

ЛАБОРАТОРНА РОБОТА 3

ДИЗАЙН ПОСТЕРА

Мета: набуття навичок розробки макету постера.

Час виконання – 2 тижня.

ЗАВДАННЯ 1

Засобами **Photoshop** створити макет інформаційного постера за темою "**Що таке академічна доброчесність?**".

У звіті:

- а) навести розрахунок модульної сітки постера;
- б) навести скрін постера із модульною сіткою;
- в) вказати використані типи виключки, абзацу, верстки заголовків, верстки ілюстрацій.

Практичний результат виконання завдання 1:

макет постера у форматі jpg.

ВИМОГИ ДО МАКЕТІВ ПОСТЕРІВ ІЗ ЗАВДАННЯ 1-3:

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

наявність продуманого контенту;

відповідність розміщення контенту модульній сітці;

використання **швейцарського стилю**.

Основні елементи контенту постера:

1) «шапка»:

слоган;

ілюстрація;

2) інформаційна частина;

3) «підвал»:

ХНЕУ ім. С. Кузнеця, спеціальність G20 "Видавництво та поліграфія", ПІБ автора.

Технічні вимоги до постерів:

формат – A2;

роздільна здатність – 300 dpi;

колірна модель – RGB.

ЗАВДАННЯ 2

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

У звіті:

- а) навести зображення постера із модульною сіткою;
- б) вказати використані типи виключки, абзацу, верстки заголовків, верстки ілюстрацій.

Практичний результат виконання завдання 2:

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

ЗАВДАННЯ 3

Зробити альтернативний варіант постера із завдання 1 або завдання 2: якщо перший варіант постера передавав враження **статички**, то альтернативний варіант має передавати відчуття **динаміки**, і навпаки.

Використання швейцарського стилю не обов'язкове.

У звіті:

- а) навести скрін постера із модульною сіткою;
- б) вказати використані типи виключки, абзацу, верстки заголовків, верстки ілюстрацій;
- в) описати прийоми, за допомогою яких забезпечується задане враження від постера – статика або динаміка.

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 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 (від дизайнера Stephen Kelman)
- 2) <https://www.behance.net/gallery/118381419/A3-Swiss-Style-Poster-Grid-System-for-InDesign> (від дизайнера Stephen Kelman)
- 3) <https://farringtonsgraphics.edublogs.org/swiss-tour-poster/>
- 4) <https://medium.com/@jeannelee555/swiss-graphic-design-day-1-b32ce1ac58e9>

Приклади застосування швейцарського стилю у дизайні постерів наведені далі.



TYPO- GRAPHY SEMINAR

WITH JORGE CHAMORRO

www.jorgechamorro.es

**ESDIP_
BERLIN**

www.esdipberlin.com

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.

Price:
45 Euros (taxes are included)

SATURDAY
2nd OF NOVEMBER
11:00-18:00h.
(30 min. break for lunch)

ESDIP BERLIN
Grünberger Str 48 (Höfe)
Friedrichshain
10245 Berlin

**The seminar will
be held in English**

For bookings and further
information, write to:
hi@esdipberlin.com

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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, Caldes de (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



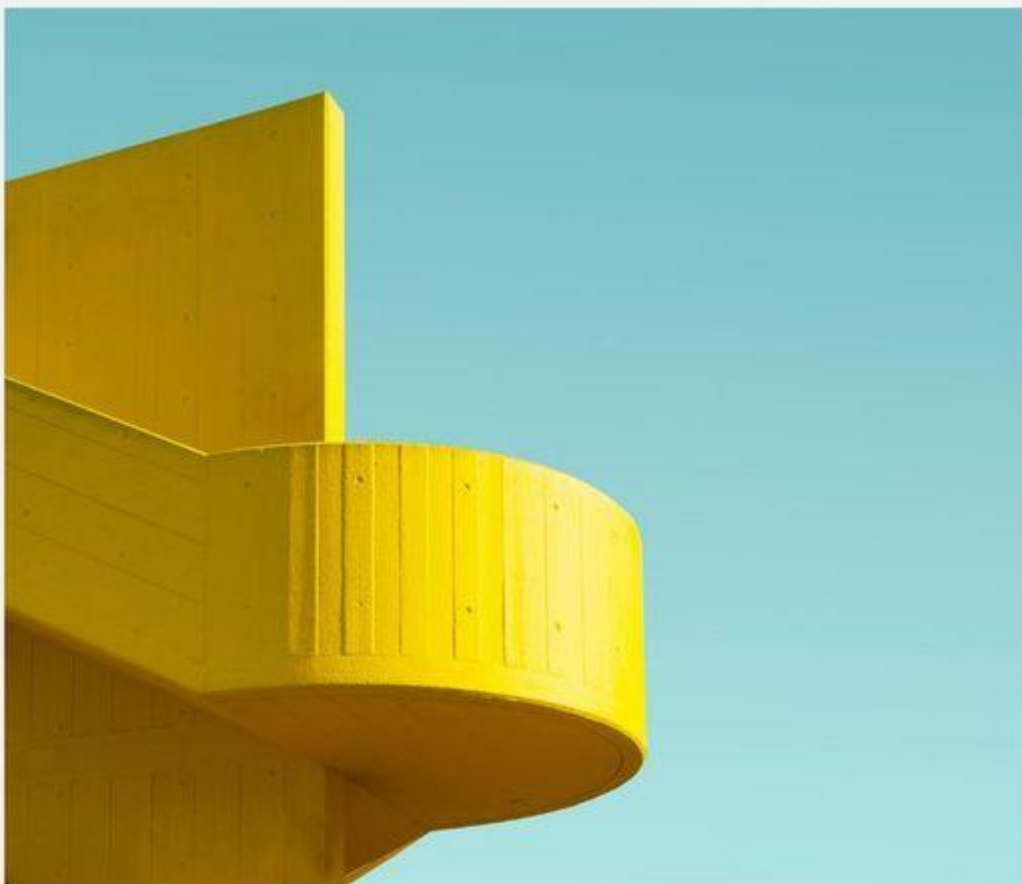
Yeah! Club Girona
Pedret 66

Dissabte 25.05.19
Festa Yeahtronic
01 — 06H

Ds25 Maig
Yeahtronic al Yeah!

—
Bohemian
John Ink aka Elektrik

Entada gratuïta
tota la nit





2024 AND BEYOND

BOSTON FUTURES

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 Glasek
Waterfront Toronto,
2015 Pan Am Games

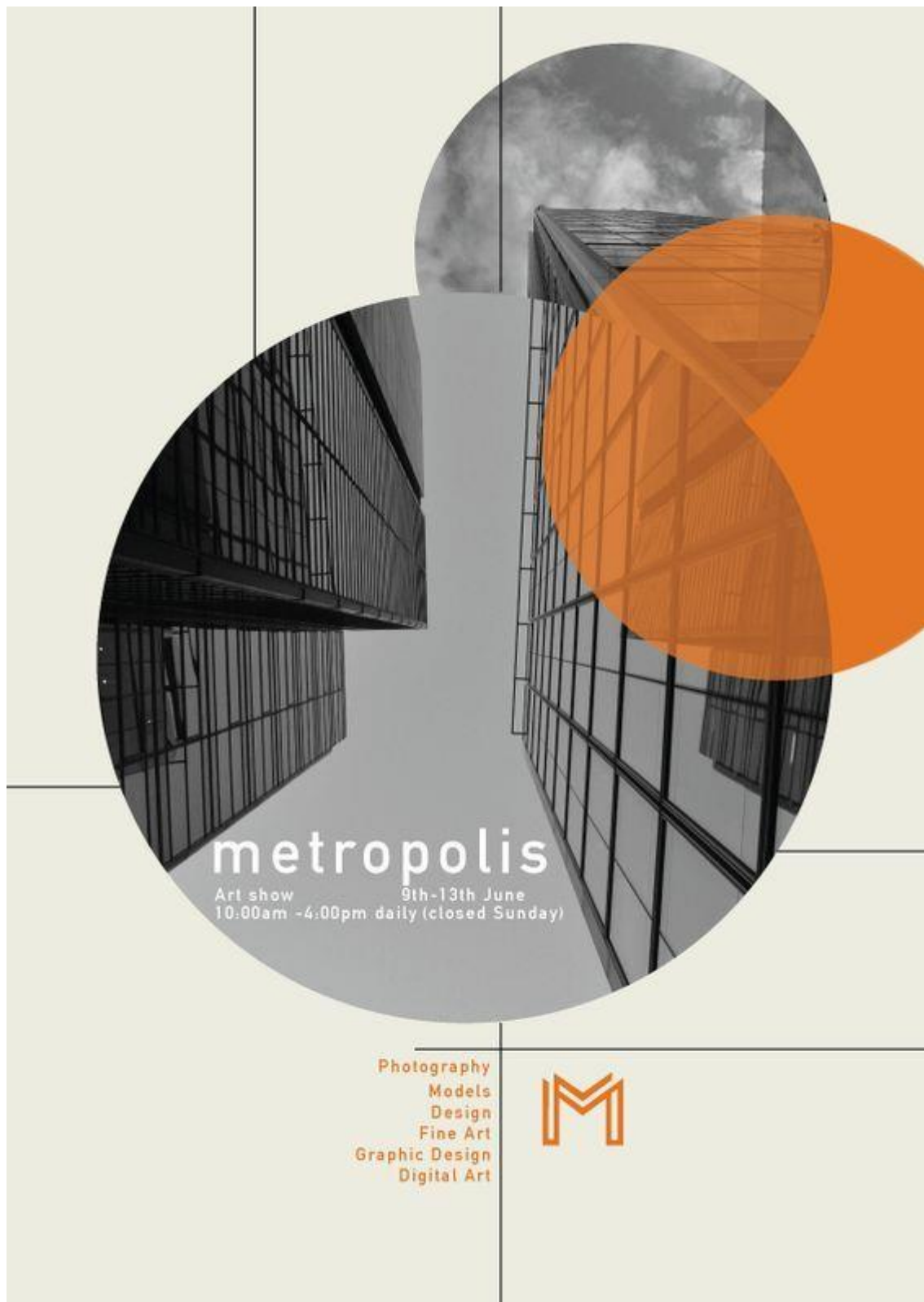
Toni Griffin
J. Max Bond Center on Design for the Just City
The City College of New York

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
ULI Boston
The Venture Café

To get involved or for more information,
please contact bostonfutures@2024boston.org





Die Neue Haas Gro+esk

+ 0123456789

1957

Helvetica

abcdefghijklmnopqrstuvwxyz

When Linotype adopted Neue Haas Grotesk (which was never planned to be a full range of mechanical and hot-metal type-faces) 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.



MOMA

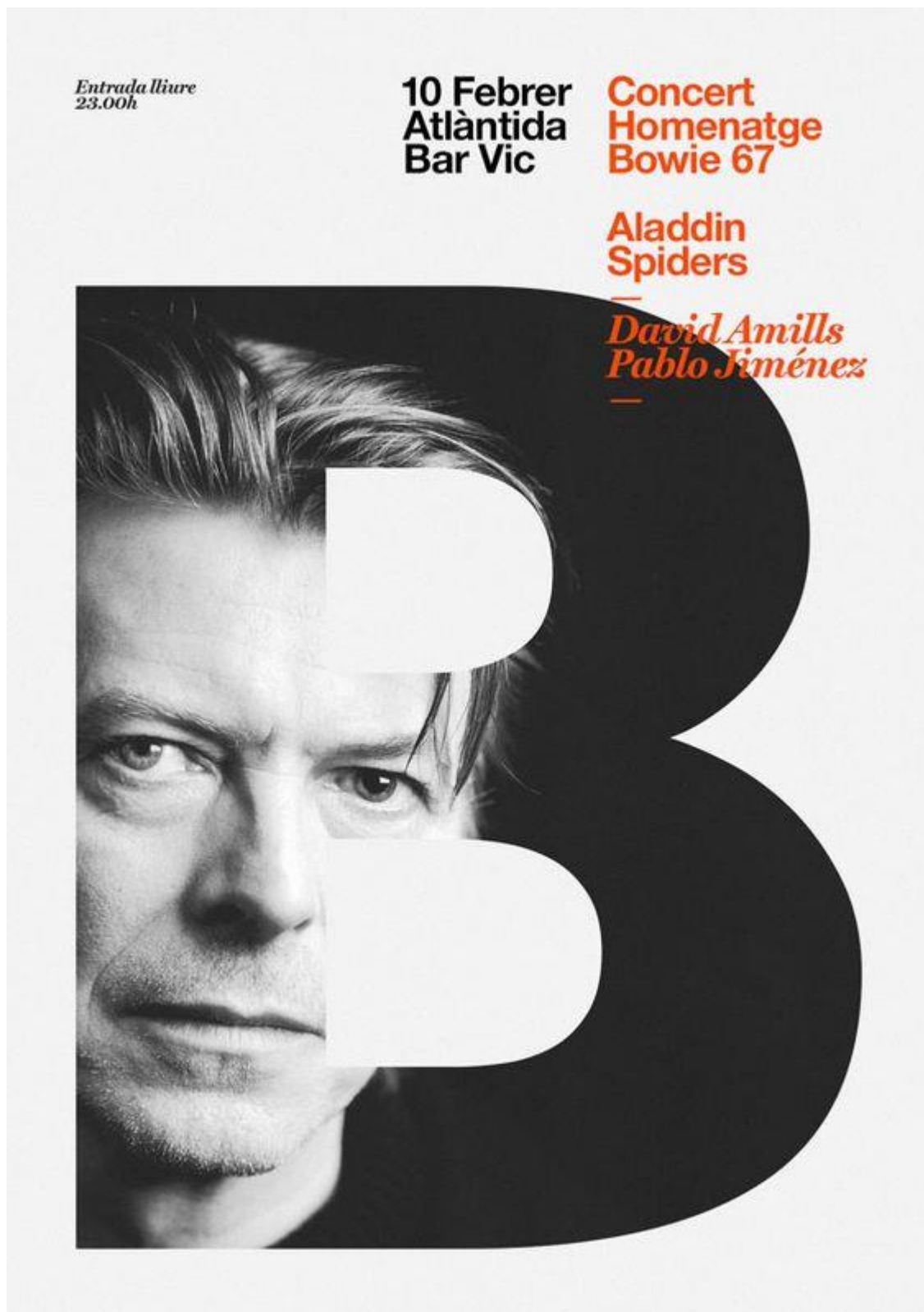
Contemporary Art Forum: The Curative Object
FRIDAY, MAY 30, 2014, 11:30 A.M.–5:30 P.M.

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



Vsevolozhsk

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vk.com/vsevelo

Cycle Touring

Seasonal tours	For volunteers	For families	For groups
Picking mushrooms and berries, fishing	Let's keep our environment clean	from 10 to 30 km	from 30 to 100 km



02.06

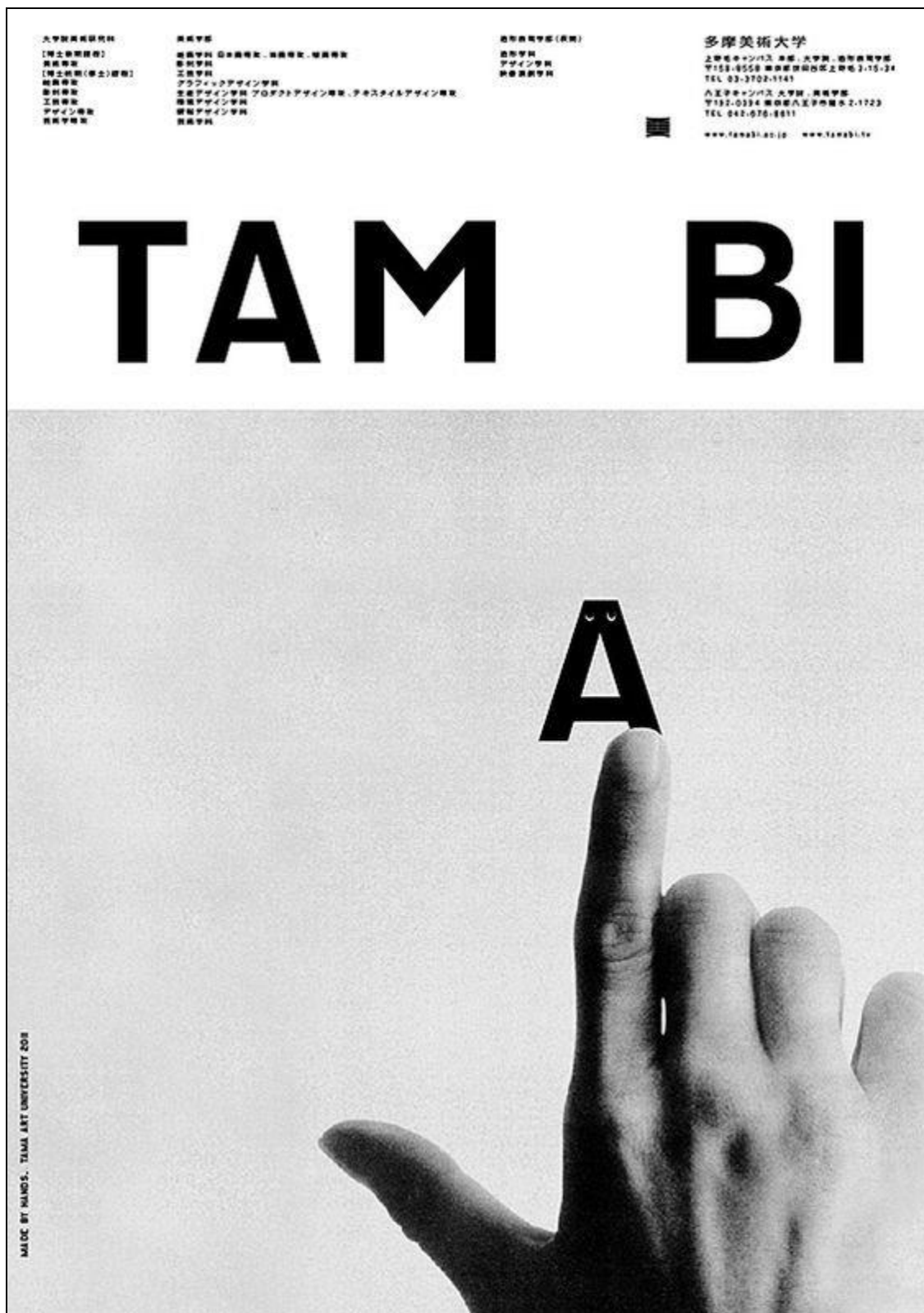
Williamson, S. (2019) New Street Signal Box Roof, Birmingham, UK. (Digital)

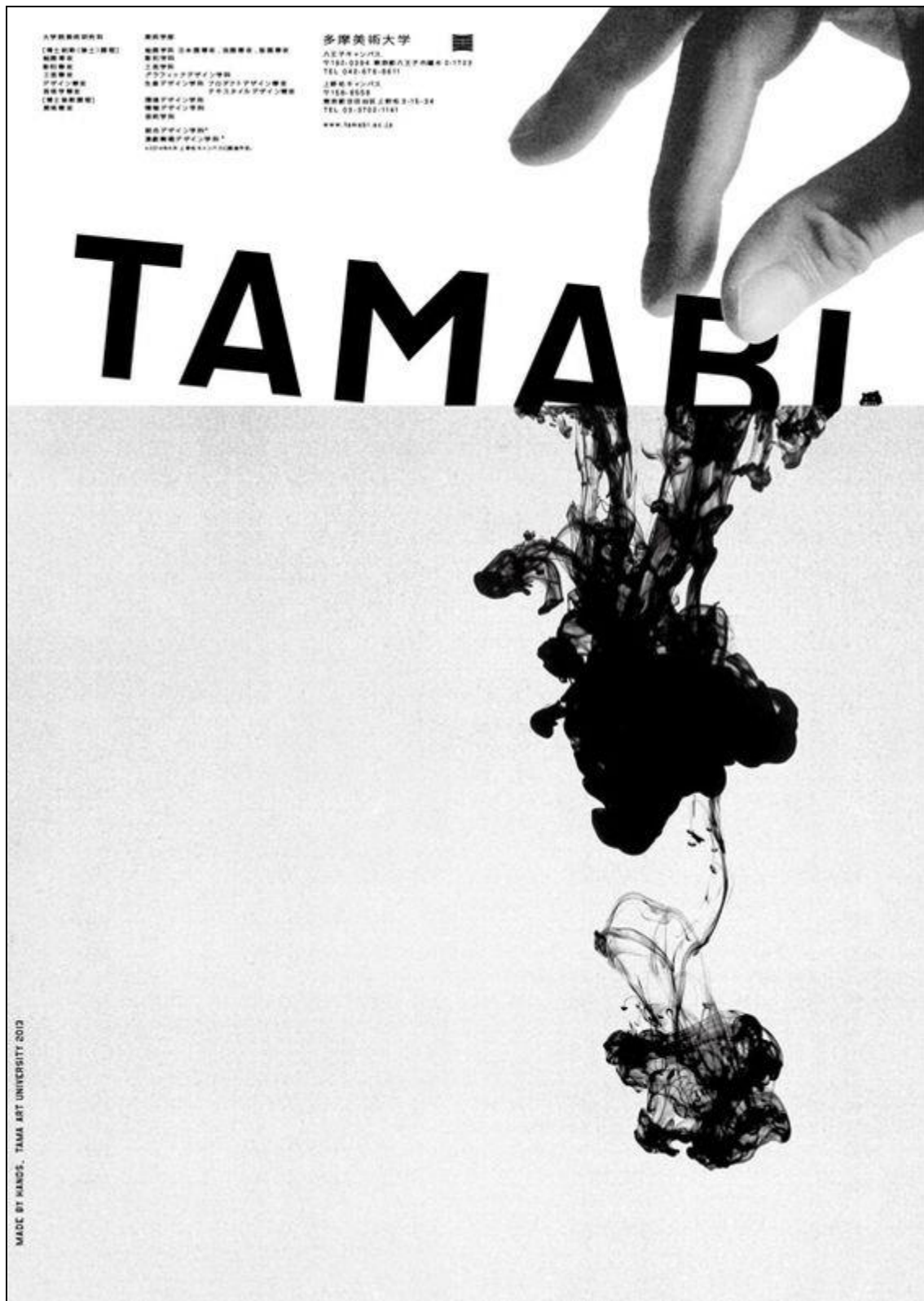


Robust

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.

>

Our people are the heart of Brookfield Multiplex. We are a global leader in property services and facilities management, with a proven track record of delivering exceptional results for our clients. Our team is made up of professionals who are passionate about their work and committed to providing the highest quality service. We have a proven track record of delivering exceptional results for our clients, and we are proud to be a market leader in property services and facilities management.

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OUR PEOPLE

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

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OUR CLIENTS

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

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