

## ЛАБОРАТОРНА РОБОТА 1 ДИЗАЙН ПОСТЕРА

Мета:

набуття навичок розробки макету постера.

### ЗАВДАННЯ 1

Засобами **Photoshop** або **Figma** 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 свята;

ілюстрація;

2) інформаційна частина;

3) «підвал»:

інформація про автора;

контакти нашої кафедри.

Поліграфічні вимоги до постера:

формат – А2 (А3);

колірна модель – CMYK (ISO Coated v2 есі);

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.

## 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.

# Die Neue Grafik Design



Ruffhaus

The Bauhaus  
Swiss Modernism  
Swiss Graphic Design  
The International Typographic Style  
Russian Constructivism  
Typography  
Illustration

## The Bauhaus 1919 - 1933

Bauhaus, was a school in Germany that combined crafts and the fine arts, and was famous for the approach to design that it publicized and taught. It operated from 1919 to 1933. At that time the German term 'Bauhaus, literally "house of construction" stood for "School of Building". The Bauhaus school was founded by Walter Gropius in Weimar. In spite of its name, and the fact that its founder was an architect, the Bauhaus did not have an architecture department during the first years of its existence. Nonetheless it was founded with the idea of creating a 'total' work of art in which all arts, including architecture would eventually be brought together.

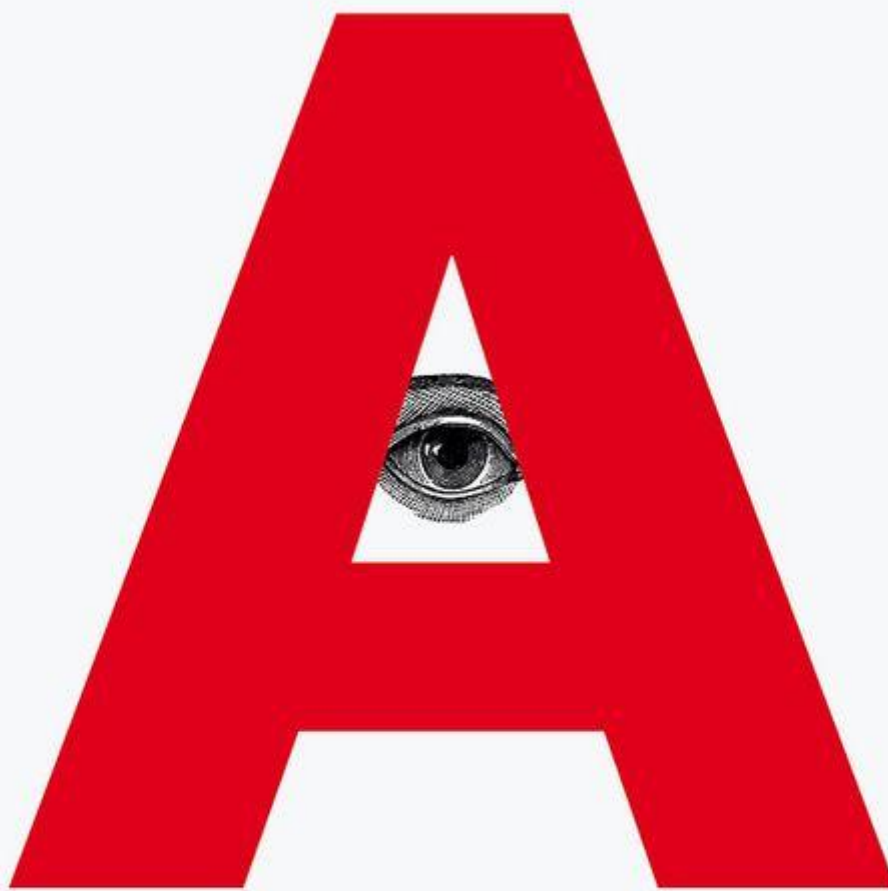
The Bauhaus style became one of the most influential currents in Modernist architecture and modern design. The Bauhaus had a profound influence upon subsequent developments in art, architecture, graphic design, interior design, industrial design, and typography.

## The International Typographic Style / The Swiss Style

The International Typographic Style, also known as the Swiss Style, is a graphic design style developed in Switzerland in the 1950s that emphasizes cleanliness, readability and objectivity. [1] Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces like Akzidenz Grotesk, and flush left, ragged right text. The style is also associated with a preference for photography in place of illustrations or drawings. Many of the early International Typographic Style works featured typography as a primary design element in addition to its use in text, and it is for this that the style is named.

## Swiss Graphic Design / Modernism

Swiss graphic design and "the Swiss Style" are crucial elements in the history of modernism. During the 1920s and '30s, skills traditionally associated with Swiss industry, particularly pharmaceuticals and mechanical engineering, were matched by those of the country's graphic designers, who produced their advertising and technical literature. These pioneering graphic artists saw design as part of industrial production and searched for anonymous, objective visual communication. They chose photographic images rather than illustration, and typefaces that were industrial-looking rather than those designed for books.



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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)

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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, 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

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

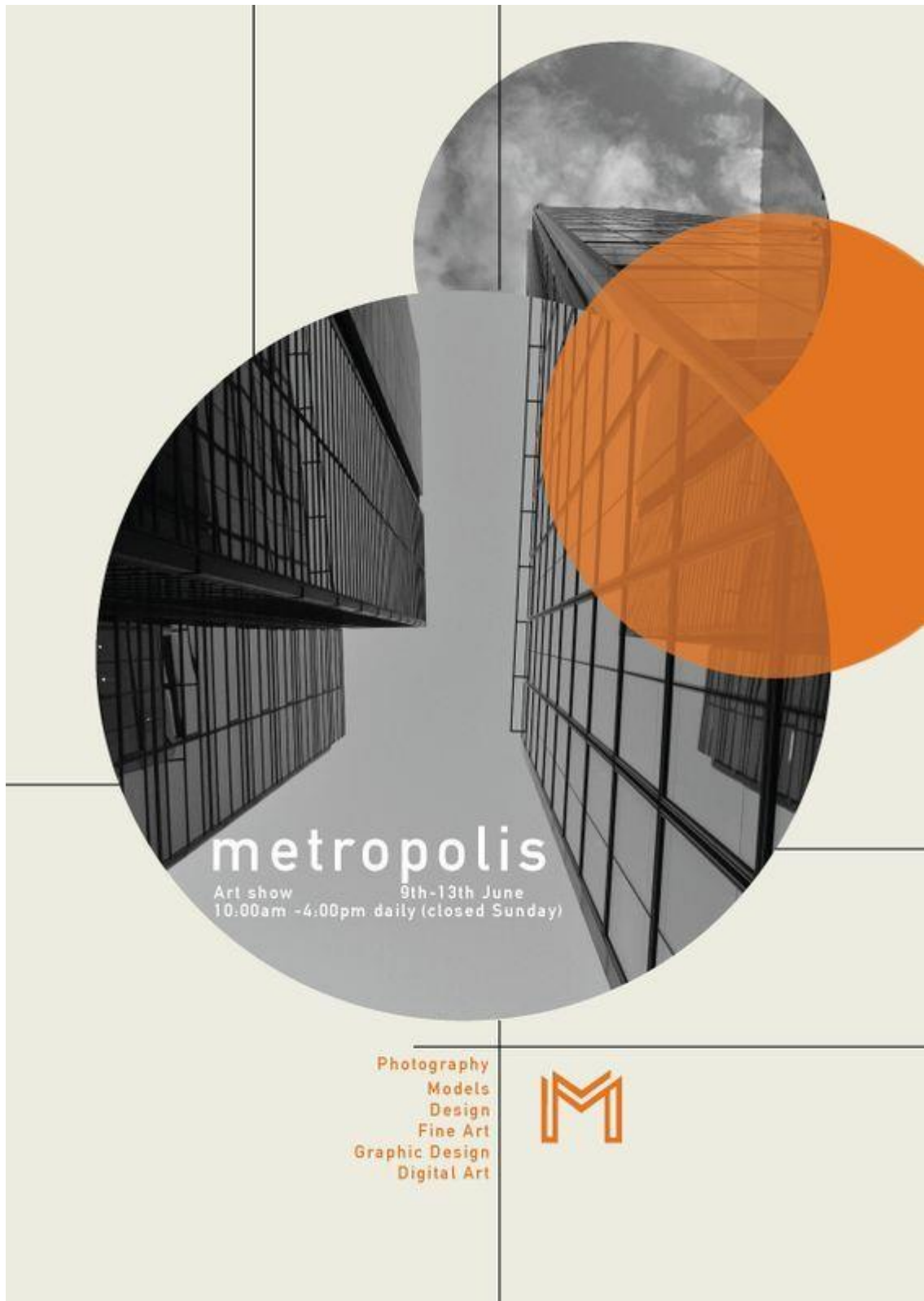
**Toni Griffin**  
J. Max Bond Center on Design for the Just City  
The City College of New York

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

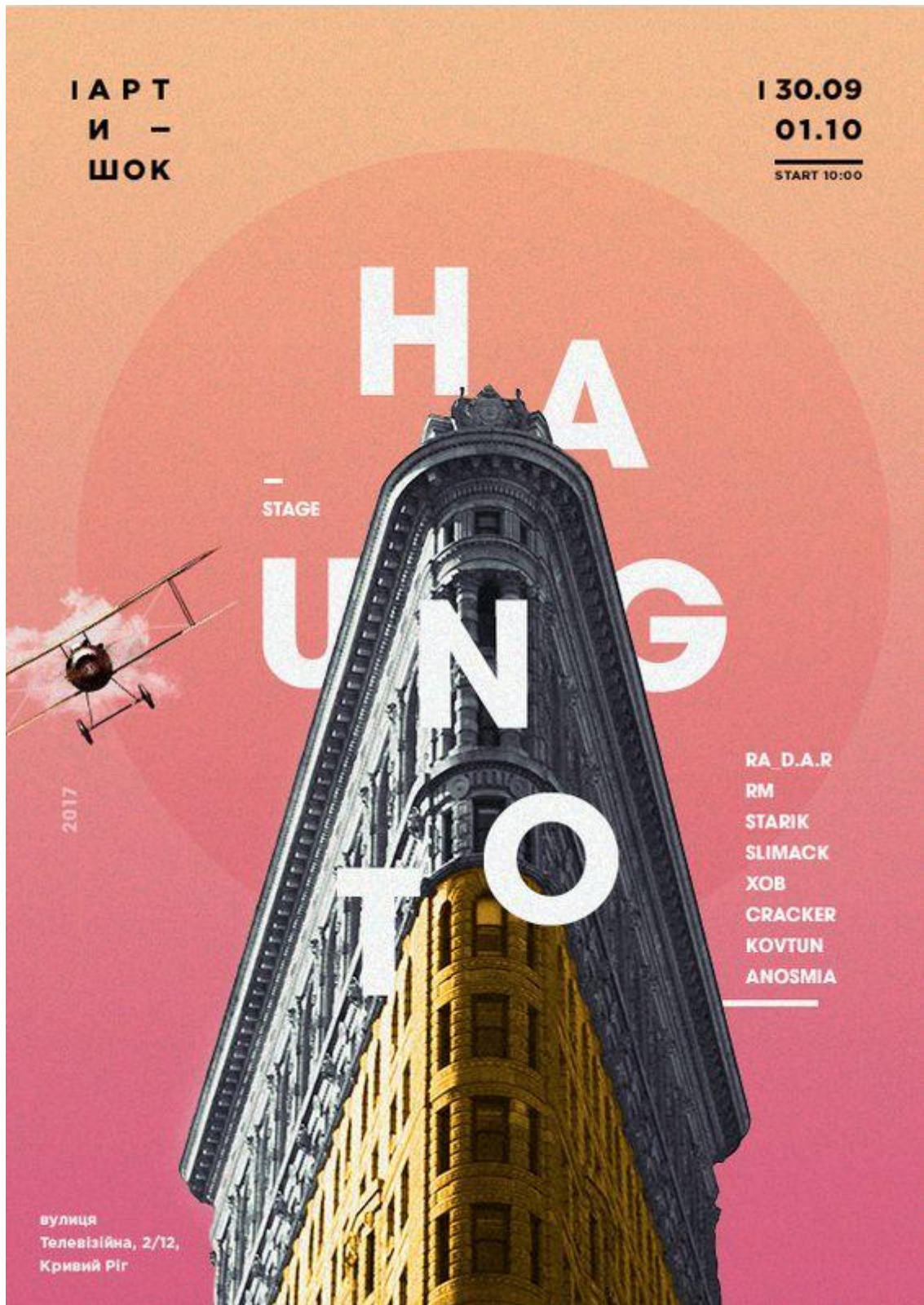
UPCOMING CONVERSATIONS  
Enhanced Mobility and Transit  
A Better Environment  
Innovation and Entrepreneurship  
An Expanded Public Realm

PARTICIPATING HOSTS  
Boston 2024  
Boston Society of Architects  
Boston Society of Landscape Architects  
MIT School of Architecture and Planning  
Northeastern University School of Architecture  
ULJ 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 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.






**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)

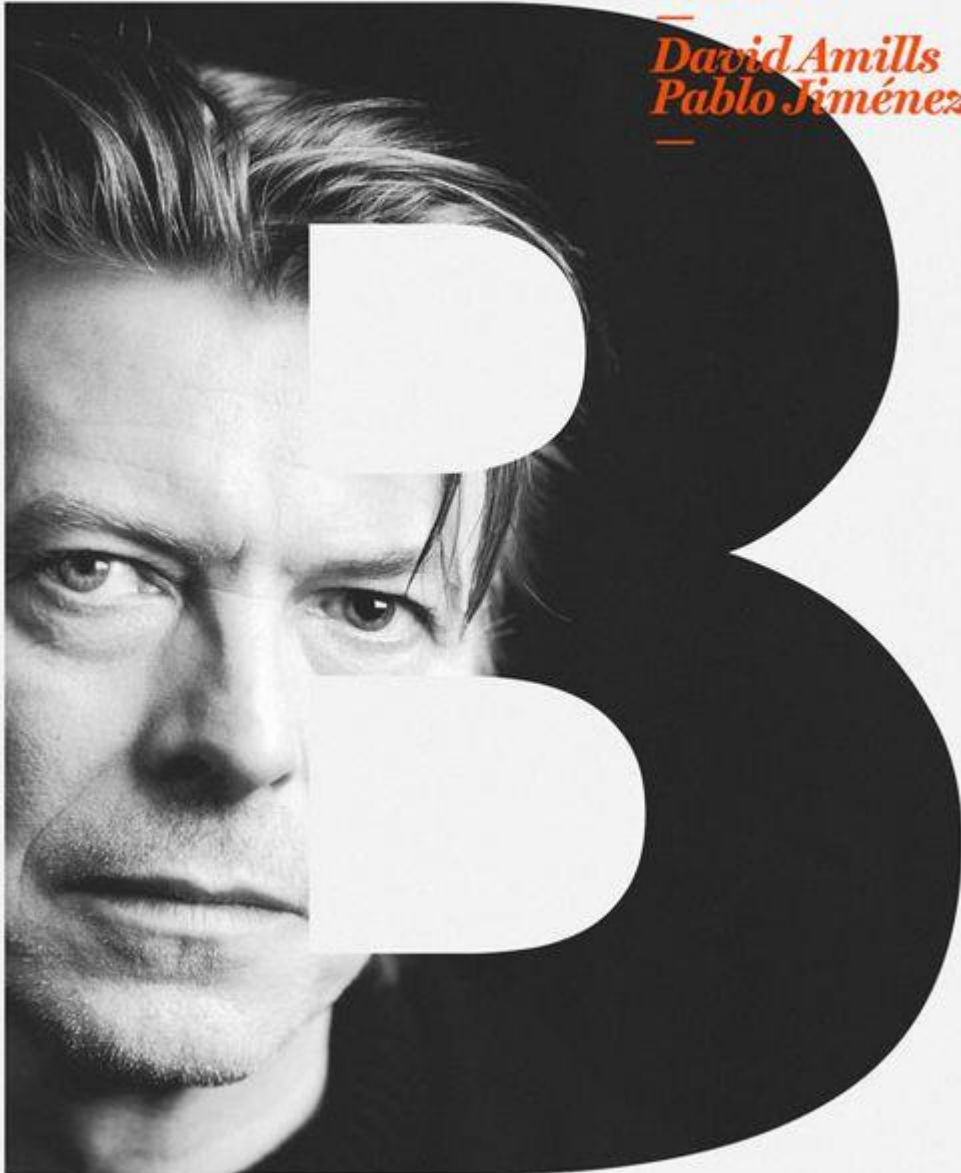
*Entrada lliure*  
*23.00h*

**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)

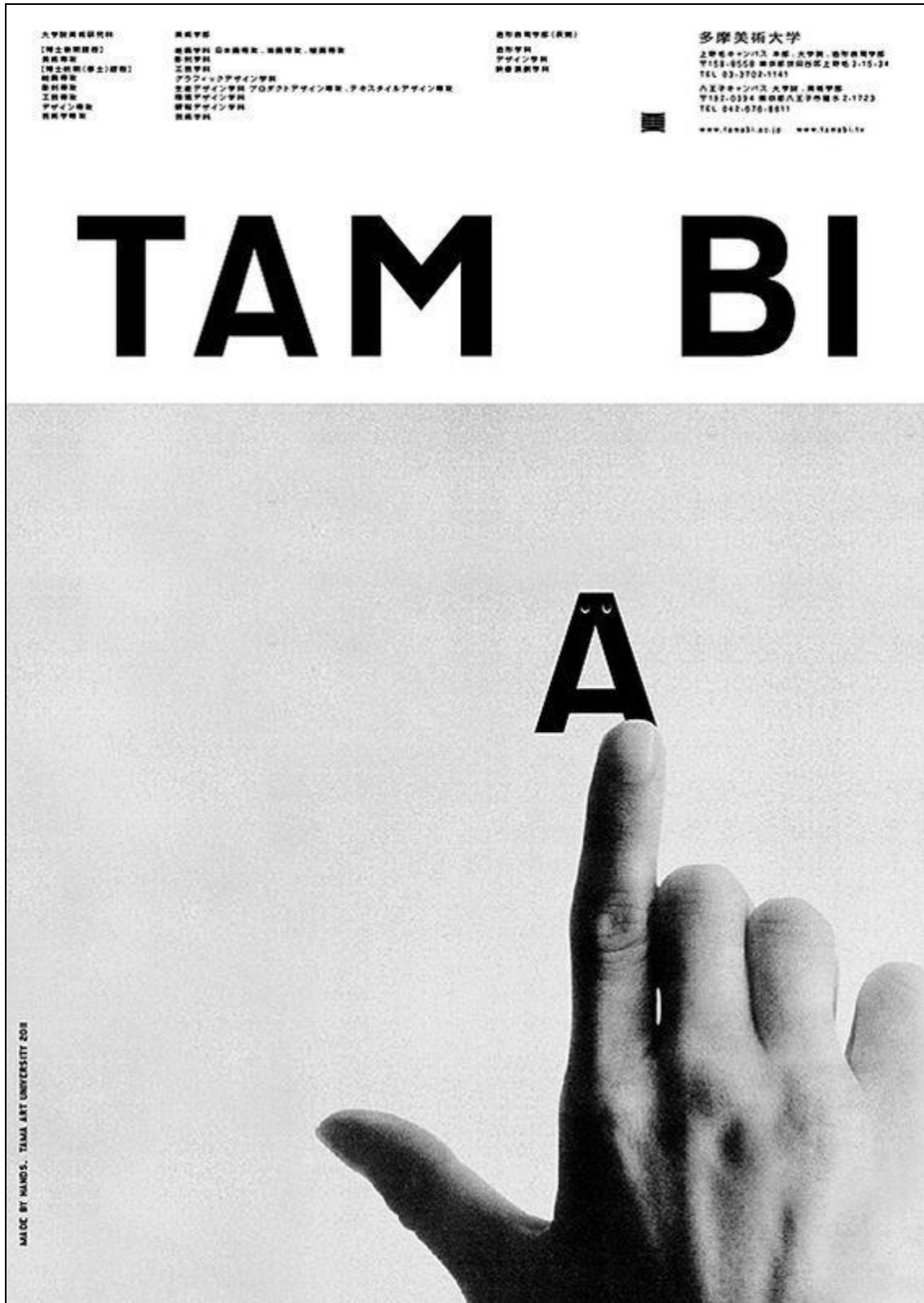


# Robust

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 solutions. We offer a wide range of services, including maintenance, cleaning, security, and more. Our experienced team is dedicated to providing exceptional service to our clients. We are proud to be a market leader in our industry and we continue to invest in our people and technology to ensure we are always at the forefront of innovation. Contact us today to learn more about our services and how we can help you achieve your goals.



# 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 providing a supportive and inclusive work environment where everyone can thrive. We offer a variety of benefits, including flexible work arrangements, professional development opportunities, and a strong sense of community. We are looking for talented individuals who are passionate about their work and committed to excellence. Join our team today and be part of something great.

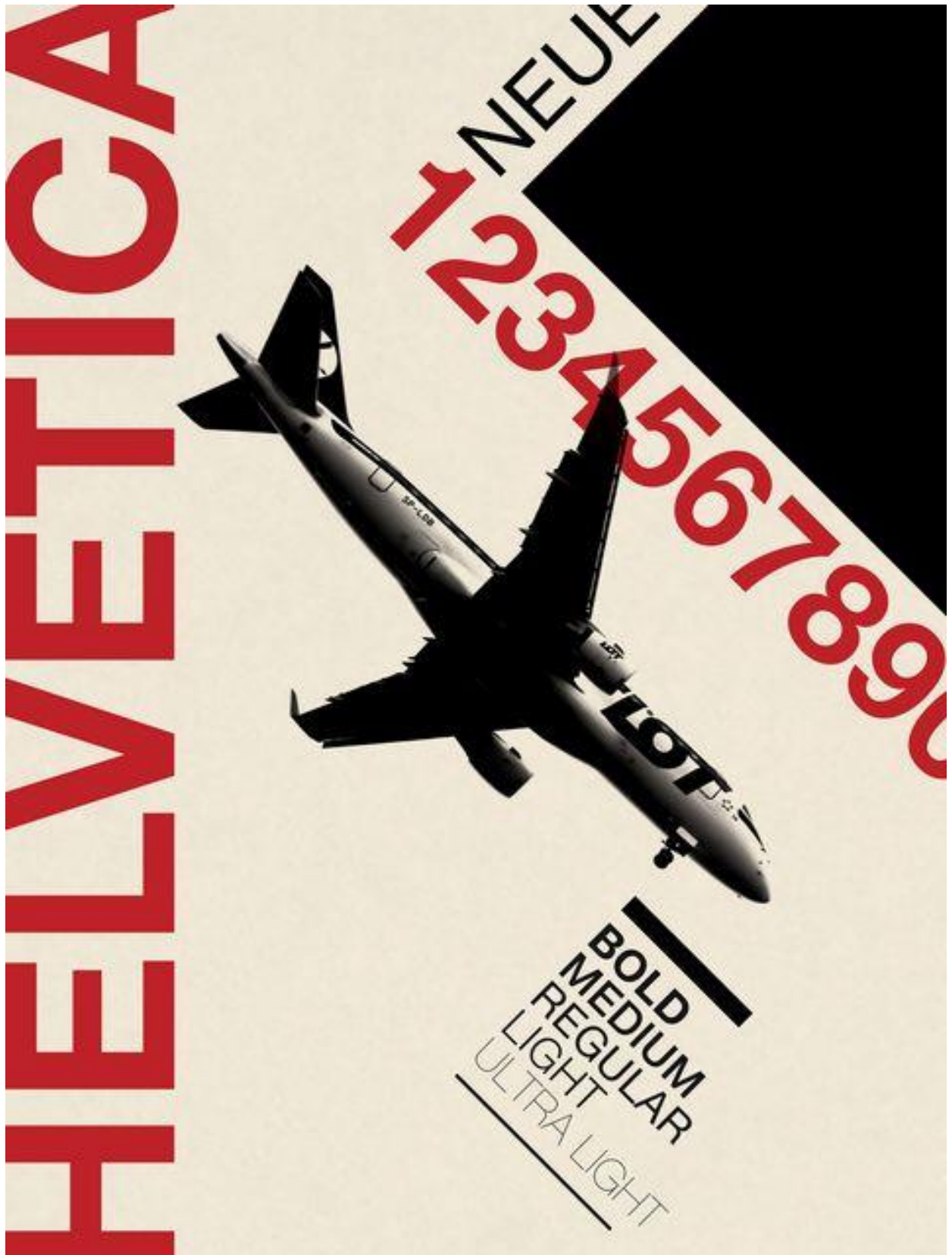


# OUR CLIENTS

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

>

Brookfield Multiplex provides a comprehensive range of services to meet the unique needs of our clients. From property management and maintenance to security and facilities management, we have the expertise and resources to deliver exceptional results. We work closely with our clients to understand their requirements and develop customized solutions that ensure their properties are well-maintained and secure. Our commitment to excellence and customer satisfaction has earned us a reputation as a trusted partner for our clients. Contact us today to learn more about our services and how we can help you.



**Yeah!  
IndieRock  
Club**

**103**

**103**

**—March—  
2019**

**Pedret 66  
Girona**

**01 Concert Blanquito Zurdito**  
+Leebeats Dj's

**02 Concert Parellop** +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!**