

## ЛАБОРАТОРНА РОБОТА 4 ДИЗАЙН ПОСТЕРА

Мета:

набуття навичок розробки макету постера.

Час виконання – 2 тижня.

### ЗАВДАННЯ 1

Засобами **Photoshop** створити **два варіанти** макету інформаційного постера, присвяченого вибраній темі за тематикою "Свята в Україні".

Вимоги до макетів постера:

використання **швейцарського стилю**;

наявність **модульної сітки** з вертикальним та горизонтальним членуванням, яке відповідає вибраному інтерліньяжу;

наявність продуманого контенту;

відповідність розміщення контенту модульній сітці;

один варіант макету постера повинен передавати відчуття **статички**, другий варіант - відчуття **динаміки**.

Основні елементи контенту постера:

1) «шапка»:

назва вибраного засобу, продукту або професії у сфері мультимедіа;

ілюстрація;

2) інформаційна частина;

3) «підвал»:

інформація про автора;

контакти нашої кафедри.

Поліграфічні вимоги до постера:

формат – А2 (А3);

колірна модель – СМΥК;

роздільна здатність – 300 dpi.

*Результати виконання завдання 1:*

макет постера здається у форматі jpg, psd (ai).

*У звіті:*

а) навести розрахунок модульної сітки постера;

б) навести зображення постера із модульною сіткою;

в) вказати використані типи виключки, абзацу, верстки заголовків, верстки ілюстрацій;

г) описати прийоми, за допомогою яких забезпечується задане враження від постера

– статика або динаміка.

## ЗАВДАННЯ 2

Засобами **Figma** створити третій варіант макету інформаційного постера, присвяченого вибраній темі за тематикою "Свята в Україні".

Вимоги до макетів постера:

наявність **модульної сітки** з вертикальним та горизонтальним членуванням;

наявність продуманого контенту;

відповідність розміщення контенту модульній сітці;

основні елементи контенту постера – як у завданні 1;

формат – А2 (А3);

роздільна здатність – 300 dpi.

*результати виконання завдання 2:*

макет постера здається у форматі jpg + посилання на проєкт у Figma

*У звіті:*

навести скрін постера із модульною сіткою.

## НАВЧАЛЬНИЙ МАТЕРІАЛ

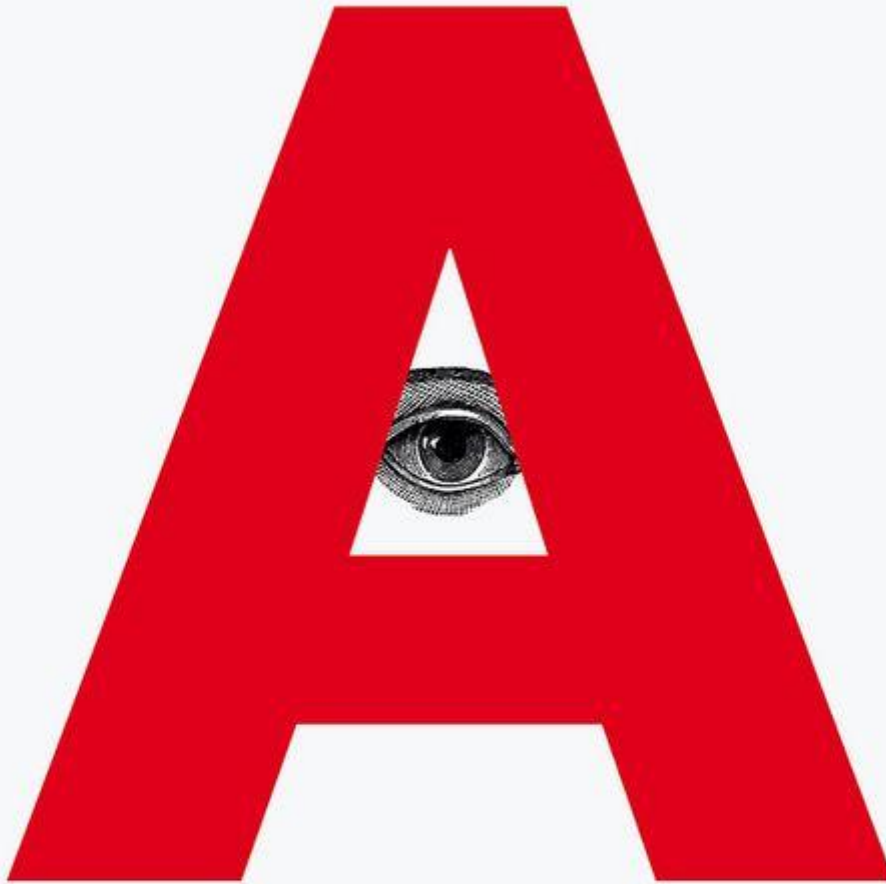
Основні ознаки швейцарського стилю в дизайні поліграфічної продукції: чітка модульна сітка; мінімалізм; гротескні шрифти; модерністська виключка; модерністський абзац (нульовий відступ або "сліпий" рядок); прості геометричні фігури; фотознімок як ілюстрація; асиметрія; динаміка; вільний простір; чітка візуальна ієрархія.

Приклади швейцарської модульної сітки (від дизайнера Stephen Kelman) можна знайти тут:

1) [https://www.behance.net/gallery/124814643/Swiss-Style-A0-Poster-Grid-System-for-InDesign?tracking\\_source=search\\_projects%7Cswiss+style+design](https://www.behance.net/gallery/124814643/Swiss-Style-A0-Poster-Grid-System-for-InDesign?tracking_source=search_projects%7Cswiss+style+design)

2) <https://www.behance.net/gallery/118381419/A3-Swiss-Style-Poster-Grid-System-for-InDesign>

Приклади застосування швейцарського стилю у дизайні постерів наведені далі.



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# TYPO- GRAPHY SEMINAR

WITH JORGE CHAMORRO

[www.jorgechamorro.es](http://www.jorgechamorro.es)

**ESDIP  
BERLIN**

[www.esdipberlin.com](http://www.esdipberlin.com)

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The seminar is thought to approach the world of typography, to learn its basics and to make a better visual communication. We'll analyze the typeface families, their history and classification. We'll talk about graphic design, art, communication, typographers, foundries... We'll learn how to work with letters and text, how to compose a page, how to use a grid... The main objective of this seminar is to create a space of knowledge, reflection and debate, to enjoy one day between letters.

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**Price:**  
**45 Euros** (taxes are included)

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**SATURDAY**  
**2<sup>nd</sup> OF NOVEMBER**  
**11:00-18:00h.**  
(30 min. break for lunch)

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**ESDIP BERLIN**  
Grünberger Str 48 (Höfe)  
Friedrichshain  
10245 Berlin

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**The seminar will  
be held in English**

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For bookings and further  
information, write to:  
[hi@esdipberlin.com](mailto:hi@esdipberlin.com)

# 52

Museu del Disseny  
de Barcelona

Josep Antoni Coderch i de Sentmenat (Barcelona, 1913-1984) was one of the most important post-World War II Catalan architects. A member of Team X, he rejected any popular traditionalism. His seminal essay 'It is Not Geniuses that We Need Now' (1961) is his most important contribution to the Team 10 discourse. His work included the Casa Garriga-Nogués, Sitges (1947), the Casa Ugalde, Caldeses (1951), and the Trade Office Building (1968), all in Barcelona. In the last, the influence of Mies van der Rohe was evident. One of his last buildings was the School of Architecture, Barcelona (1978-84). The objects he created, such as the DISA lamp designed in 1952 (also known as the Coderch lamp), were conceptually inseparable from his architecture. DISA was the only lamp that Coderch designed and produced during his prolific career. It won the Golden Delta Award in 1962. Like the rest of products he designed, they are crucial elements for describing a pragmatic universe, containing the imaginative substratum of his technical and artistic activity. All of them are related to heat and light, from fire or the sun, both in their physical and thermodynamic sense and in their archetypal sense, and linked to the anthropological phenomenon of habitation. His objects are joined to each other and to his architecture by a fascinating magical, mysterious analogical relation.



# Josep Antoni Coderch



Yeah! Club Girona  
Pedret 66

Dissabte 25.05.19  
Festa Yeahtronic  
01 – 06H

**Ds25 Maig**  
**Yeahtronic al Yeah!**

—  
**Bohemian**  
**John Ink** aka Elektrik

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Entada gratuïta  
tota la nit



**BOSTON FUTURES**

**2024 AND BEYOND**

A discussion series about the future of Boston, and how the Olympic and Paralympic bid might help achieve it.

**PATHWAYS TO LEGACY**

**Wednesday  
May 20  
6:30-8:30pm**

Bruce C. Bolling Building,  
Dudley Square, Roxbury

MODERATED BY  
**Charles Waldheim**  
Harvard Graduate School of Design

PANELISTS INCLUDE  
**Andrew Altman**  
HR&A, London 2012 Olympic  
Park Legacy Corporation

**Christopher Glaisek**  
Waterfront Toronto,  
2015 Pan Am Games

**Toni Griffin**  
J. Max Bond Center on Design for the Just City  
The City College of New York

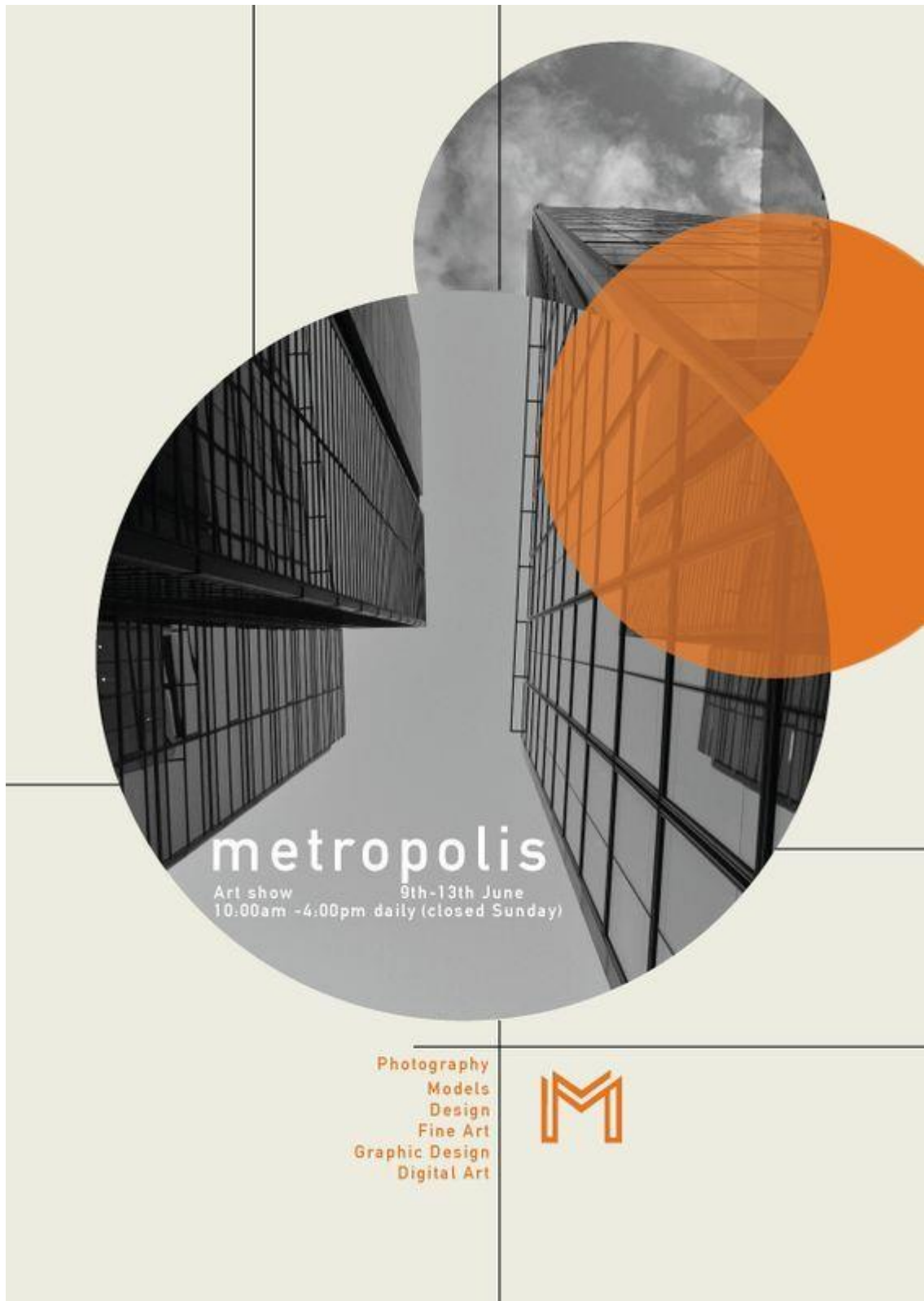
**Kyu Sung Woo**  
KSW Architects,  
Seoul 1988 Olympic Village

UPCOMING CONVERSATIONS  
Enhanced Mobility and Transit  
A Better Environment  
Innovation and Entrepreneurship  
An Expanded Public Realm

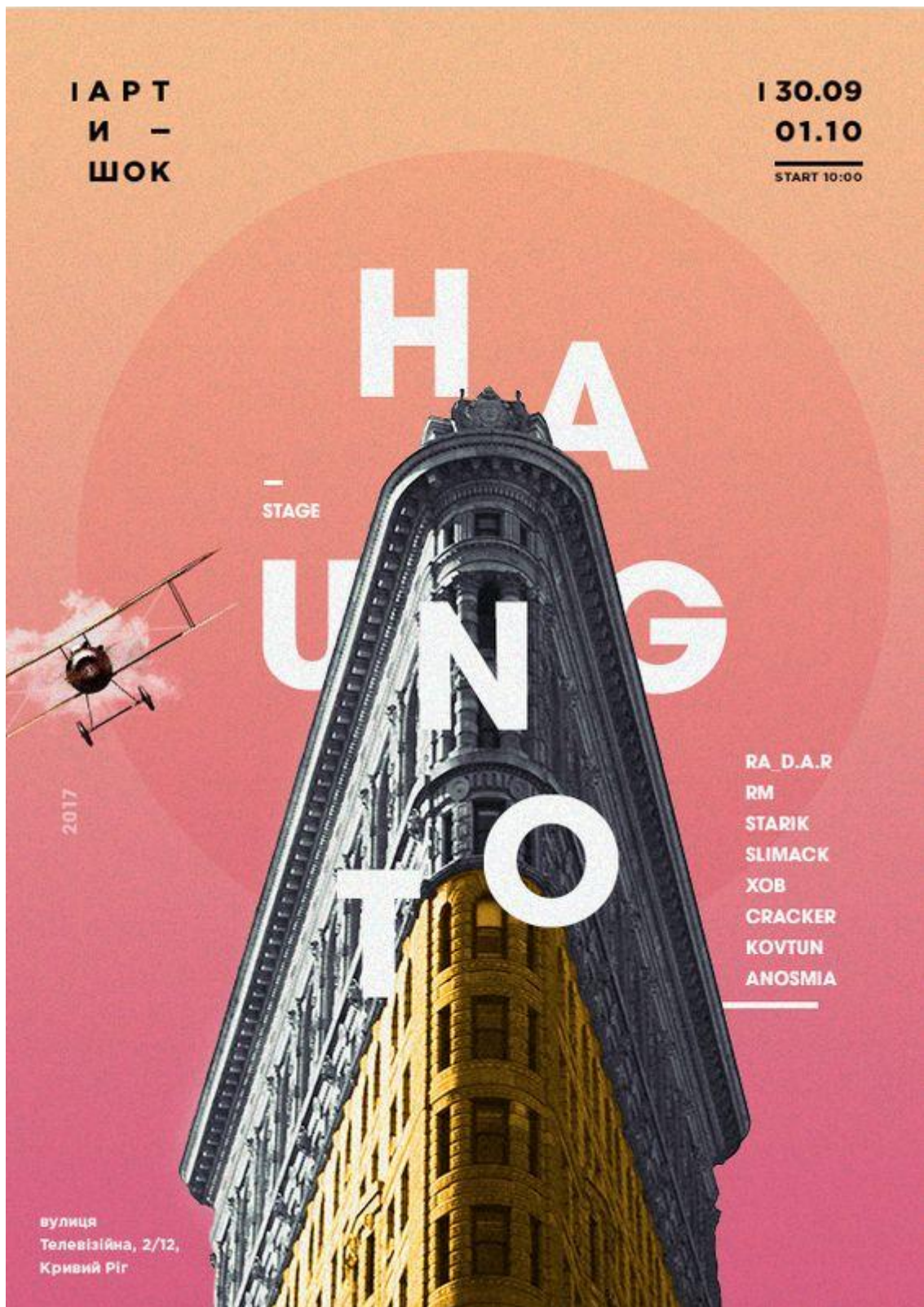
PARTICIPATING HOSTS  
Boston 2024  
Boston Society of Architects  
Boston Society of Landscape Architects  
MIT School of Architecture and Planning  
Northeastern University School of Architecture  
UJ Boston  
The Venture Cafe

To get involved or for more information,  
please contact [bostonfutures@2024boston.org](mailto:bostonfutures@2024boston.org)









# Die Neue Haas Gro+esk

+ 0123456789

1957


## Helvetica

abcdefghijklmnop  
opqrstuvwxyz

When Linotype adopted Neue Haas Grotesk (which was never planned to be a full range of mechanical and hot-metal typefaces) its design was reworked. After the success of Univers, Arthur Ritzel of Stempel redesigned Neue Haas Grotesk into a larger family.

Helvetica is classified as a Neo-Grotesque type. It was designed by Max Miedinger in 1957 at the Haas type foundry in Switzerland. Helvetica is based on the type Akzidenz Grotesk, and was originally named Die Neue Haas Grotesk. The name Helvetica comes from the latin name for Switzerland which is Confoederatio Helvetica.

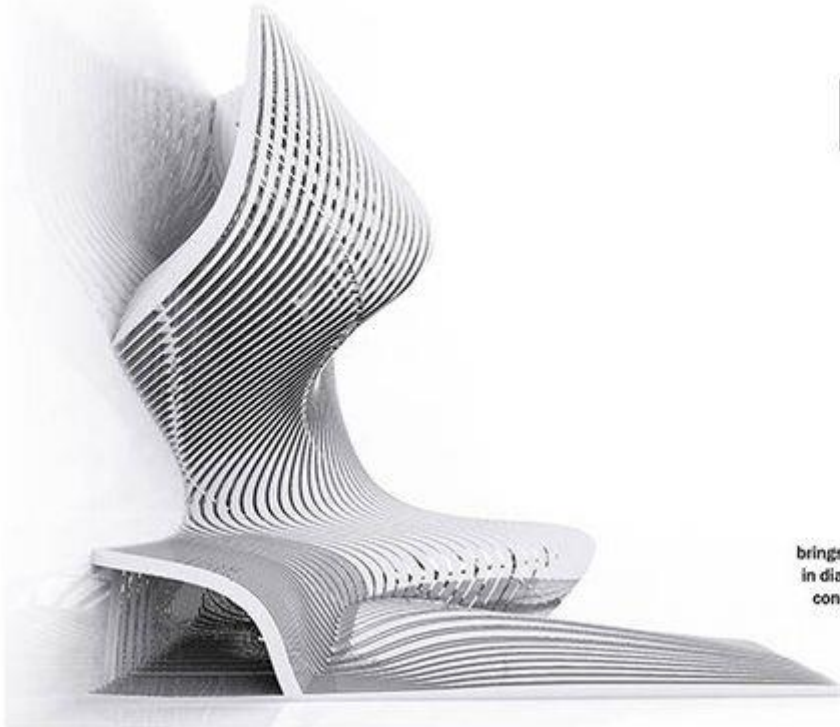




**Contemporary Art Forum: The Curative Object**  
**FRIDAY, MAY 30, 2014, 11:30 A.M. - 5:30 P.M.**

In conjunction with exhibitions of Lygia Clark:  
**The Abandonment of Art, 1948-1988**  
and MoMA Studio: **Breathe with Me**

At The Lewis B. and Dorothy Cullman  
Education and Research Building, Mezzanine  
Theater 3 (The Celeste Bartos Theater), mezzanine



Artists Experiment  
is a new initiative in the  
Department of Education that  
brings together contemporary artists  
in dialogue with MoMA educators to  
conceptualize ideas for developing  
innovative and experimental  
public interactions.

[www.moma.org](http://www.moma.org)



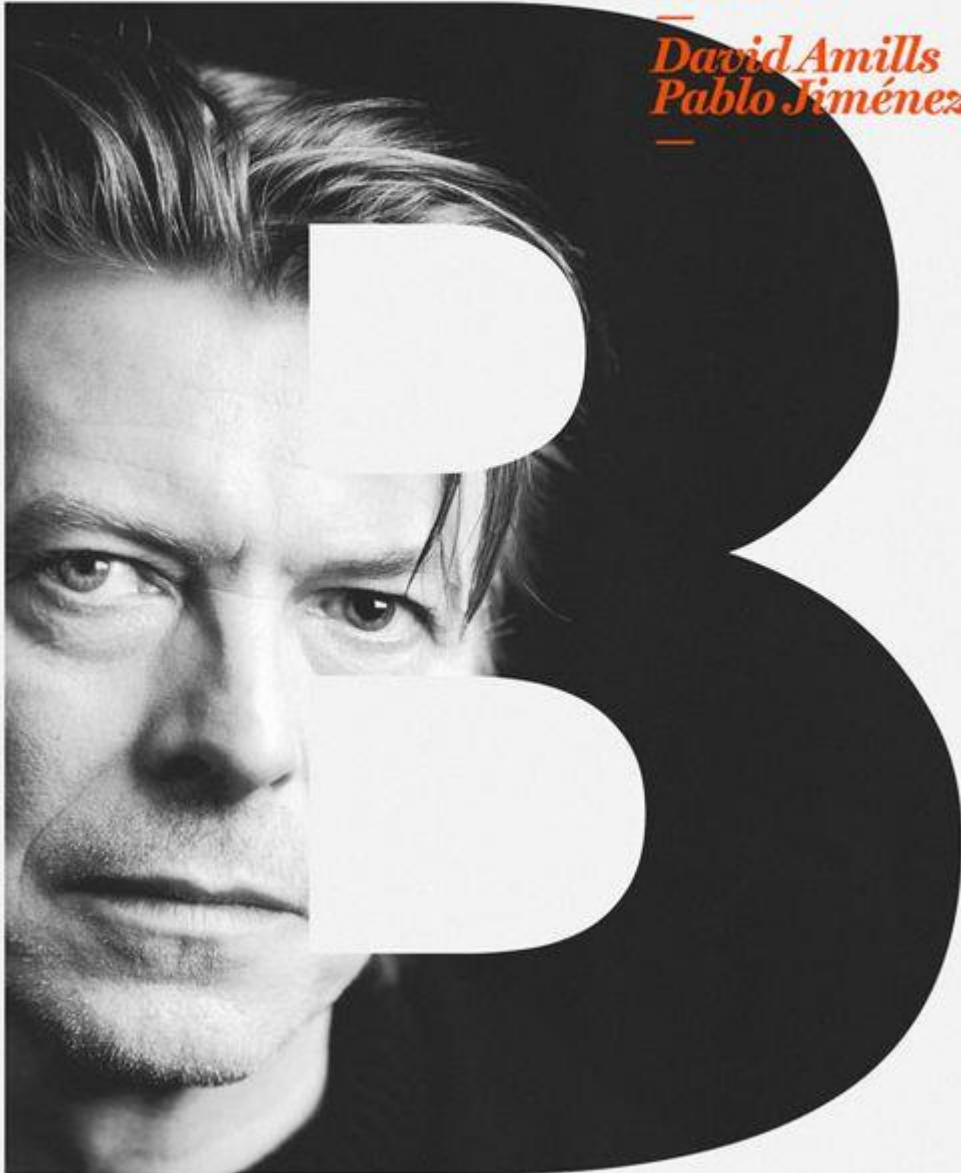
*Entrada lliure*  
*23.00h*

**10 Febrer**  
**Atlàntida**  
**Bar Vic**

**Concert**  
**Homenatge**  
**Bowie 67**

**Aladdin**  
**Spiders**

*David Amills*  
*Pablo Jiménez*



**Vsevolozhsk**

+7 (996) 793-11-96  
[vk.com/vsevelo](https://vk.com/vsevelo)

# Cycle Touring

**Seasonal tours**

Picking mushrooms  
and berries, fishing

**For volunteers**

Let's keep our  
environment clean

**For families**

from  
10 to 30 km

**For groups**

from  
30 to 100 km





02.06

Willamson, S. (2019) New Street Signal Box Roof, Birmingham, UK. (Digital)

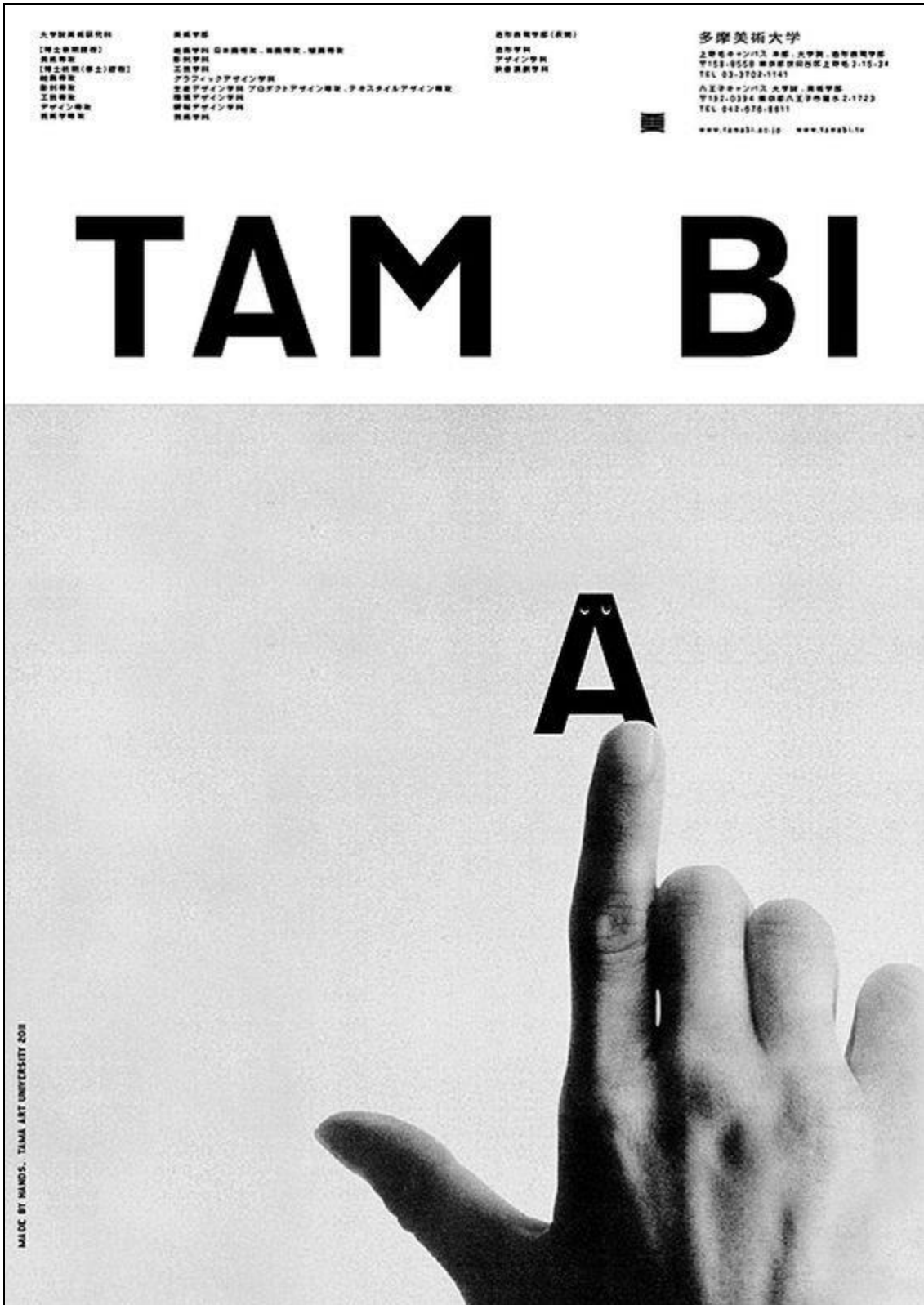


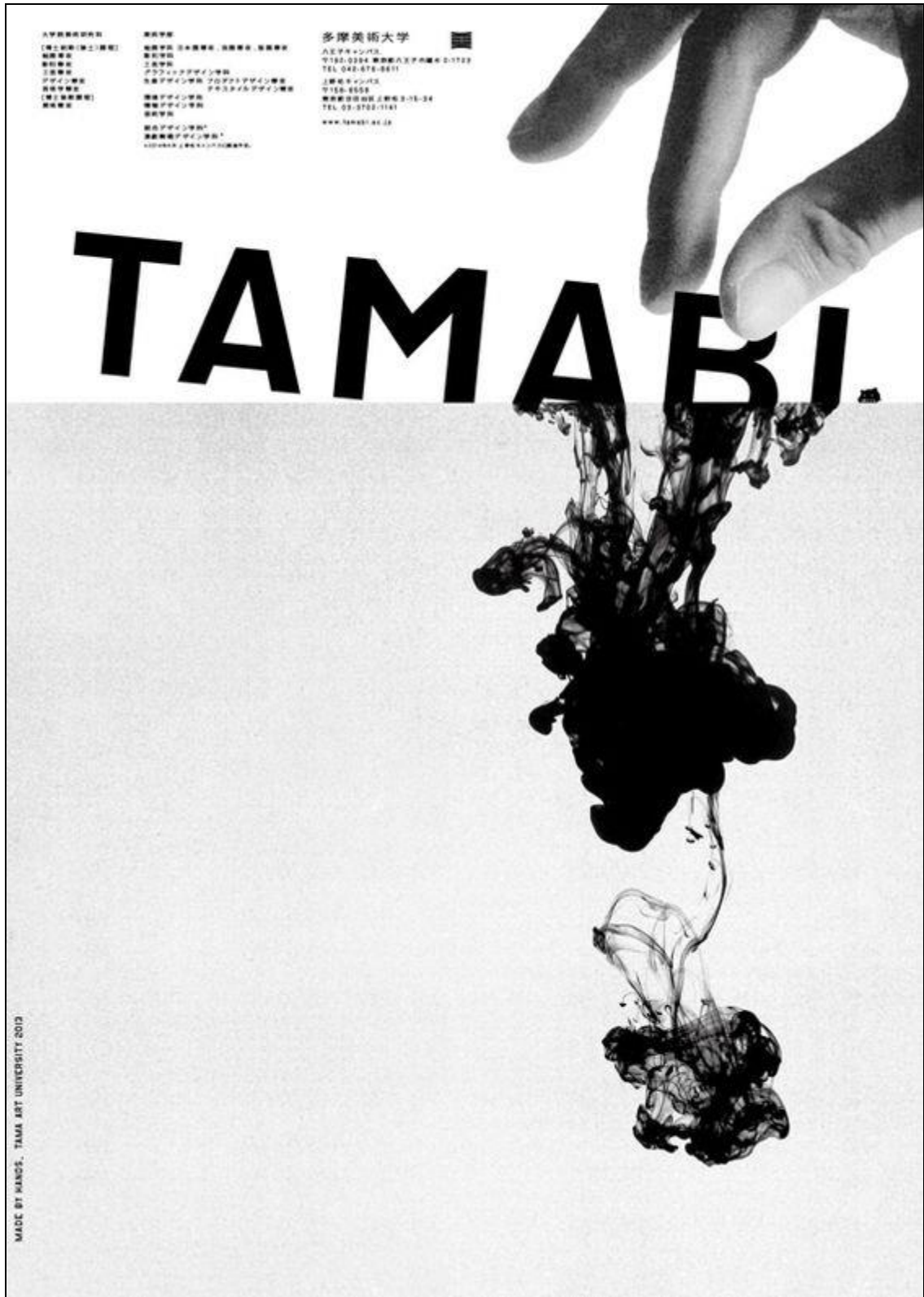
# Robust

New Street  
Signal Box

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[David Airey](#)

**WHAT DO WE OFFER?**

BROOKFIELD MULTIPLEX IS A MARKET LEADER IN PROPERTY SERVICES AND FACILITIES MANAGEMENT.

>

Brookfield Multiplex is a leading provider of property services and facilities management, serving a diverse range of clients across the globe. Our expertise spans across various sectors, including retail, healthcare, education, and government. We offer a comprehensive range of services, from routine maintenance and cleaning to complex project management and strategic advisory. Our commitment to excellence and innovation ensures that our clients receive the highest quality of service and support. We are proud to be a market leader in our industry, and we continue to invest in our people and technology to drive growth and create value for our clients.

**OUR PEOPLE**

HAVING THE RIGHT PEOPLE AND BUSINESS SYSTEMS ARE KEY HERE AT BROOKFIELD MULTIPLEX.

>

At Brookfield Multiplex, we believe that our people are our greatest asset. We are committed to attracting, developing, and retaining top talent across all levels of our organization. Our diverse and talented workforce is the foundation of our success, and we provide a supportive and inclusive work environment where everyone can thrive. We offer a range of benefits and development opportunities to help our employees reach their full potential. Our business systems are designed to support our people and enable us to deliver exceptional service to our clients. We are proud to be a company where people matter, and we are committed to creating a positive impact in the communities we serve.

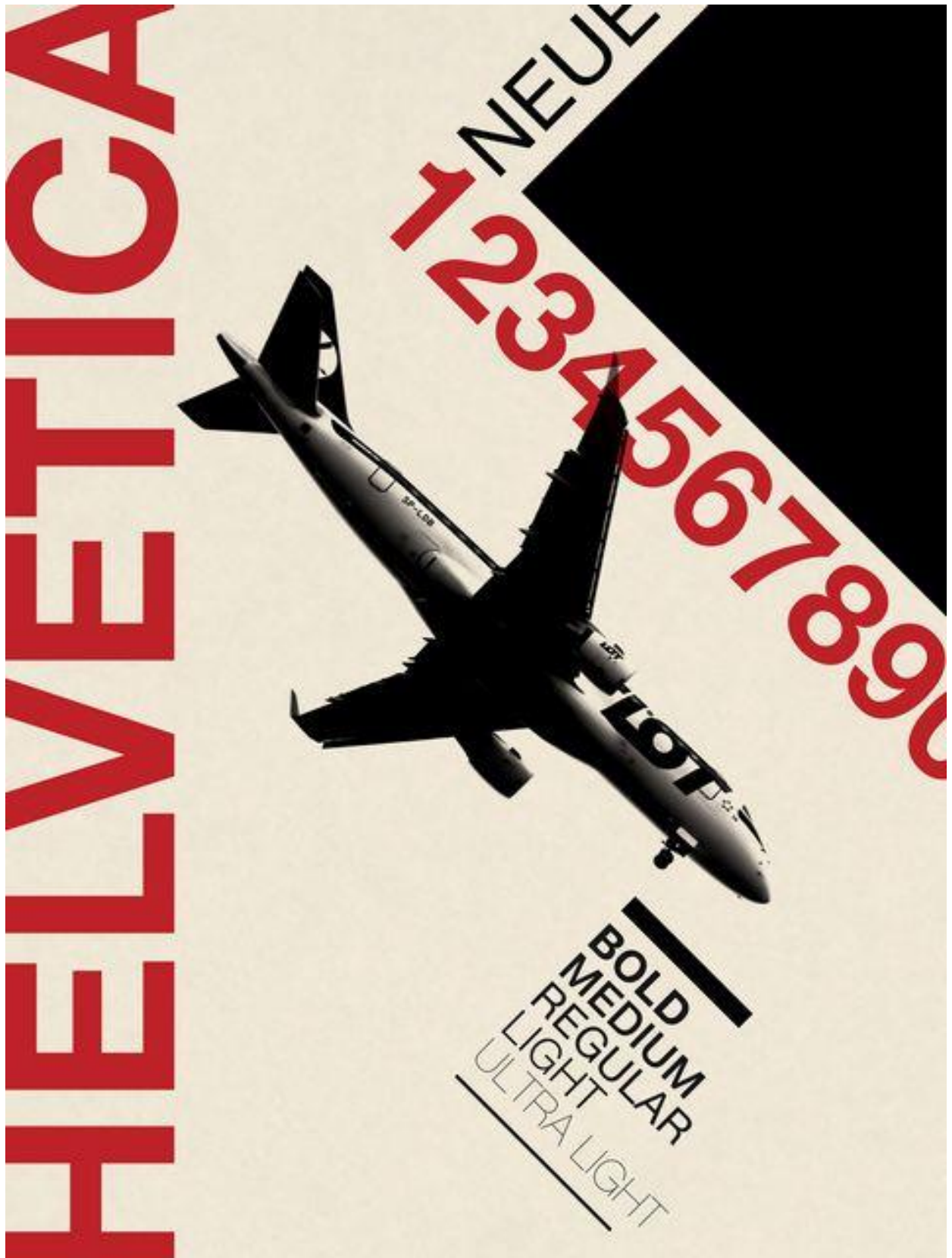
**OUR CLIENTS**

BROOKFIELD MULTIPLEX OFFERS CLIENTS A FULL RANGE OF SERVICES TAILORED TO THEIR SPECIFIC NEEDS.

>

Brookfield Multiplex provides a wide range of services tailored to the specific needs of our clients. Our services are designed to be flexible and scalable, allowing us to meet the unique requirements of each client. We offer a full range of property services and facilities management, including maintenance, cleaning, security, and project management. Our expertise and resources enable us to deliver exceptional service and support to our clients, ensuring that their operations run smoothly and efficiently. We are committed to understanding our clients' needs and providing tailored solutions that meet their specific requirements. Our track record of success and our commitment to excellence make us a trusted partner for our clients. We are proud to serve a diverse range of clients across the globe, and we continue to expand our client base through our exceptional service and innovative solutions.





**Yeah!  
IndieRock  
Club**

**103**

**March  
2019**

**Pedret 66  
Girona**

01 Concert **Blanquito Zurdito**  
+Lee beats Dj's  
02 Concert **Parello** +Dj Arkade  
08 Concert **James White Experience**  
+Dj Muka (Black Music Fest)  
09 **Lindy Hop** +Dj Elektrik  
10 **Sunday's Mood /Carnaval/**  
15 Concert **Tyco Brae**  
+Dj Rockit  
16 **Dj Vassnova** (Viviana Casanova  
Indie Electronic Special Set)

21 **Rise up Presenta: Pull Up!**  
22 **Lindy Hop** +Dj Elektrik  
23 Concert **the Underdog**  
+Dj Rockit  
29 Concert **the New Raemon**  
+Leebeats Dj's  
30 **Yeahtronic Party!**