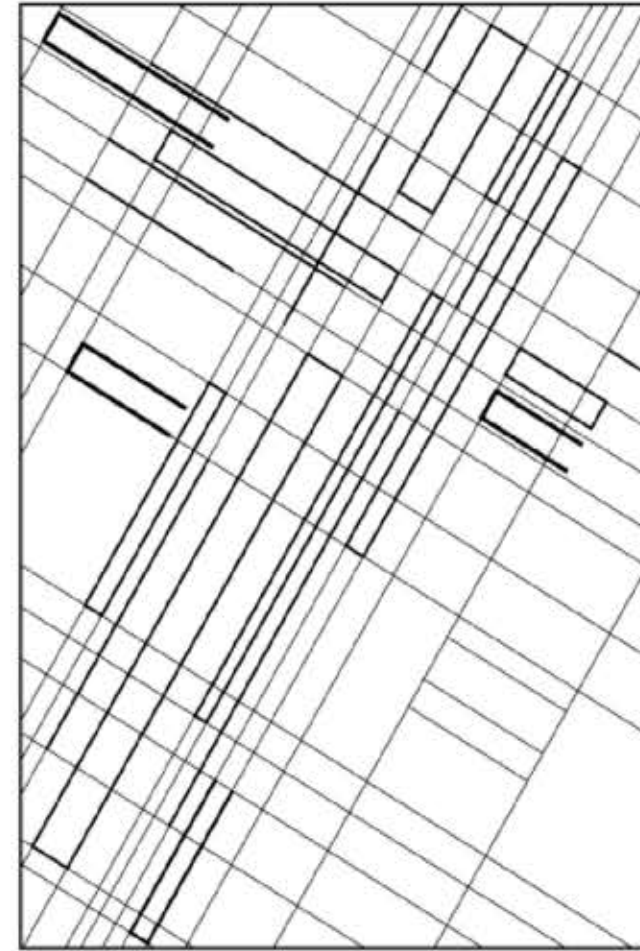


**Josef Müller-Brockmann**  
**(1914 – 1996)**

**Jeho trojjazyčné Dejiny vizuálnej komunikácie  
a Dejiny plagátu patria podnes k základnej literatúre  
dejín grafického dizajnu.**

**Müller-Brockmann vo svojich koncertných  
plagátoch dokázal spojiť jasnosť, čistotu  
a precíznosť s vynaliezavými útvárnymi riešeniami  
evokujúcimi hudobný rytmus a melódiu.**

# Švajčiarsky štýl





Švajčiarsky štýl  
Max Huber

Max Huber  
(1919 – 1992)



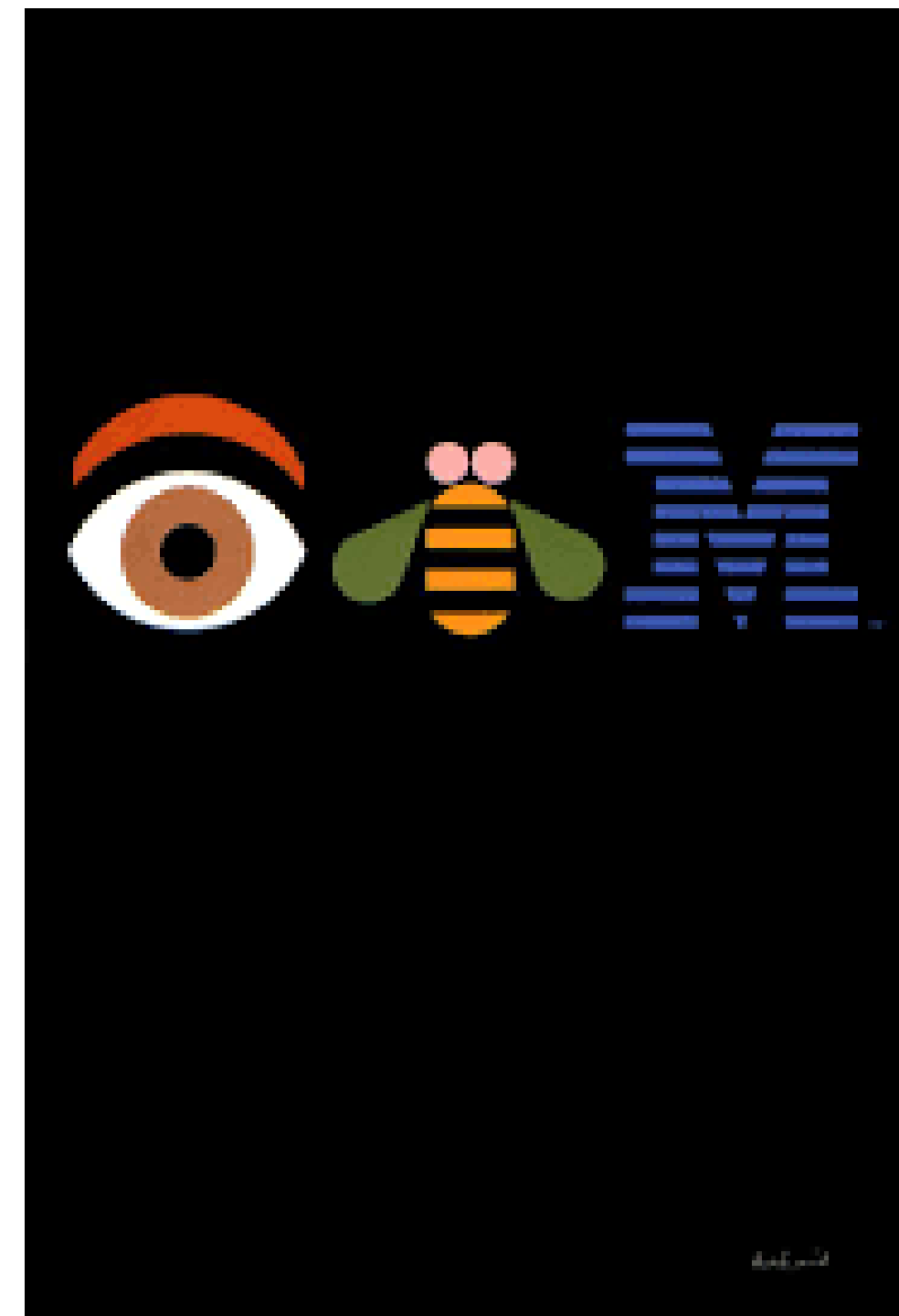
Švajčiarsky štýl  
Max Huber



# Medzinárodný štýl

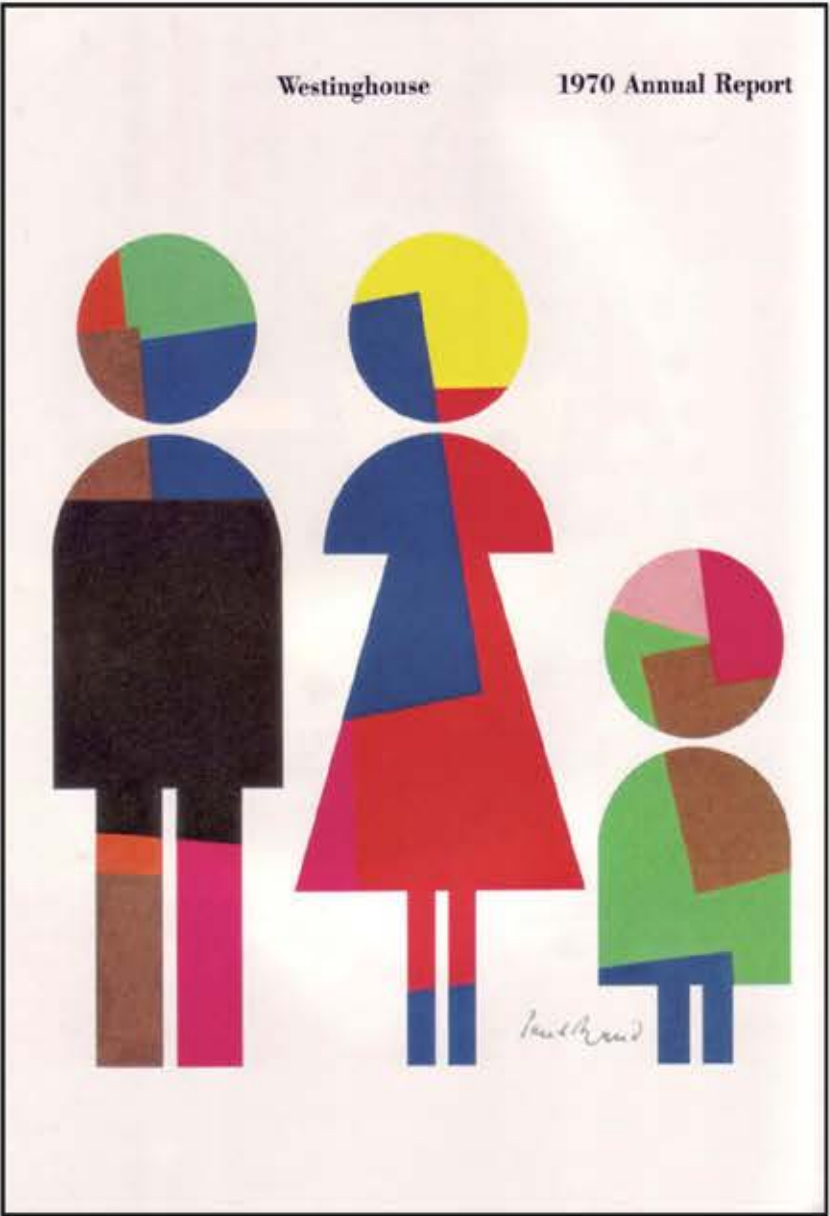
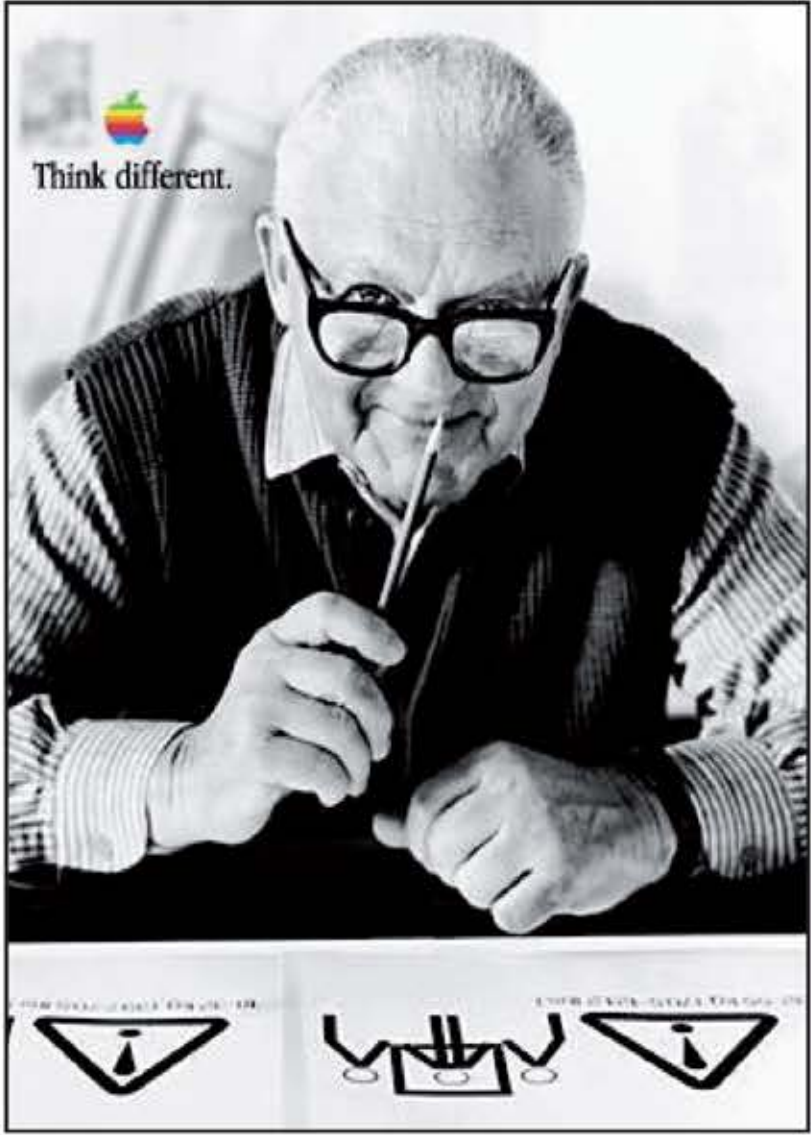
Paul Rand

**Paul Rand**  
**(1914—1996)**



# Medzinárodný štýl

Paul Rand

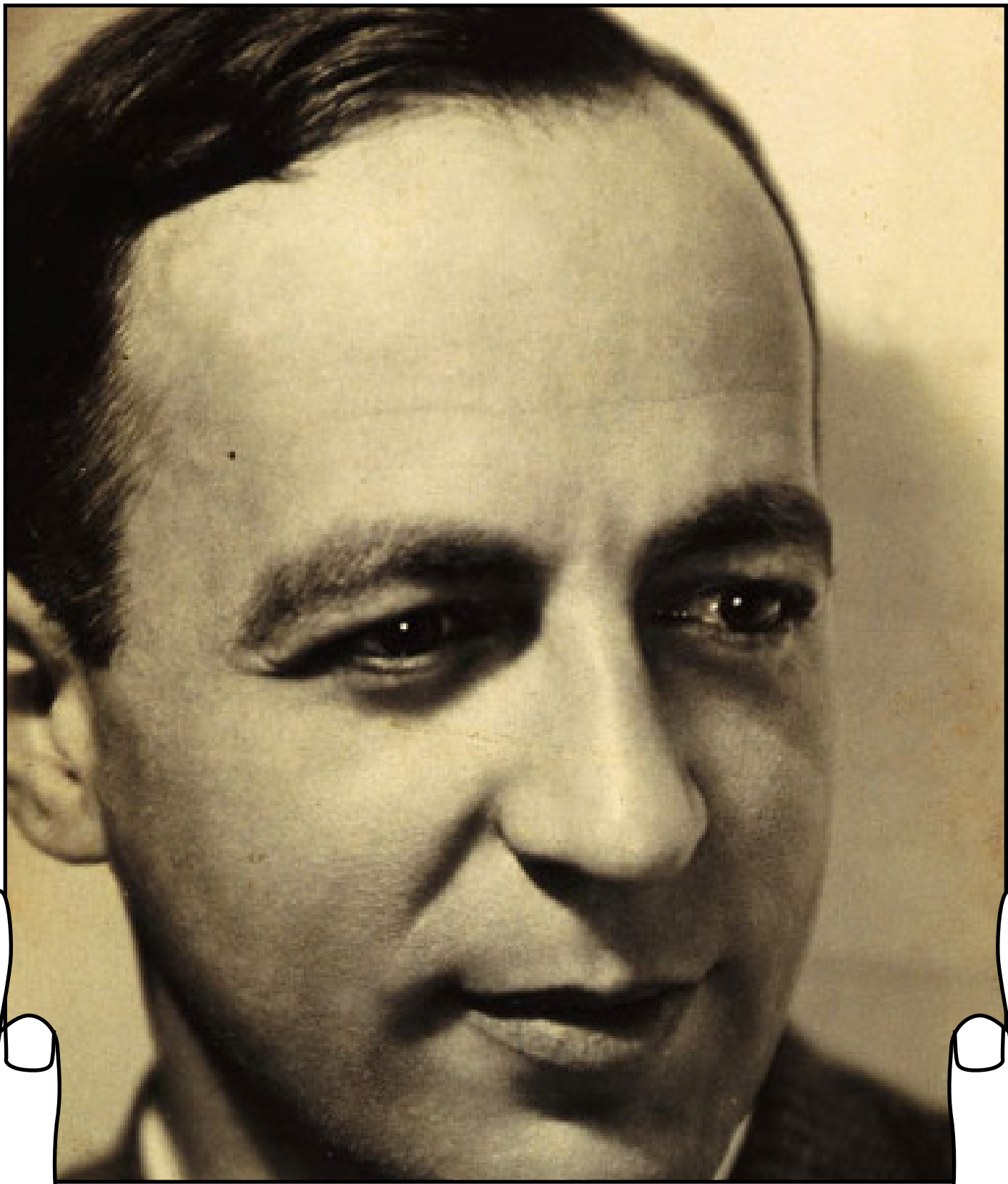


Paul Rand.com

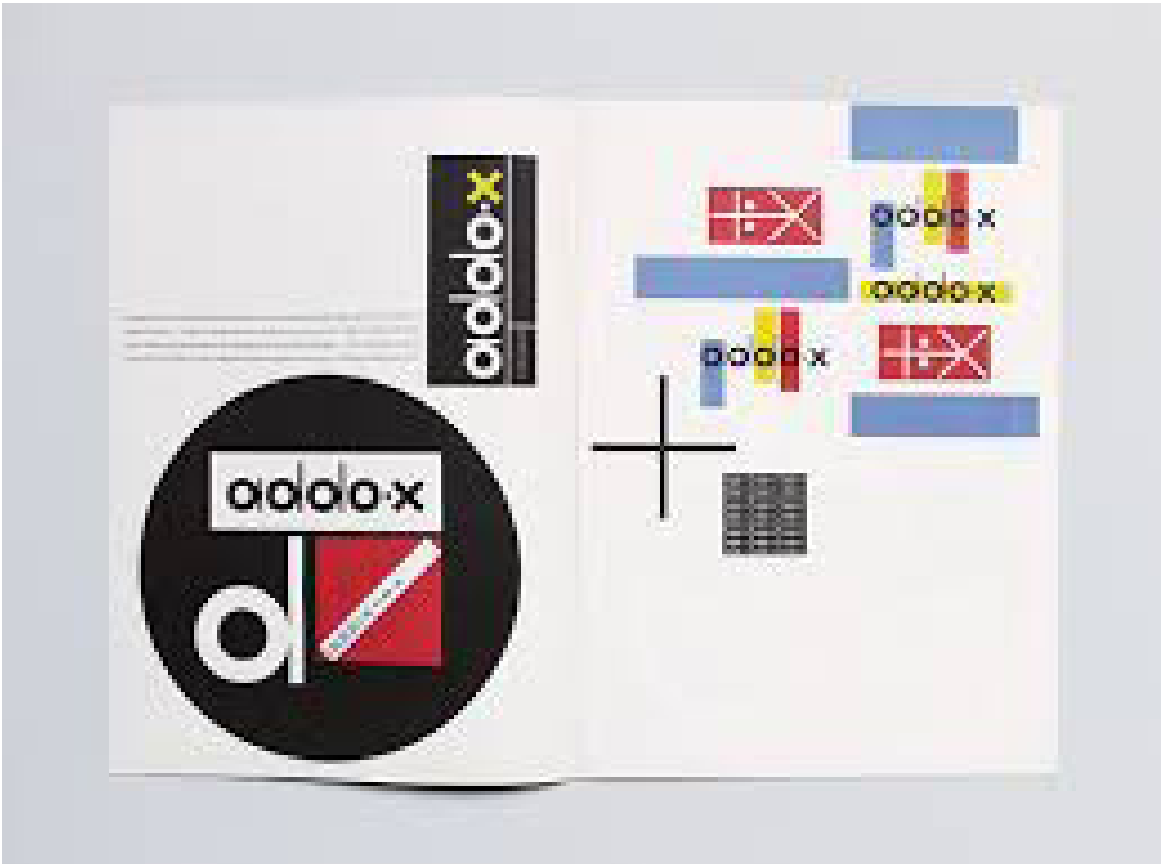
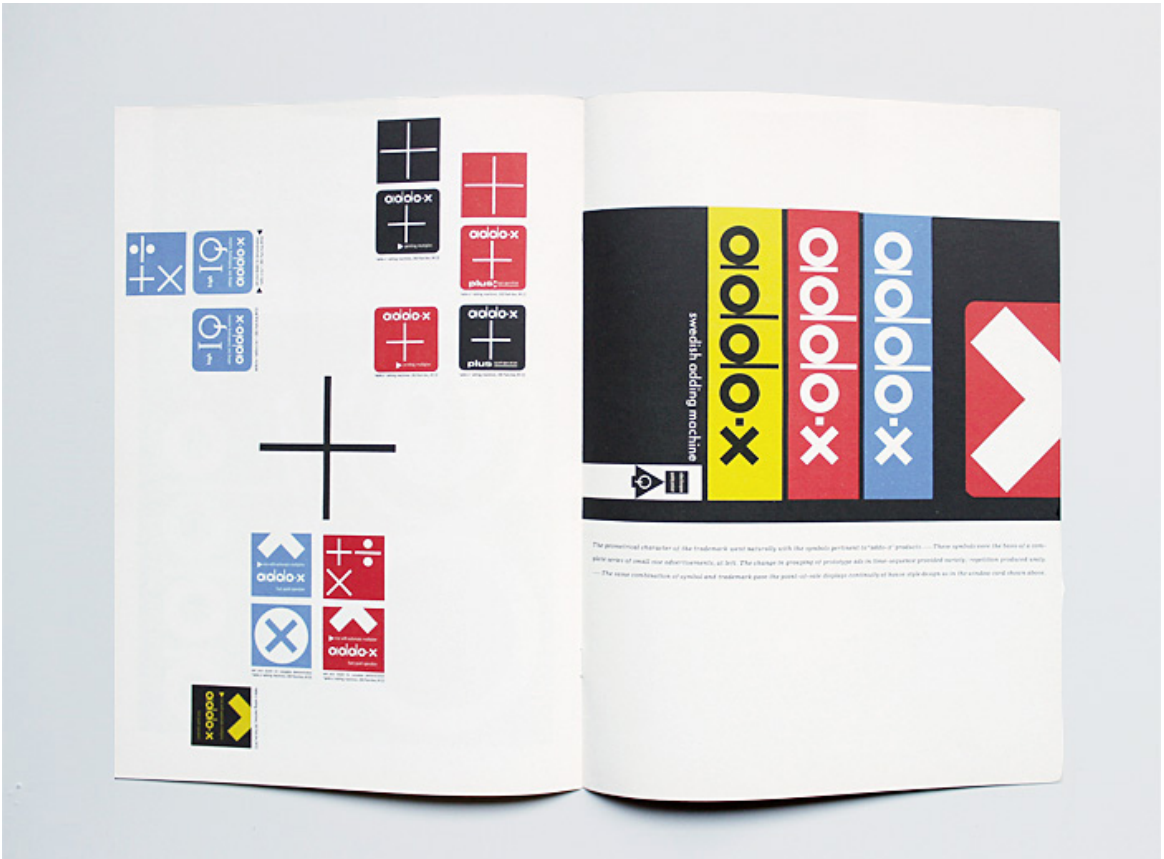
“ A logo is less important than the product it signifies; what it means is more important than what it looks like. ”



**Medzinárodný štýl**  
Ladislav Sutnar



\*  
SUTNAR, Ladislav. PRAGUE-NEW  
YORK-DESIGN IN ACTION. 1st ed.  
Prague: Argo, 2003, 389 s.  
ISBN 8071010502.



## Medzinárodný štýl

Saul Bass

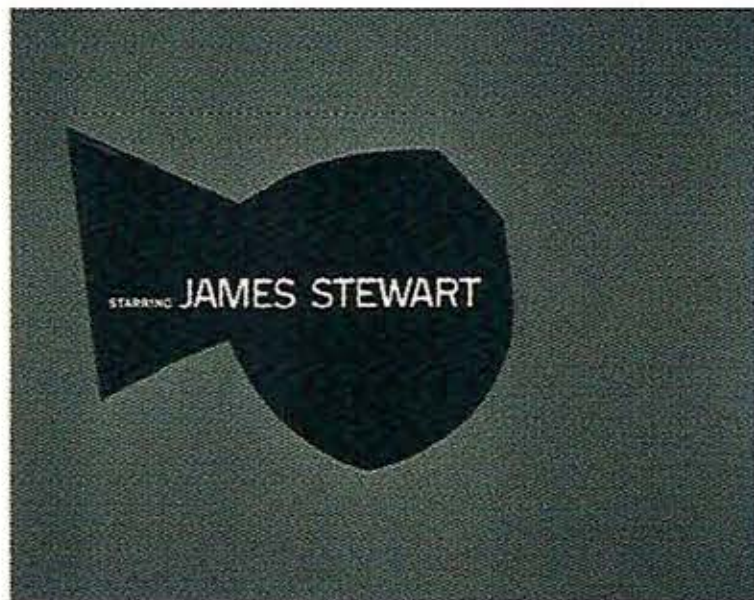
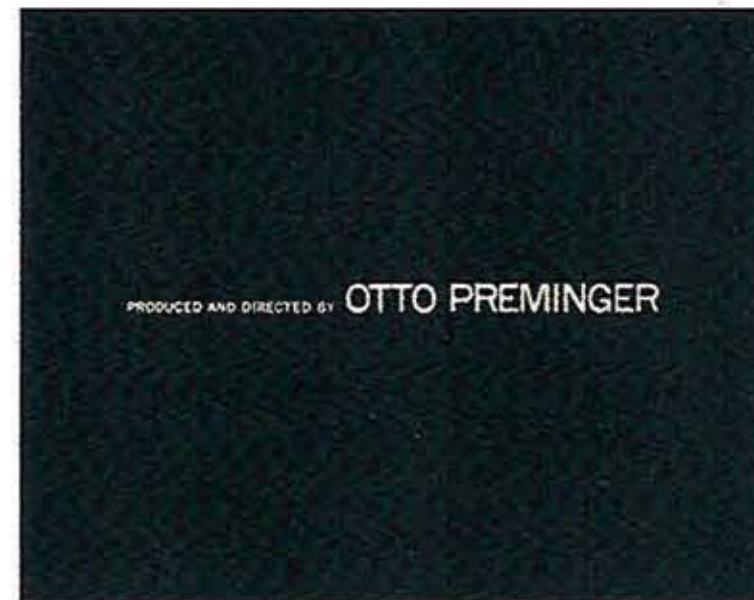
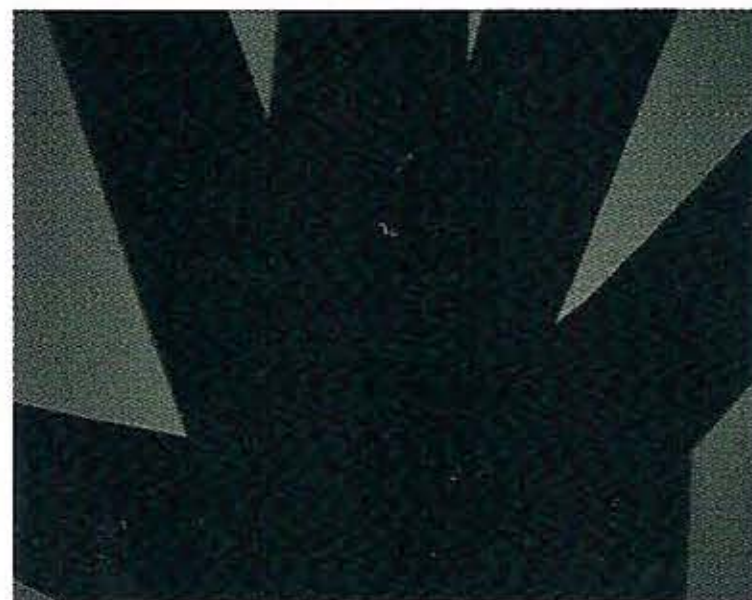
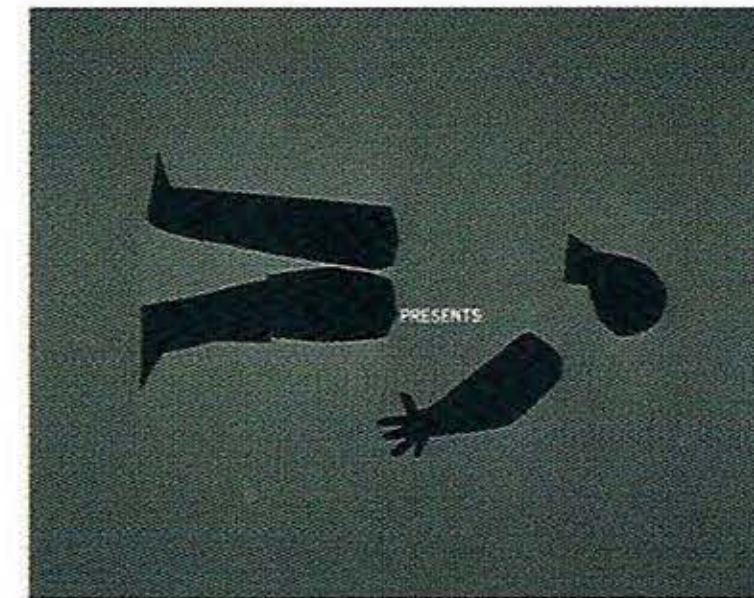
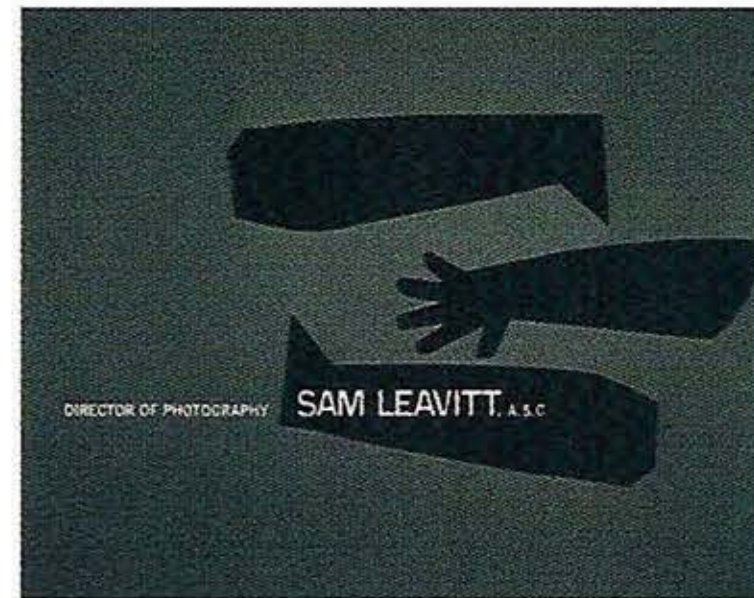
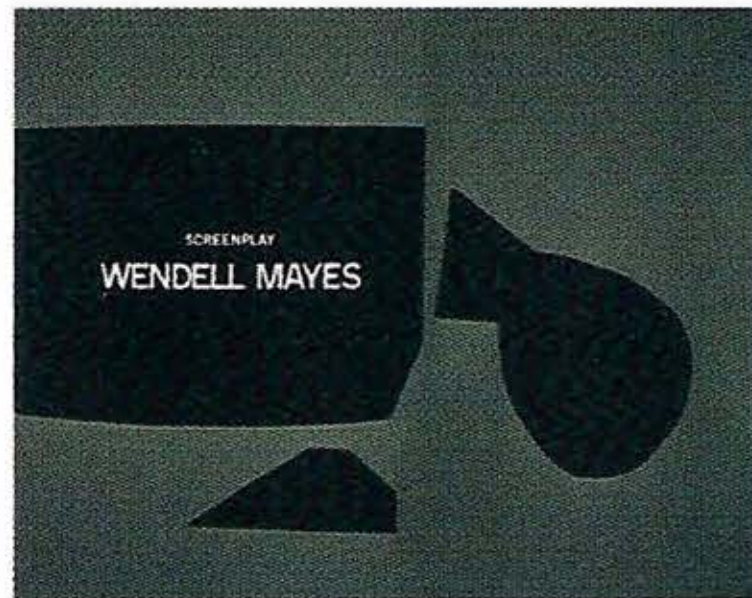
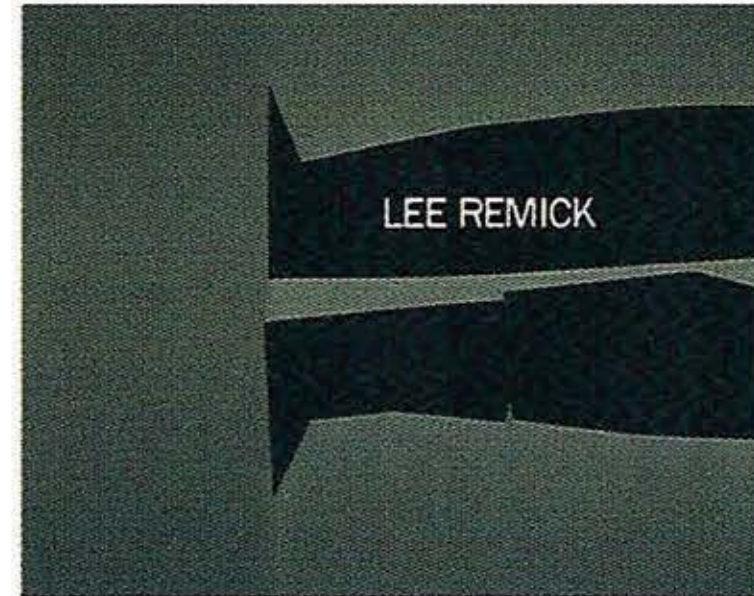
### Saul Bass (1920–1996)

Americký grafik, ktorý  
ako prvý spracoval úvodné  
filmové titulky do grafickej  
podoby. Pracoval napr.  
pre režiséra  
Alfreda Hitchcocka.



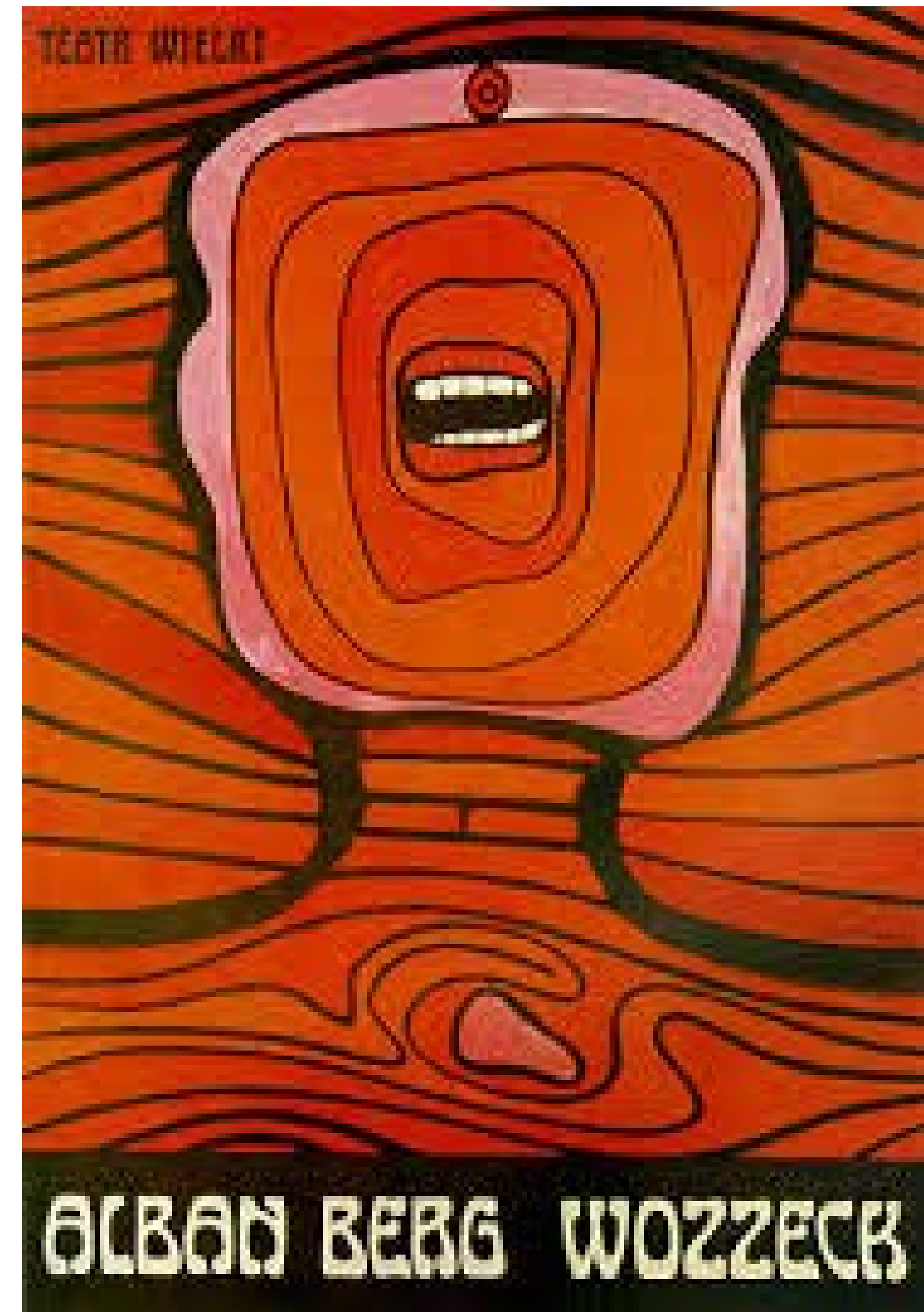
# Medzinárodný štýl

Saul Bass



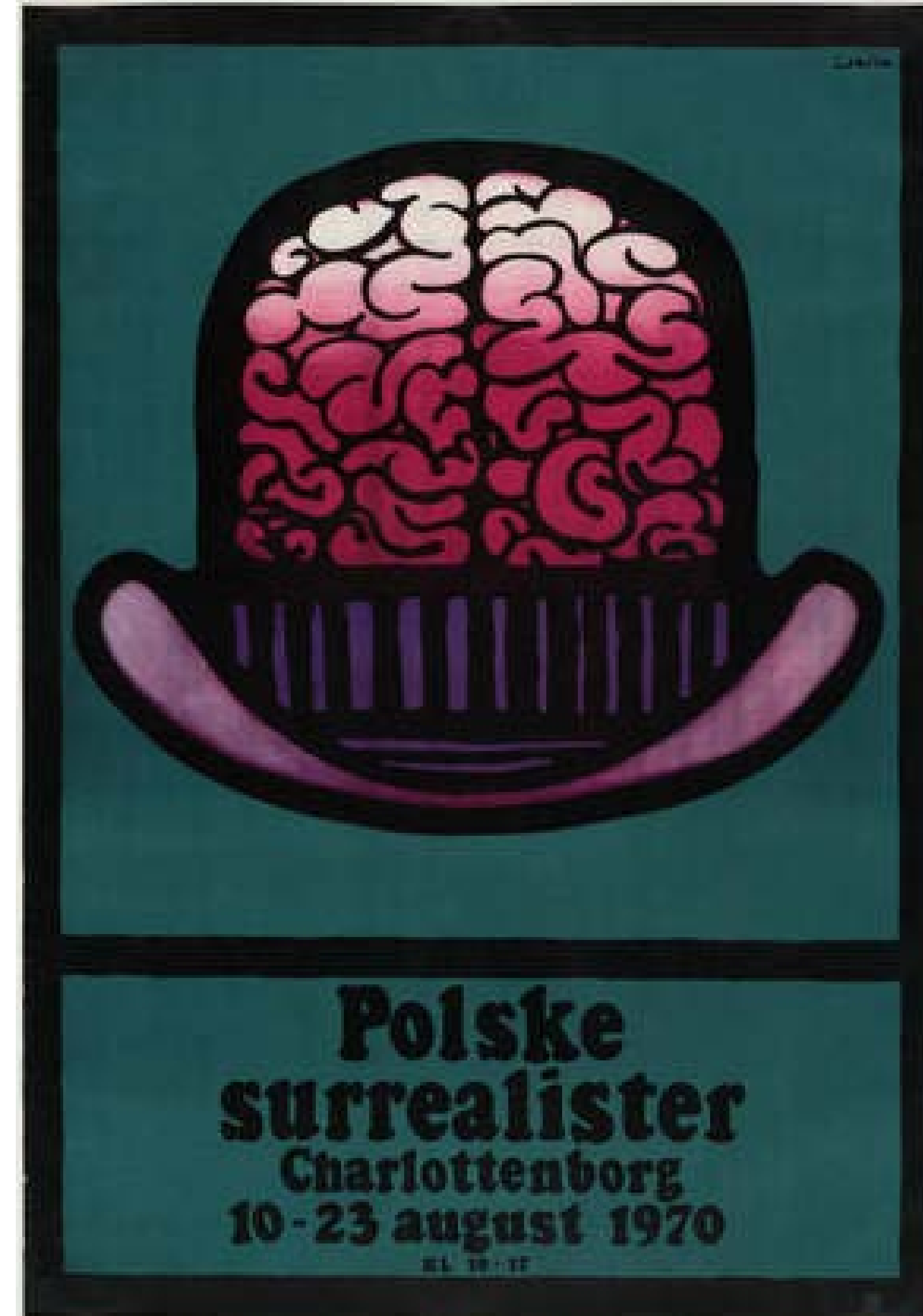
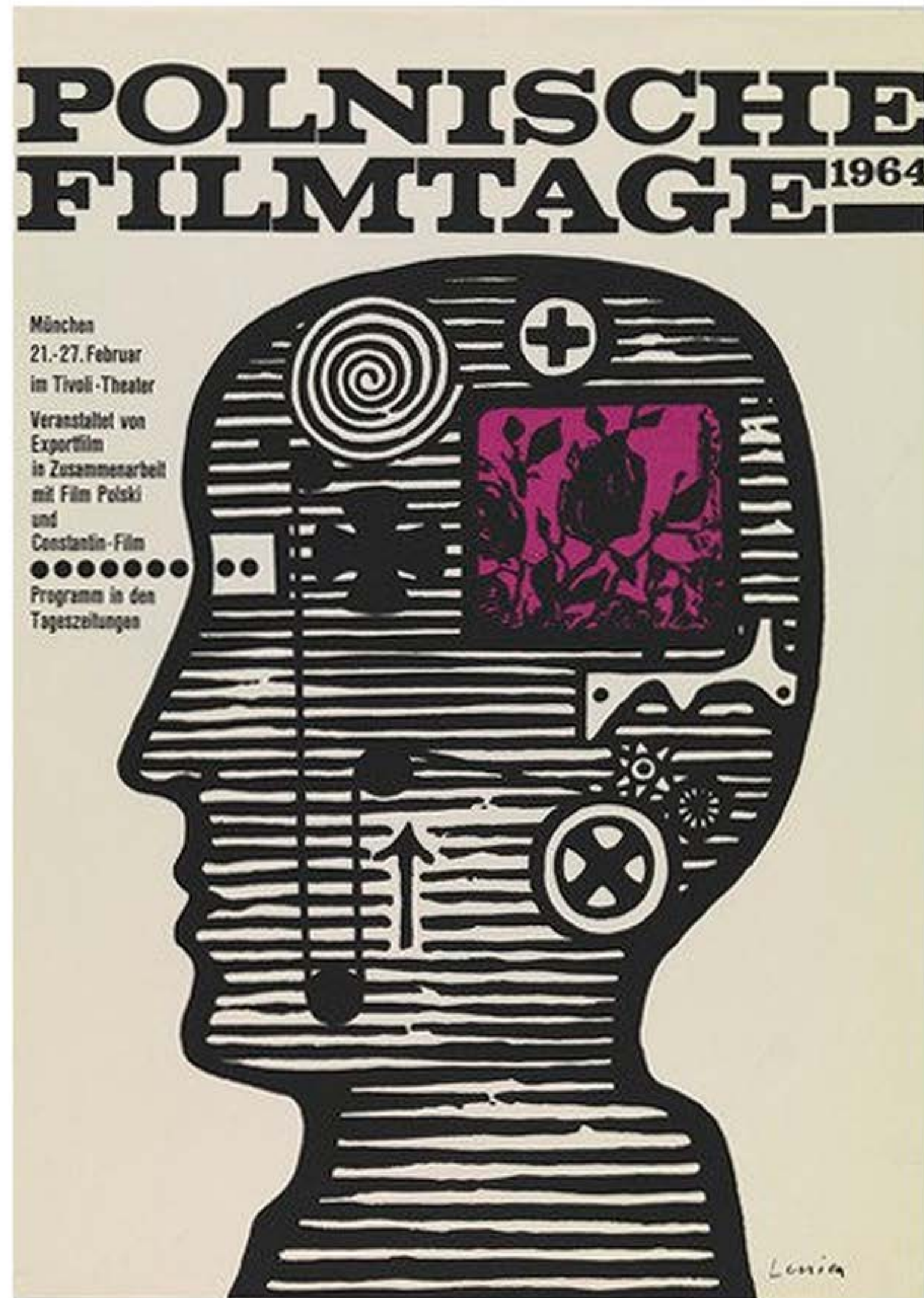
**Polský plagát**  
Jan Lenica

**Jan Lenica**  
**(1928 – 2001)**



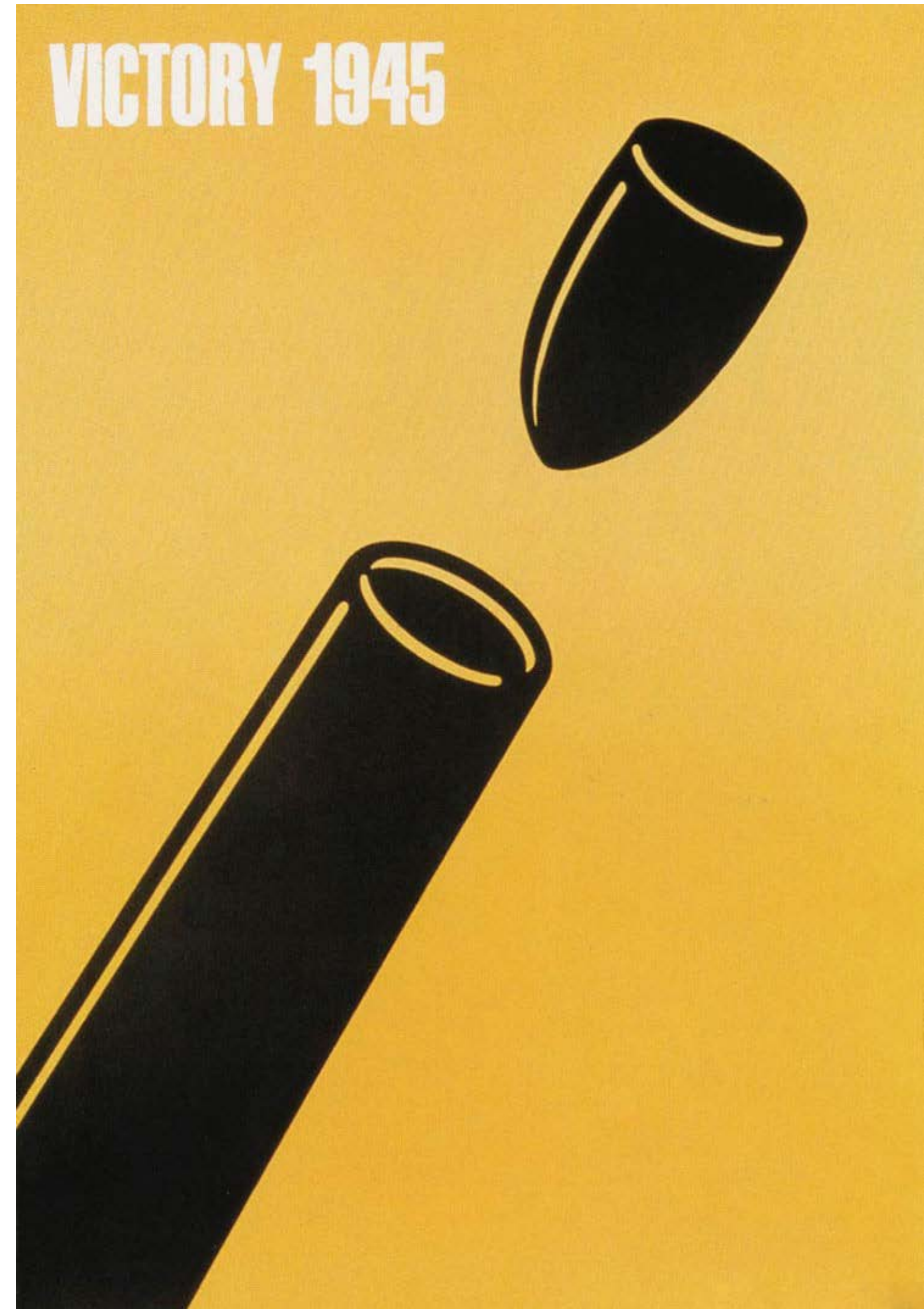


**Poľský plagát**  
Jan Lenica

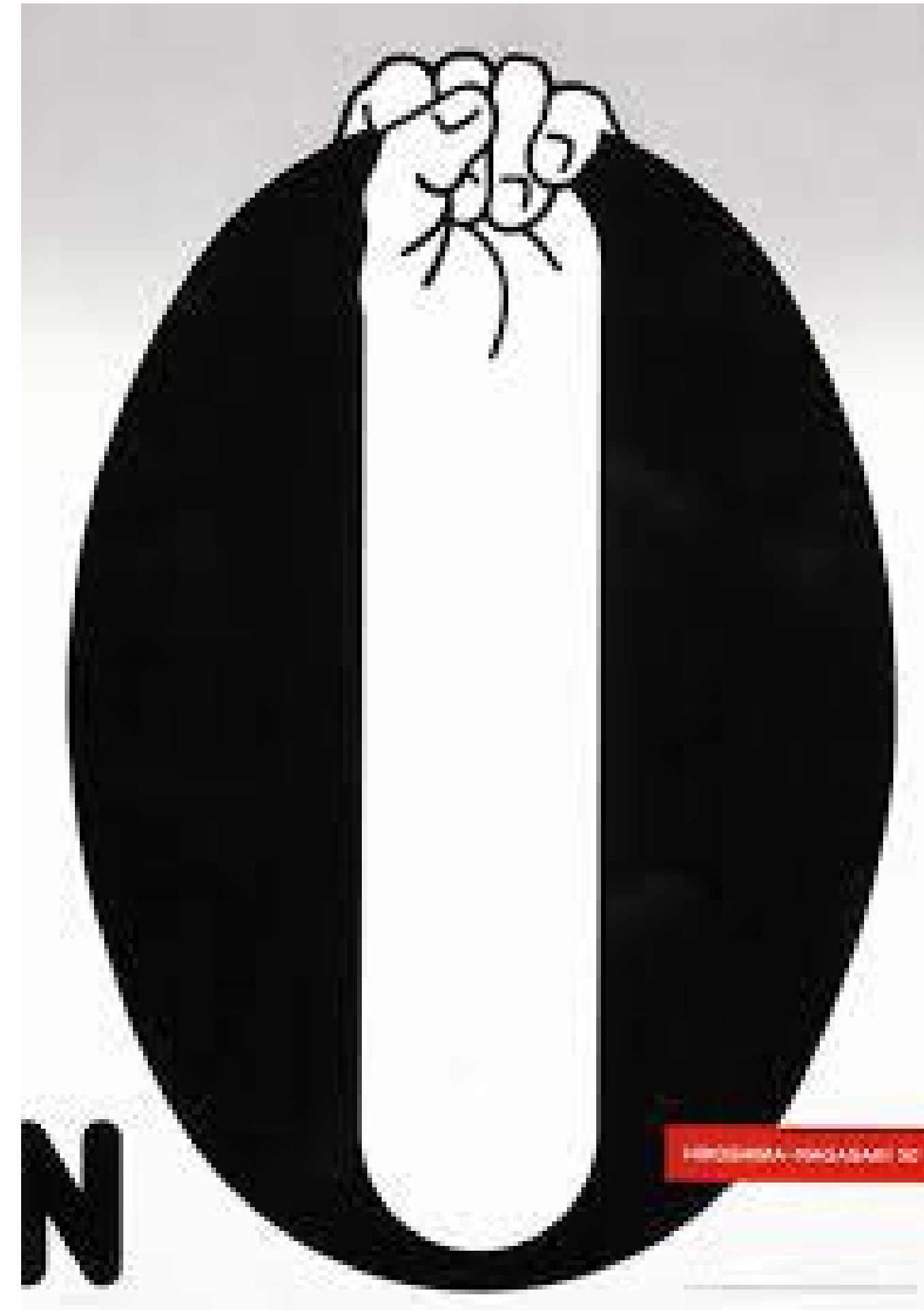
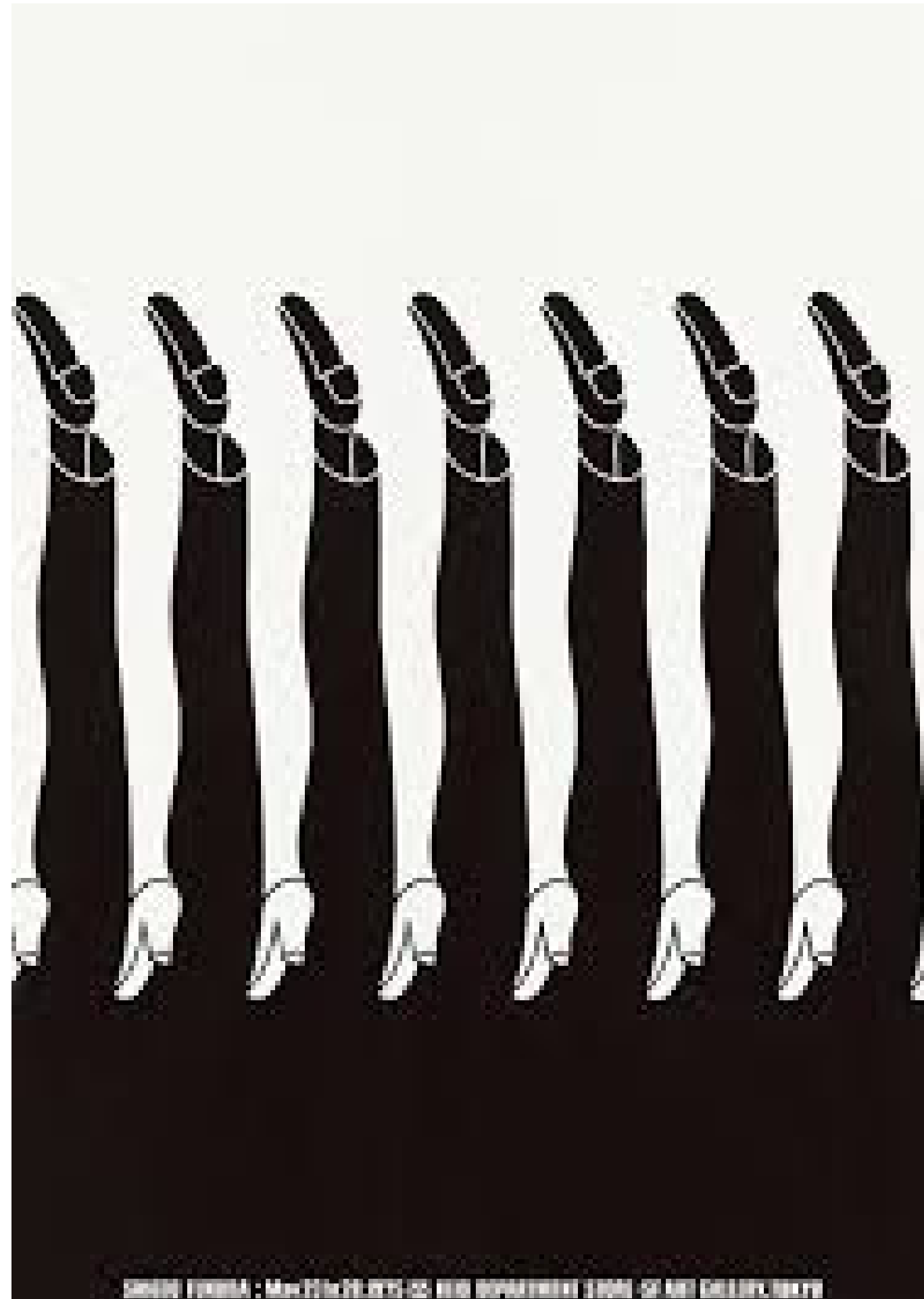


**Japonský plagát**  
Shigeo Fukuda

**Shigeo Fukuda**  
**(1932 – 2009)**

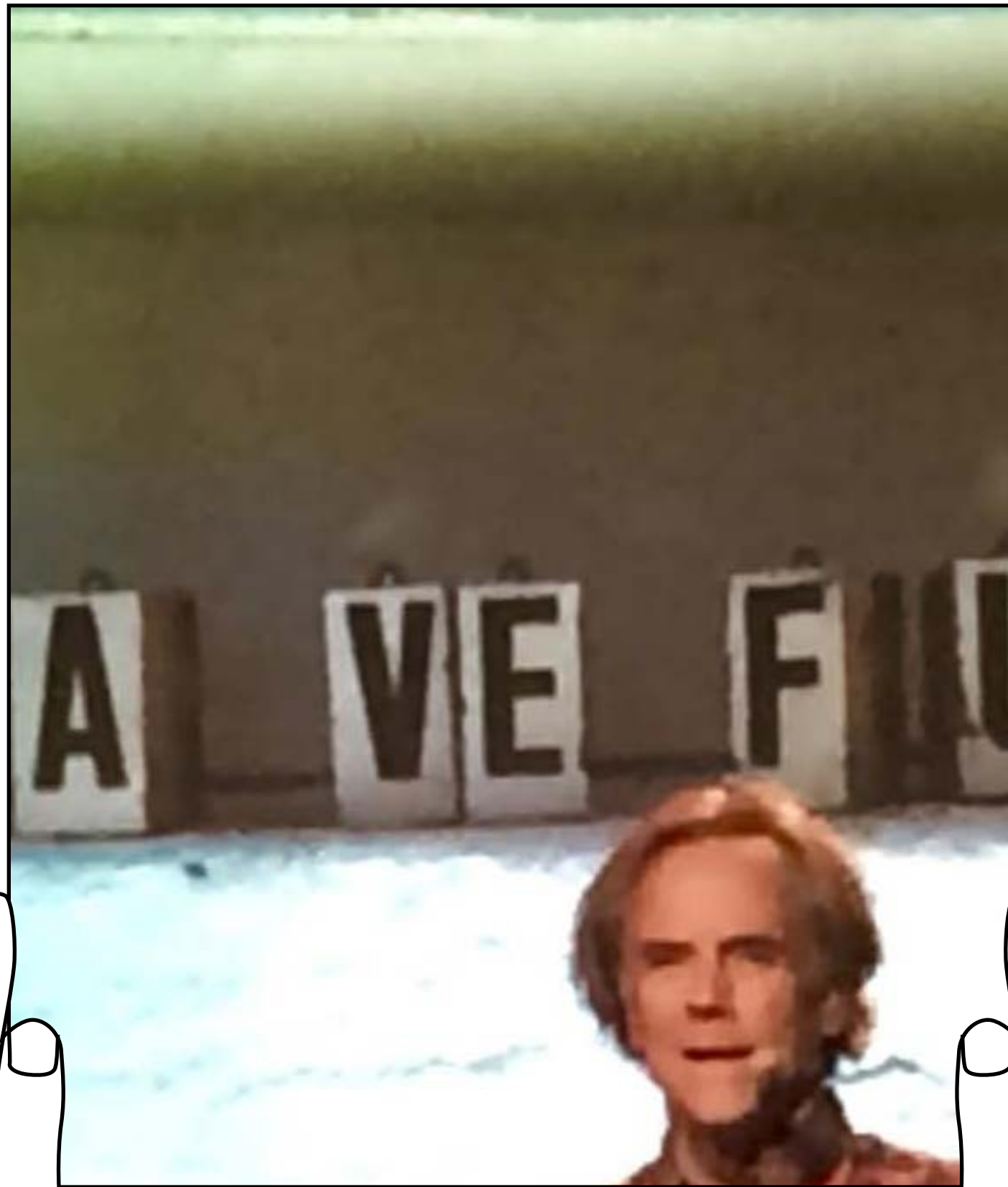


**Japonský plagát**  
Shigeo Fukuda



**David Carson**

<http://www.davidcarsondesign.com>



## **DAVID CARSON**

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

