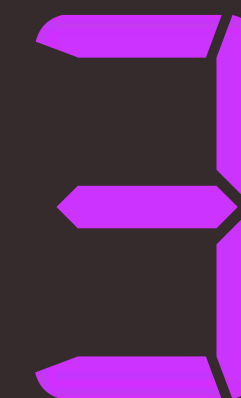




DESIGN YOUR JOB

Graphic design education program





Erasmus+

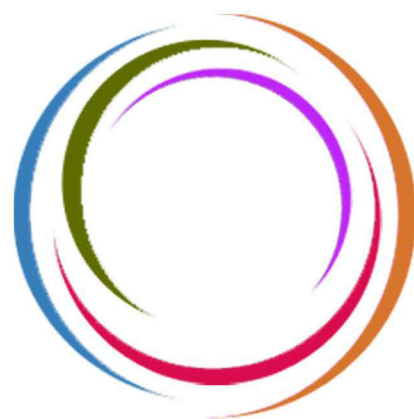


Co-funded by the
Erasmus+ Programme
of the European Union

DISCLAIMER

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Project implemeted by



RES POLIS

Centar za omladinski
i društveni razvoj

and its partners





Graphic design education program

Title of sessions:

VISUAL ELEMENTS ----page 4-25

COMPOSITION -----page 26-55

KV POSM OOH -----page 56-85

TYPOGRAPHY -----page 86-109

ILLUSTRATION -----page 110-118

PHOTOGRAPY -----page 119-128



VISUAL ELEMENTS

1.



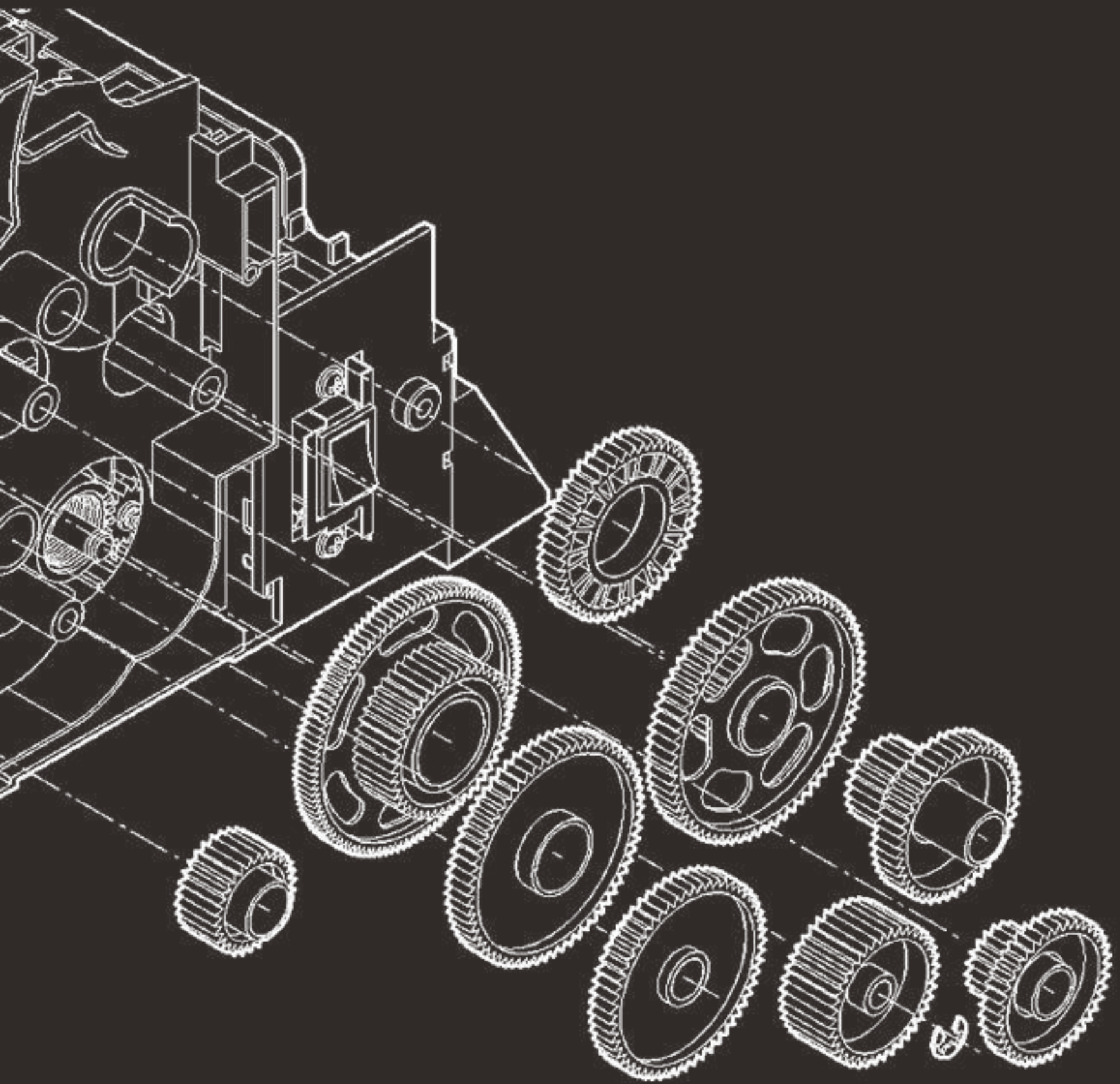
Line

foundation of all drawing

the first and most versatile element

can be used to suggest:
shape, pattern, form,
structure, growth, depth,
distance, rhythm, movement, etc.





2.

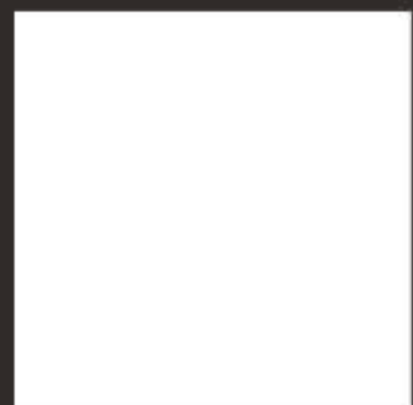


Shape

flat area of enclosed space

two dimensional

geometric / organic



3.



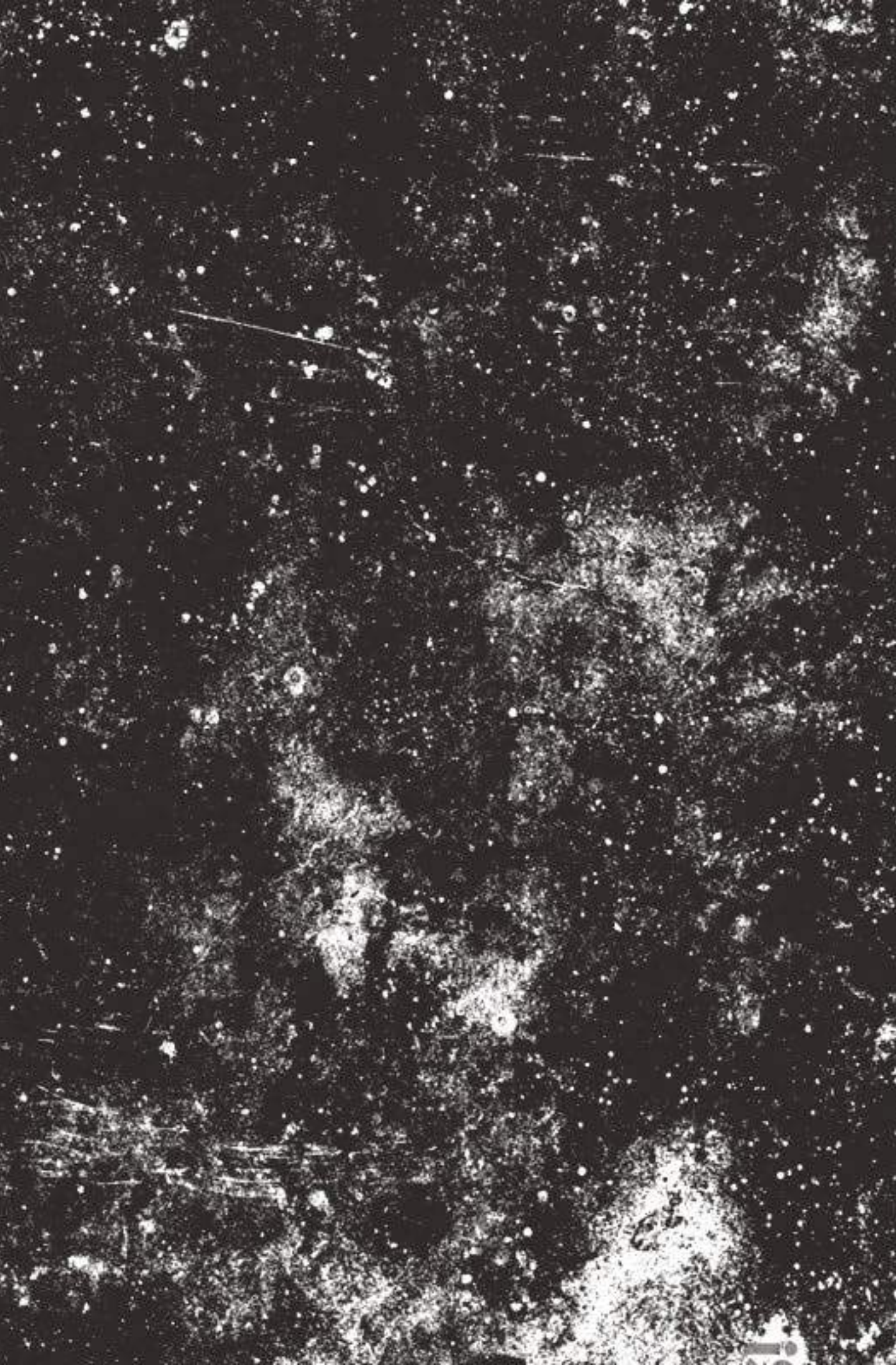
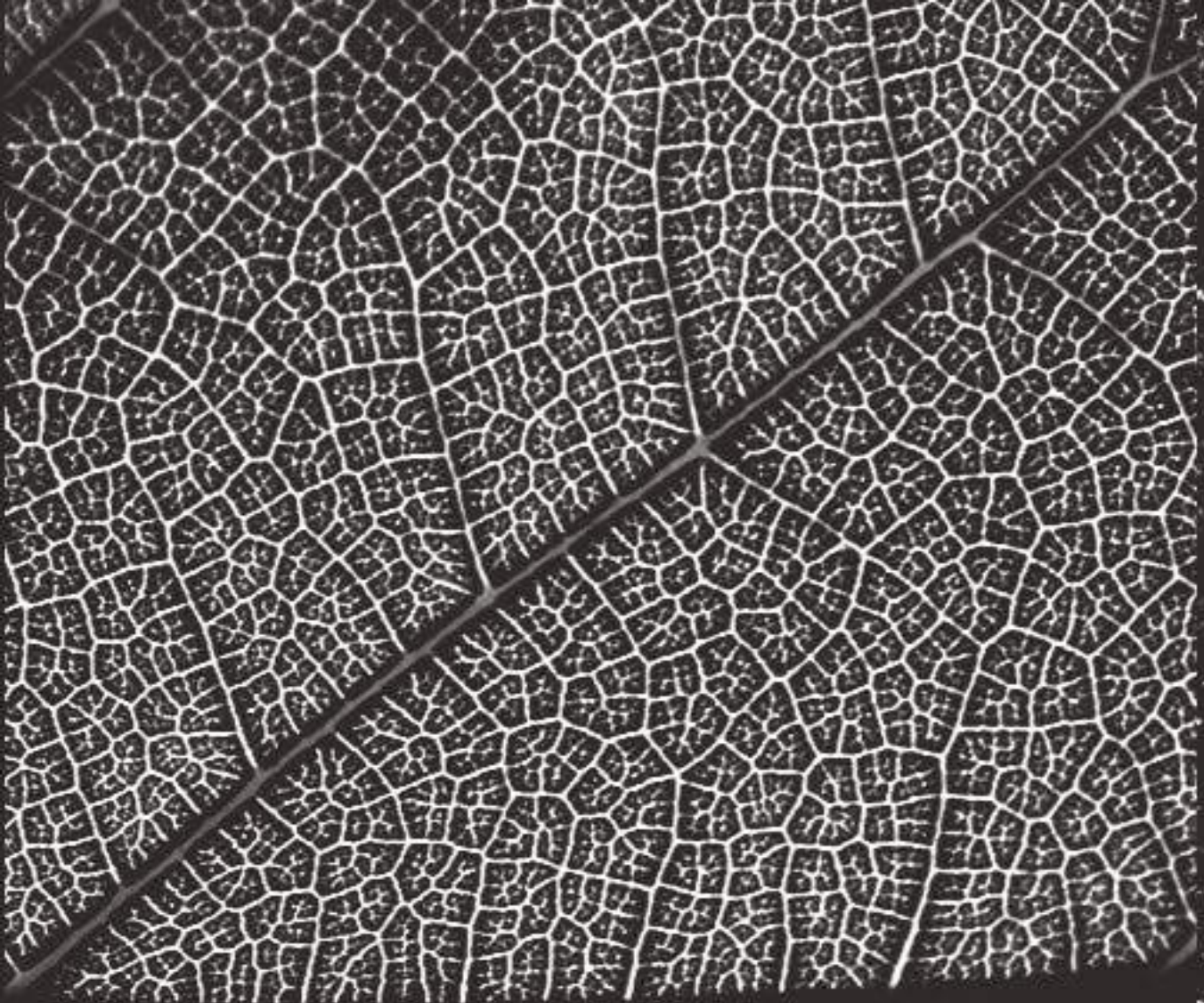
Texture & Pattern

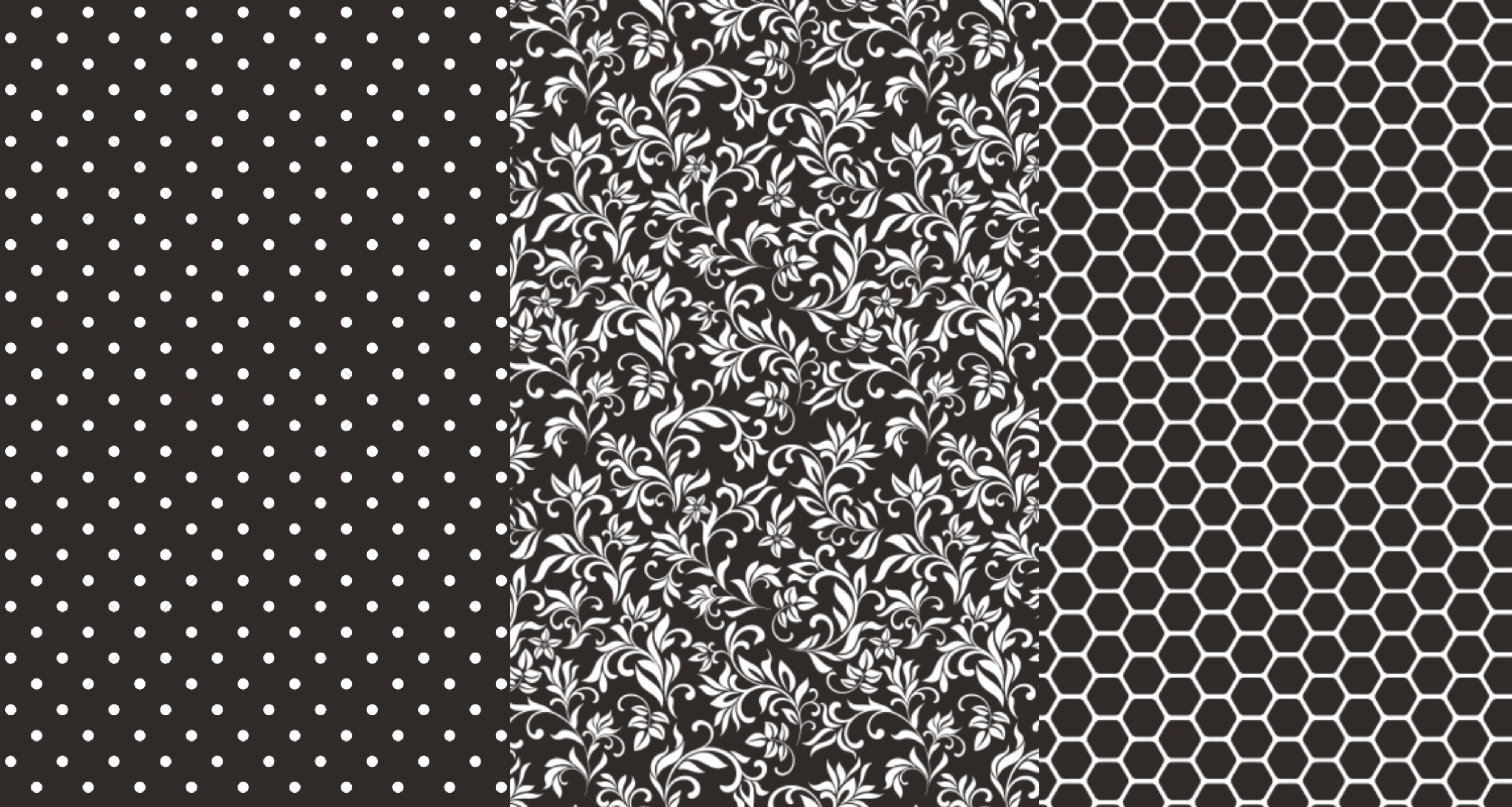
texture:

defined as a tactile quality of an object's surface

pattern:

an arrangement of lines or shapes, repeated at regular intervals over a surface





4.



Color

produced when light, striking an object,
is reflected back to the eye

properties:

hue: the color itself

intensity (saturation): the quality that distinguishes
a strong color from a weak one

value (brightness): the quality by which one
distinguishes a light color from a dark one





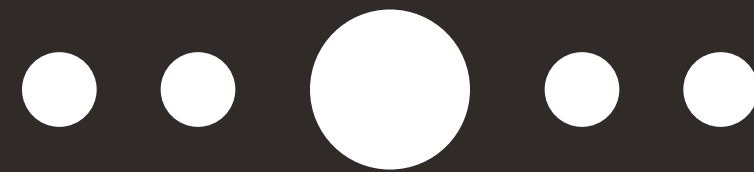




COMPOSITION

1.

Focal point a.k.a. Dominance



The most important part of your piece - core message and a clear goal

Create a point which will draw the observers attention

Dominant element (size, shape, color, depth, value...)

Main purpose of design is to communicate

Motion Theater
presents

SWAN LAKE

OPENING NIGHT
AUGUST 7
2013 / 8 PM

www.motiontheater.com



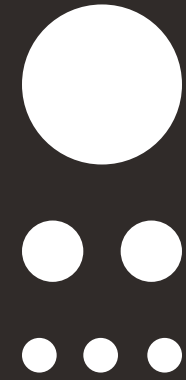
MOTION
THEATER





2.

Visual hierarchy



Orient viewers' eyes in a specific direction

Arranging elements in a way that communicates the relative importance of each

Using leading lines to direct viewer through the layout

LIBERTY
UNIVERSITY
Corner House

CAMP FAIR 2012

9AM-5PM | DEMOSS HALL

TAKE CREDITS TO CAMPS OFFERING
SUNSHINE EMPLOYMENT!

FEB.
7-8



UNSPPOOLING

ARTISTS & CINEMA

10th October 2010 - 09 January 2011

Corner House

Presented by the Corner House of Liberty University

UNSPPOOLING is a series of events that will feature a range of artists and filmmakers. The events will be held at the Corner House of Liberty University and will be open to all students and staff. The events will be held on a regular basis and will be a great opportunity for students and staff to enjoy the arts and cinema.

CORNERHOUSE

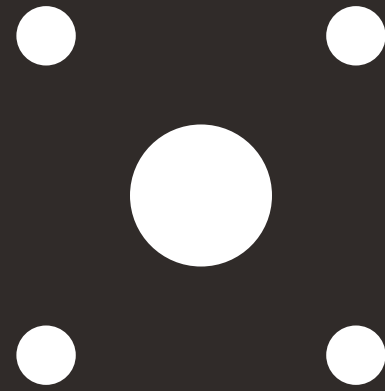
www.cornerhouse.org/unspooling

An abstract graphic design featuring a black background with several thick, overlapping lines in teal, yellow, and red. The word 'UNSPPOOLING' is written in large, white, outlined letters across the center. To the right, 'ARTISTS & CINEMA' is written in smaller white letters. At the top right, the dates '10th October 2010 - 09 January 2011' are written in white. Below the main title, there is a list of names and titles in small white text. At the bottom left, the 'CORNERHOUSE' logo is visible. At the bottom right, there are social media icons for Facebook, Twitter, and YouTube, along with the website URL 'www.cornerhouse.org/unspooling'.

SAVANNAH MUSIC FESTIVAL
MARCH 21 - APRIL 6, 2012

3.

Balance



Creating visual harmony.

Symmetrical and asymmetrical.

Balancing 'weight' of elements.

LADIES SOUL SUNDAYS

GROOVE TO SOULFUL SOUNDS AS WE TAKE YOU ON A JOURNEY FROM THE OLD SCHOOL RIGHT THROUGH TO TODAY'S BEST RNB.

THE BANK

© 2015 The Bank. All rights reserved. The Bank is a registered trademark of The Bank. The Bank is a registered trademark of The Bank.

THE MARTIAN

DIRECTED BY ROLAND JOFFÉ

MATT DAWSON
JESSICA CHASTAIN
WREYEN WATZ

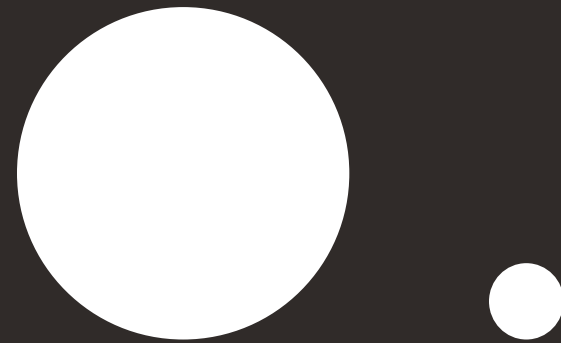
JOY DANIELS
MICHAEL FENN
SCARLETT JOHNSON

KATE MANDA
CHINWELI EGBURU
BEHASTIAN BAKI



4.

Contrast



Greater difference - in color, shape, texture, size or position

FATO. APRESENTA

Nosotros



É
HORA
DE
OLHAR
PARA
DENTRO.

LLOYD KEENE
PARA FATO.

EM NOVEMBRO NO +GLOBOSAT

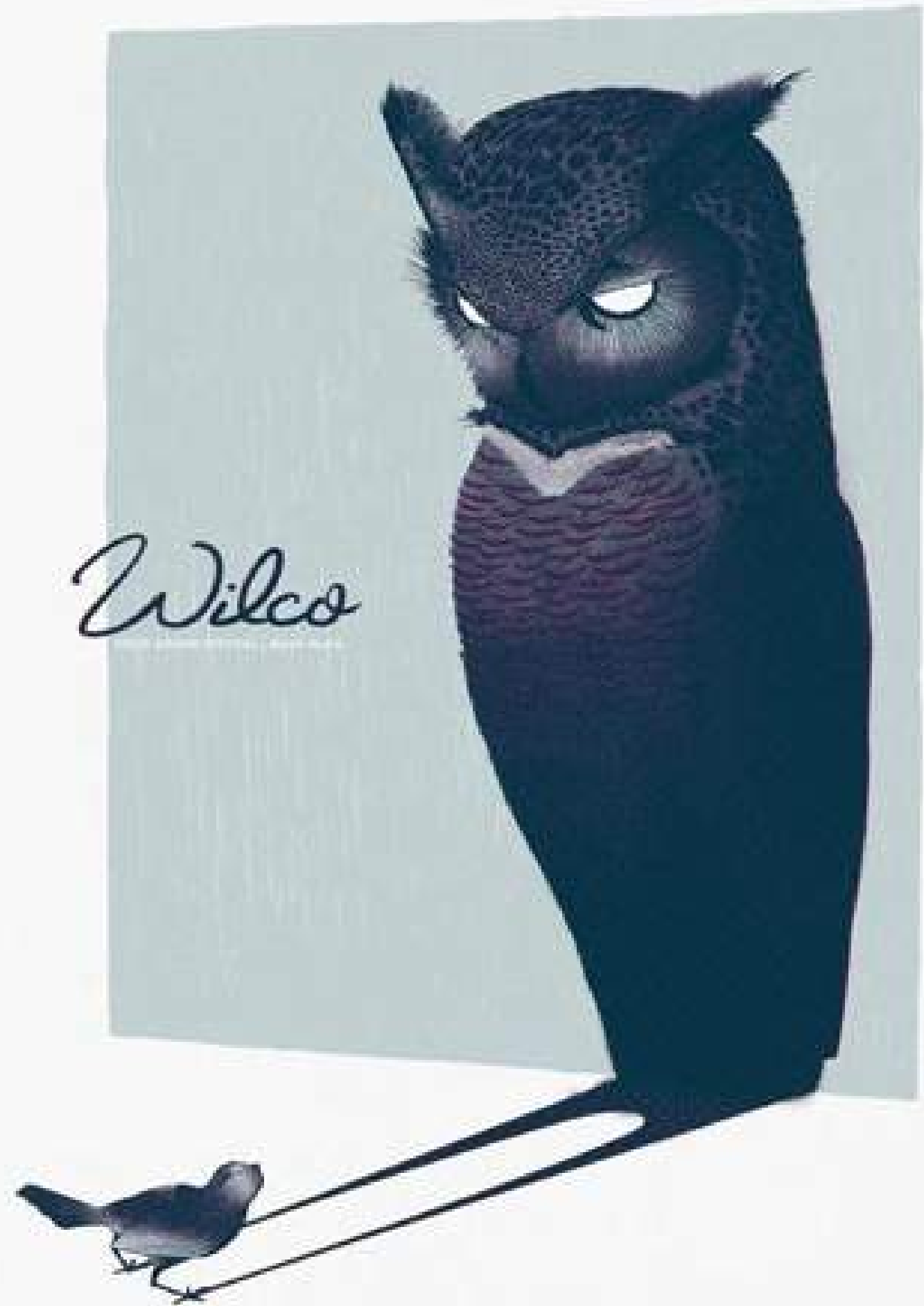




Chrysocolla

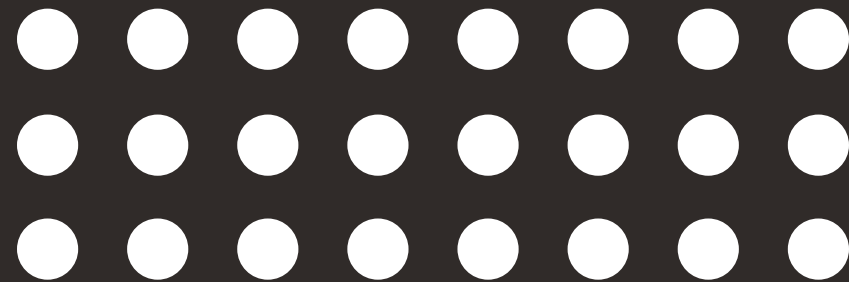
copper silicate mineral

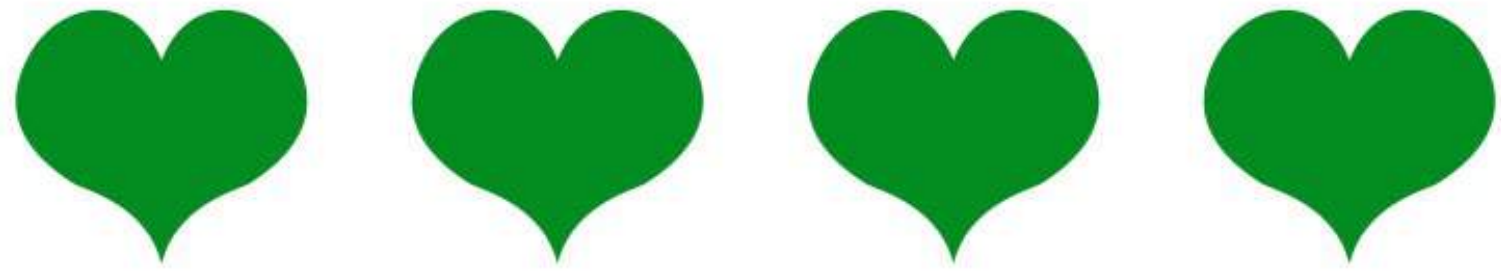
The name comes from the Greek
chryseos, "gold", and kolla, "glue", in
allusion to the name of the material
used to water gold



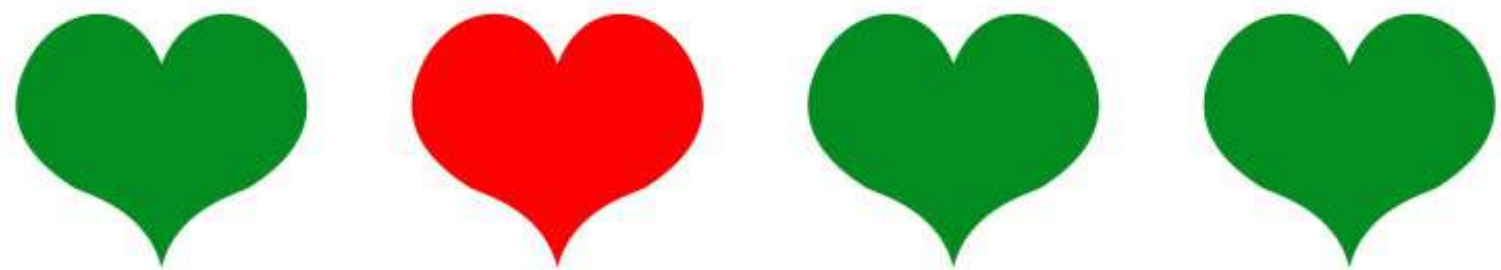
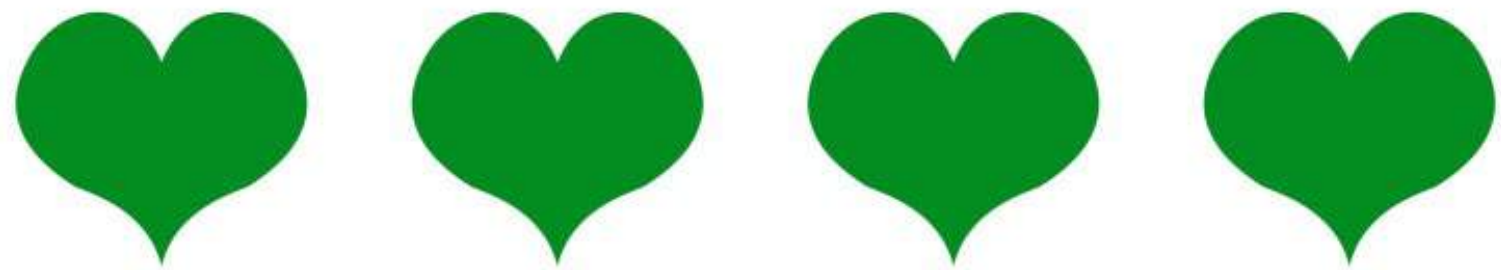
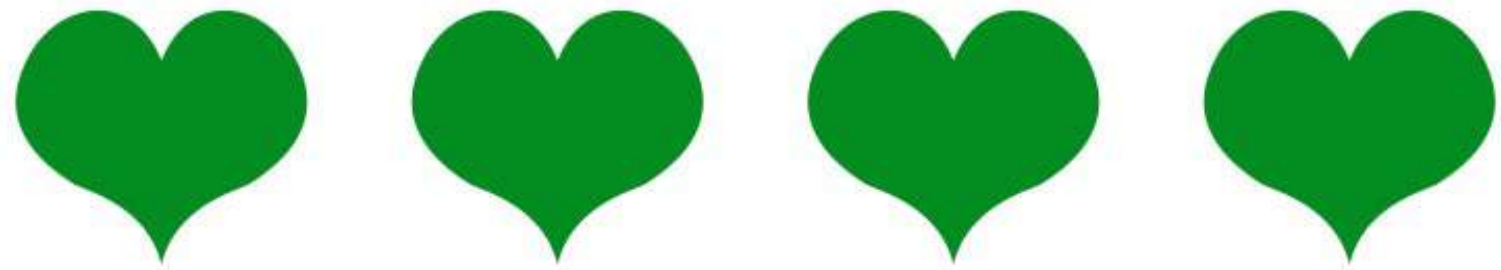
5.

Repetition

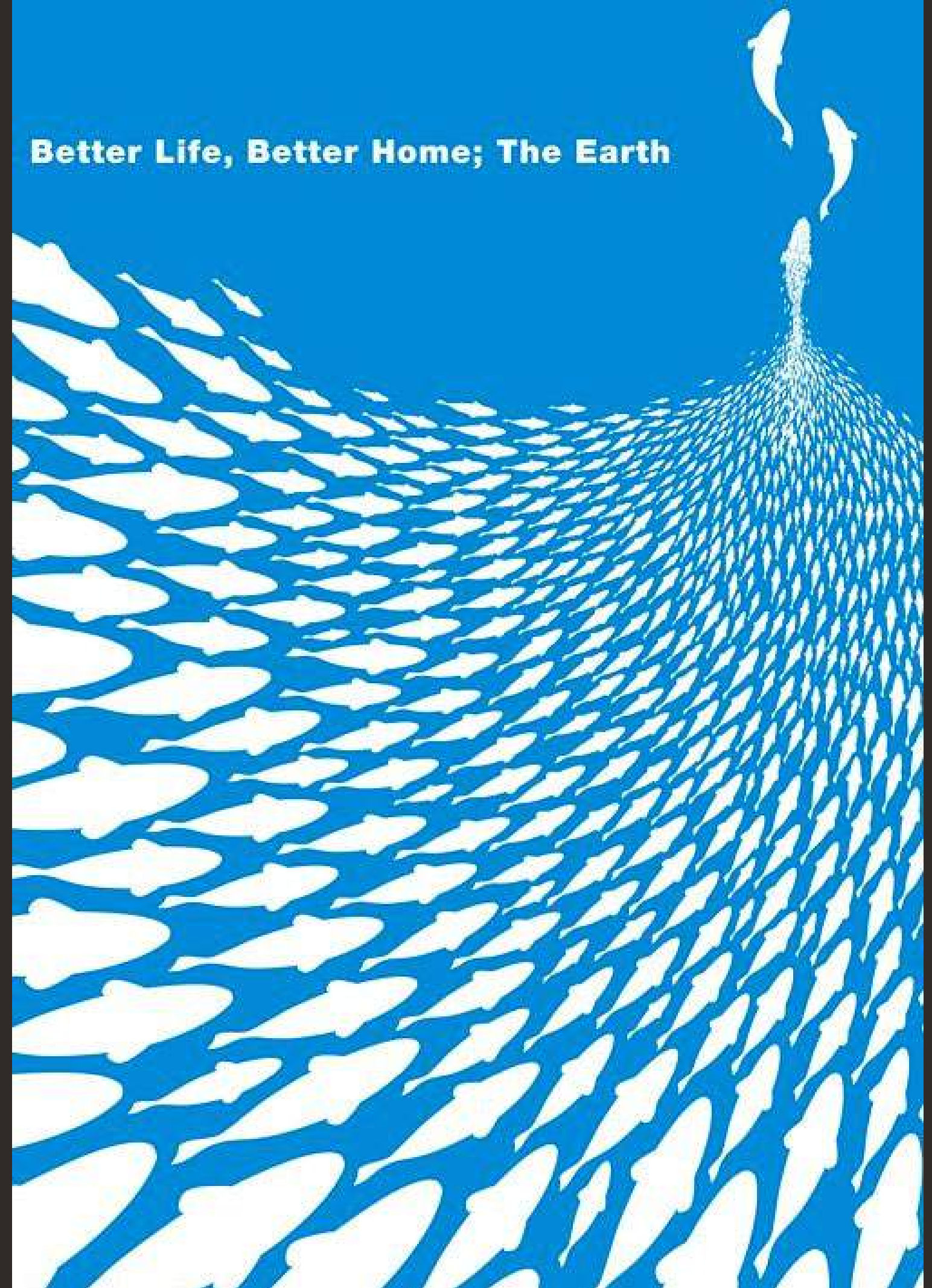


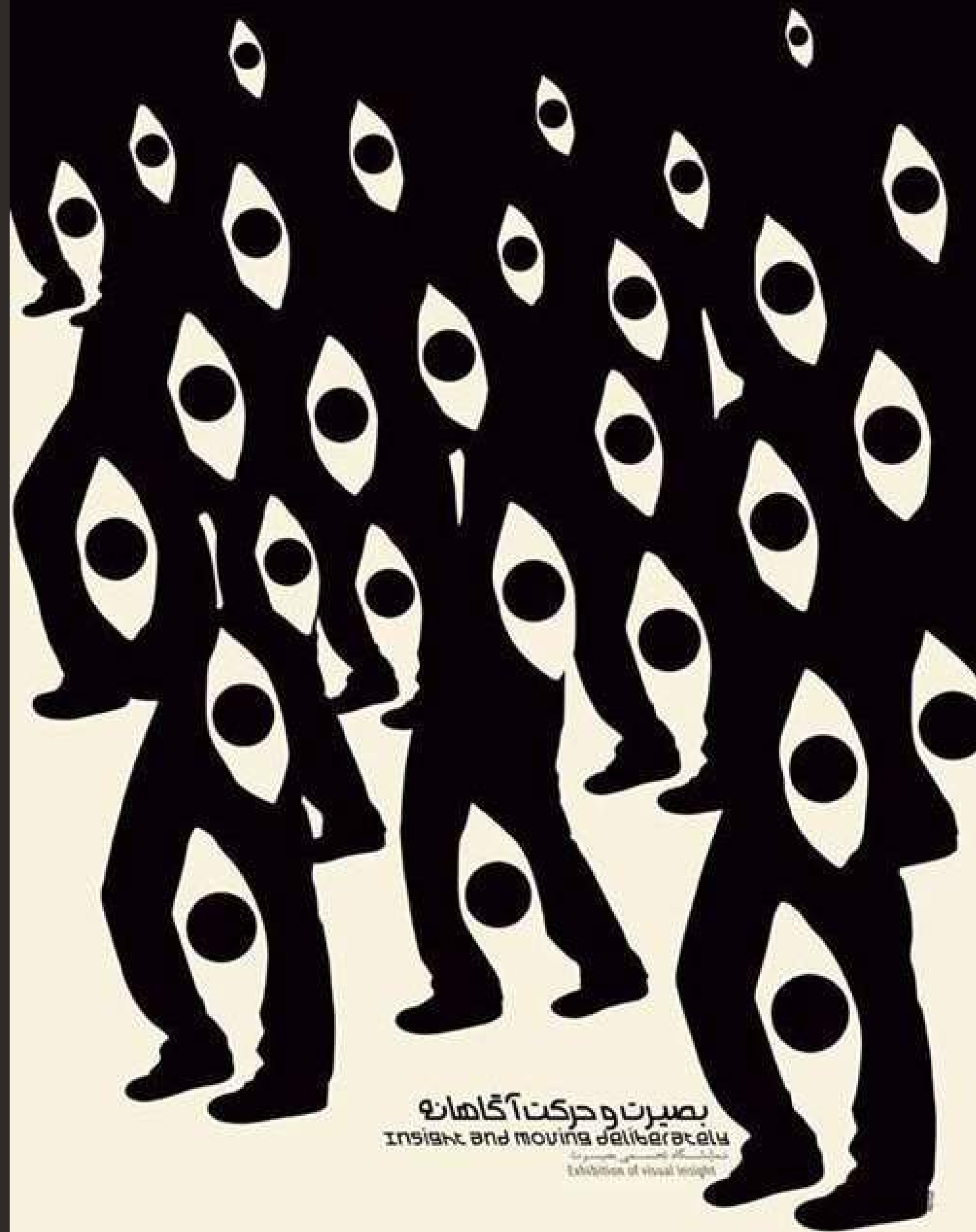


*Earth
Day... '95*



Better Life, Better Home; The Earth





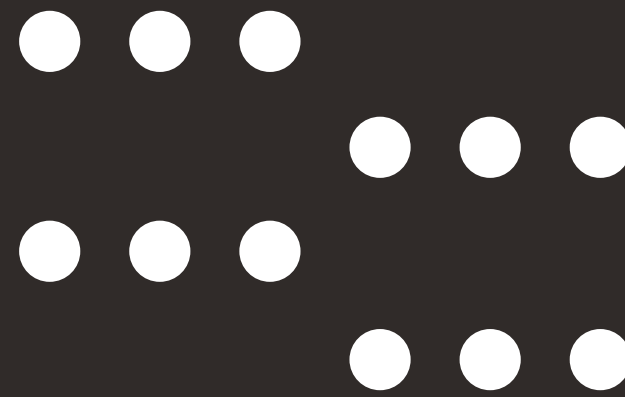
بصیرت و حرکت آگاهانه
INSIGHT and moving deliberately
مختصات بصری بصیرت
Exhibition of visual insight



21st June, happiest day of 2013

6.

Alignment



ROCK
MUSIC
EVENT



WHERE

LOREM IPSUM ES SIMPL
EMENTE EL TEXTO DE
RELLENO DE LAS IMPR

APRIL

24

FRI

25

SAT

FRI 24

9 PM / LOREM IPSUM BAND
/ LOREM IPSUM BAND
10 PM / DOLOR SIT
/DOLOR SIT
11 PM / AMET GROUP
/ LOREM IPSUM BAND

! AN ACLARATION

SAT 25

9 PM / LOREM IPSUM BAND
/ LOREM IPSUM BAND
10 PM / DOLOR SIT
/DOLOR SIT
11 PM / AMET GROUP
/ LOREM IPSUM BAND

! AN ACLARATION

STADIUM / PARTNERS / LOGOS

THE VERY SMALL TEXT THAT CONTAINS TERMS AND CONDITIONS



WHERE

LOREM IPSUM ES SIMPL
EMENTE EL TEXTO DE
RELLENO DE LAS IMPR

INDIE
MUSIC
EVENT

APRIL

24

FRI

25

SAT

FRI 24

9 PM / LOREM IPSUM BAND
/ LOREM IPSUM BAND
10 PM / DOLOR SIT
/DOLOR SIT
11 PM / AMET GROUP
/ LOREM IPSUM BAND

! AN ACLARATION

SAT 25


9 PM / LOREM IPSUM BAND
/ LOREM IPSUM BAND
10 PM / DOLOR SIT
/DOLOR SIT
11 PM / AMET GROUP
/ LOREM IPSUM BAND

! AN ACLARATION

STADIUM / PARTNERS / LOGOS

THE VERY SMALL TEXT THAT CONTAINS TERMS AND CONDITIONS

MIRALIST EVENT



CAMERA

12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB




12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



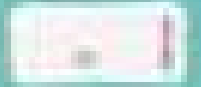
12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB



12/10/11 + @ROXCLUB

This is my Really Useful London Tube Post



er. Post e

The Grid System

The ultimate resource in grid systems.

"The grid system... it permits a number of possible personal style. But one must learn how to use the grid; it is an art that requires practice."
Josef Müller-Brockmann

Articles

The Villard Diagram

A step-by-step description on how to create a Villard diagram.
02.Nov.2011

Tools

Gridbooks

A collection of books and pads featuring grids for web design and online campaign development.
02.Nov.2011

Books

Ordering Disorder: Grid Principles for Web Design

Ordering Disorder is a book by Khoi Vinh that delivers a definitive take on grids and the Web and provides both the big ideas and techniques of grid-based design.
11.Nov.2010

Templates

960px Grid Templates

A selection of 960 pixel-wide uniform grid templates ranging from 3-columns to 16-columns, for both Adobe Photoshop and Fireworks.
11.Nov.2010

The Golden Grid Template

A PSD template based on the CSS framework The Golden Grid by Vladimir

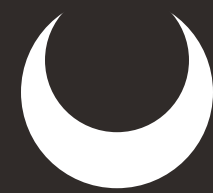
phiRatio Proportions

Universal Principles of Design

Principles of

7.

Negative space







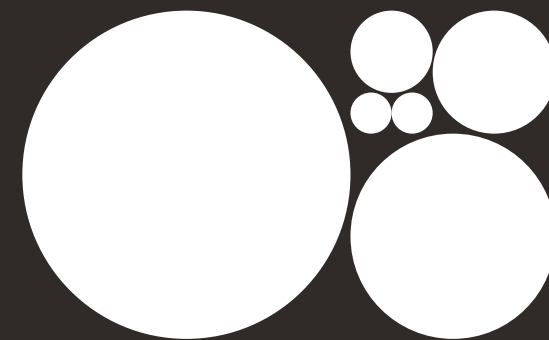
S P A R T A N
G O L F C L U B



Two Giraffes

8.

Golden ratio
- (almost) rule of thirds -



In mathematics, two quantities are in the golden ratio if their ratio is the same as the ratio of their sum to the larger of the two quantities

Focal points should lie at the intersections of the lines of the thirds

EE
BRITISH ACADEMY
FILM AWARDS



2016



avantgarde



KEY VISUAL

Key visual is a design used in marketing agencies that works as a **guideline or visual reference** for an advertising campaign.

It helps to see which ideas, elements, fonts and color palette will be used in all future ads and designs.

A good key visual should effectively and **clearly express** the communication tone and the emotions we are going to provoke in the target audience.

Key visuals show graphic elements, but they also **communicate an identity** and tell a story.

That is why they usually have more dynamism than logos or other designs, and some of them look like movie posters.

But even though key visuals look like posters or ads, they are an internal tool for the agency and not for being shown to the public.

Creating a key visual is a good way to ensure that everybody in your team is “on the same page”. It allows the staff to easily visualize the aesthetics and the concept behind a campaign and to work coherently in the same direction.



Bursztynowy Lager Poznaj historię smaku



*Spiced the way
you like it!*



McSPICY!

BACK FOR A LIMITED TIME AT McDONALD'S



*A thick, juicy cut of whole chicken meat that's spiced just right,
topped with crunchy lettuce and tasty mayo – all in a toasted sesame bun!*

SAMSUNG

Galaxy S8

Unbox your phone







NEW!
REFRESHING
ENERGY DRINK

Persil ^{with} Comfort



U
Unilever

90 cotton
60 intensive wash

DER FRUCHTIG-FRISCHE APPLE CIDER

ERFRISCHEND ANDERS: NATÜRLICH SOMERSBY.



A man wearing a dark cowboy hat and a blue button-down shirt is shown from the chest up. He is looking slightly to the right and has a lit cigarette in his mouth. His hands are positioned as if he is about to light the cigarette. In the foreground, two packs of Marlboro cigarettes are visible: a red pack on the left and a yellow pack on the right. The background is a plain, light blue wall.

**Come to where
the flavor is.**

**Come to
Marlboro
Country.**



Marlboro Red or Longhorn 100's- you get a lot to like.



Innovation
that excites



#MicraAttitude

NEW NISSAN MICRA WITH INTELLIGENT KEY. **GO GET IT.**







AZS Politechnika

**R8 BASKET
KRAKÓW**

START SEZONU

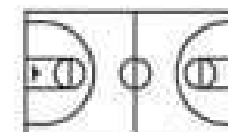
**24
09 2016**



Męska koszykówka
w Krakowie!

Start 24.09.2016
godz. 18.00

Tauron Arena
Hala R8 Basket



POS MATERIALS

POS is a set of advertising materials and products used at the **point of sale** and elsewhere to promote a certain product or assortment.







OOH

Out-of-home advertising or outdoor advertising, also known as out-of-home media or outdoor media, is advertising that reaches the consumers while they are outside their homes.



HASTA EL 30 DE ABRIL DE 2015
PERÍODO VOLUNTARIO
DE RECAUDACIÓN
DE IMPUESTOS Y TASAS*

- * Bienes inmuebles de naturaleza urbana.
- * Exención en vehículos.
- * Quilómetros en la vía pública.
- * Ocupación de terrenos de vía pública con mesas y sillas.
- * Taxa por aprovechamiento de zonas verdes locales por eventos autorizados.



RAISE A NEW BOTTLE
TO OUR NEW BOTTLE.
PRESENTING THE STAR BOTTLE.

Heineken
OPEN YOUR WORLD

PREMIUM QUALITY

www.heineken.com

This advertisement features a large, glowing green bottle of Heineken beer on a dark green background. The bottle is the central focus, with light rays emanating from it. The text is in white, and the Heineken logo is prominent. The overall aesthetic is clean and modern.

SPEAK FREELY
CARE DEEPLY.

FRESH AS CAN BE.

FISCH
FRANKE

This advertisement is a 3D display set within a grey metal frame. It depicts a white plate with a fork and knife, surrounded by several realistic-looking fish swimming in a blue liquid. The scene is lit from above, creating a sense of depth and movement. The text 'FRESH AS CAN BE.' is at the bottom left, and the 'FISCH FRANKE' logo is at the bottom right.









**Get them off
your dog.**

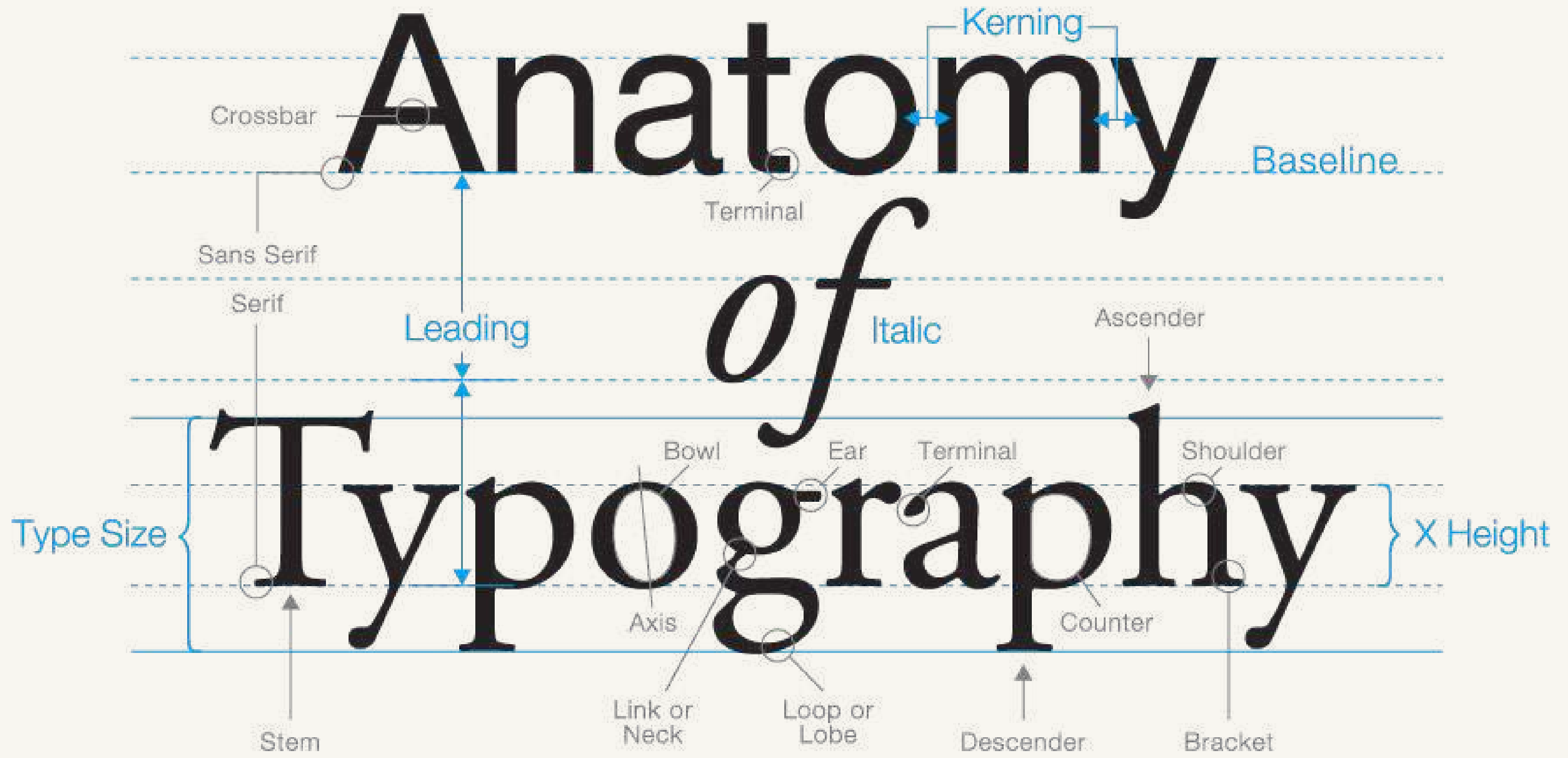
FRONTLINE
FLEA & TICK SPRAY
DIVISION OF JANSSEN



TYPOGRAPHY

Typography is the art and technique of **arranging type** to make written language legible, readable, and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.



In typography, a **typeface** (also known as **font family**) is a set of one or more fonts each composed of glyphs that share common design features.

Each font of a typeface has a specific weight, style, condensation, width, slant, italicization...

Typeface

U
B
U
N
T
U

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Font

Light

Regular

Italic

Medium

Bold

Bold Italic

Different types of fonts

Serif (Minion Pro)

- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)

Monospaced (Courier)

**GOOD
PRACTICES**



DSORDER IDENTITY

WWW.DSORDER.COM
WWW.FACEBOOK.COM/DSORDER

Emeropa Hall 11 7:30 pm
St. Mark Taper Foundation Auditorium

- Dan Brown Jan 04
- Sylvia Warsh Mar 23
- Linda Fairstein Apr 17
- James Patterson Jun 30
- PD James Oct 08
- John le Carré Nov 26

Uncovering the Secrets of the Mystery Writer

HIDDEN TRUTH

206.621.2230

www.hiddentruth.org

06

typo

graphy

THOMAS KRÖGER



Thomas Kröger
Berlin
www.thomaskroeger.net

02.06.15 / 19.00
Audimax
m18.uni-weimar.de/horizonte





Stop
Talking.
Start
Doing.

let's
talk
type
let
type
talk

Some ads must whisper, some must shout. But whatever the tone of voice, creative typography speaks with a distinction that sets your advertising above the clamor of competing messages. If you share our interest in good typography, and the other creative tools that work with it, we would welcome the opportunity to show you how we at Sudler & Hennessey ●●●

**WRONG
FONT CHOICE**

PROCLAMATION

OF THE
GOVERNOR OF MISSOURI!



FRANK JAMES

**\$25,000
REWARD**



JESSE JAMES

**JESSE JAMES
DEAD OR ALIVE**

\$15,000 REWARD FOR FRANK JAMES

SIGNED ST. LOUIS MIDLAND RAILROAD & STATE OF MISSOURI



**SURREY
POLICE**
*With you, making
Surrey safer*

IF YOU HAVE BEEN THE SUBJECT
OF A RAPE OR SERIOUS SEXUAL
ASSAULT AND WOULD LIKE TO
MAKE A DECISION ABOUT WHAT
YOU CAN DO





PEACHY
LIPSTICK



PEACHY
LIPSTICK



PEACHY
lipstick



PEACHY
LIPSTICK

**TYPE GONE
REALLY BAD**

How to
piss off
your
designer
friends
and give
them a
migraine.

Zag



KIDSEXCHANGE



522 9582
THE FISHFACTORY
FRESH & COOKED SEAFOOD
EAT HERE OR TAKE OUT
SOUPS HOMEMADE SALADS

Sam M. Wells

Visit us at:

Walmart.com

Just a dick away



OR

USING TOO MANY

fonts is

confusing to the

READER IN

TYPING: BPPHY

Wrong Kerning

Good Kerning

CALLIGRAPHY

Calligraphy is a visual art related to writing.

It is the design and execution of lettering with a broad tip instrument, brush, or other writing instruments.

Mr. and Mrs. Benjamin
897 Aspen St.
Rochester, N.Y.

SHOULD

Make it
Sunkid
Time.
Also Nikka
and
Chichib
Time

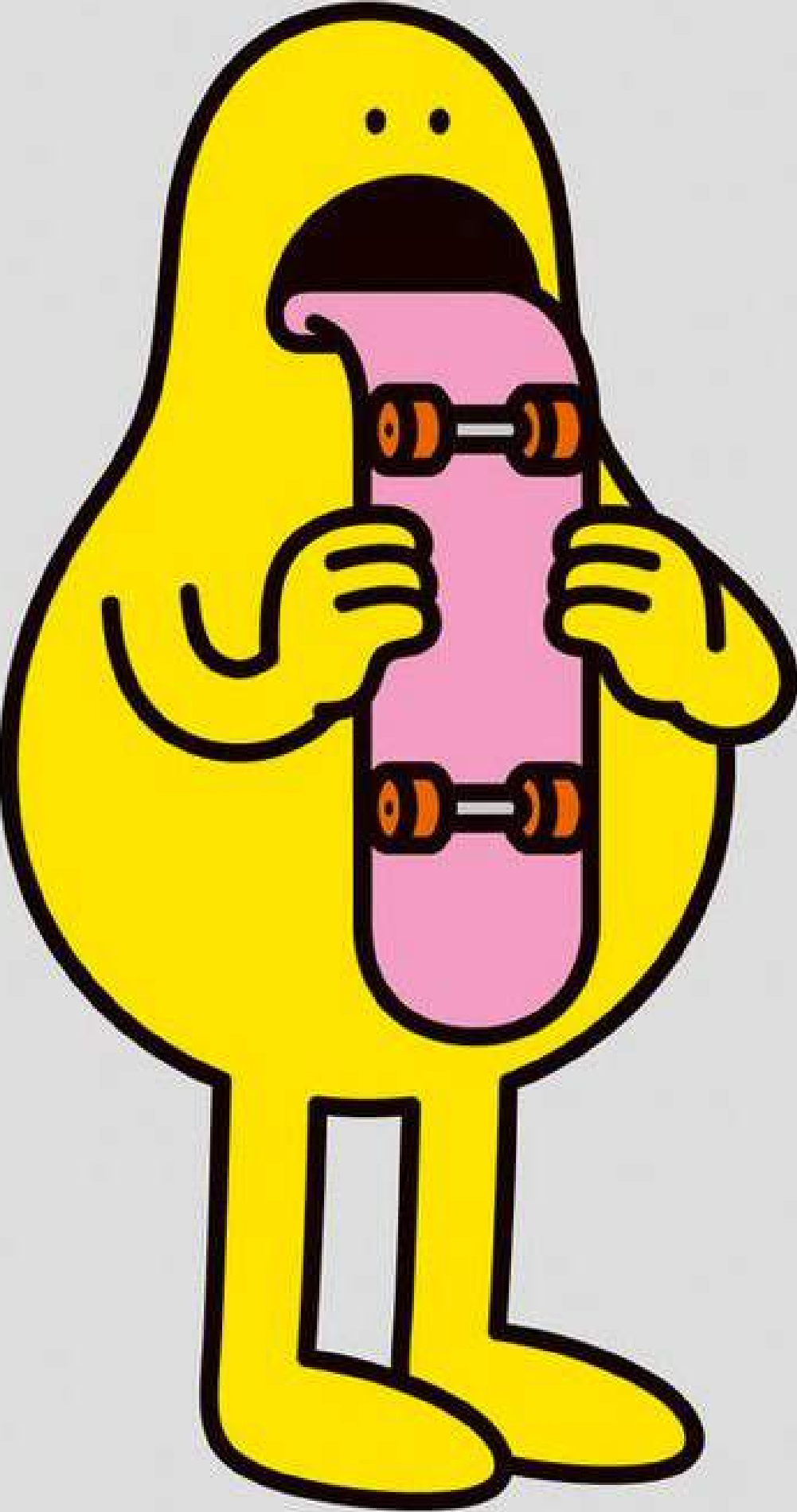


betennötett
Hörödöt
mezöt, retet
Csak a
Feketerige Maradell
Lefetón



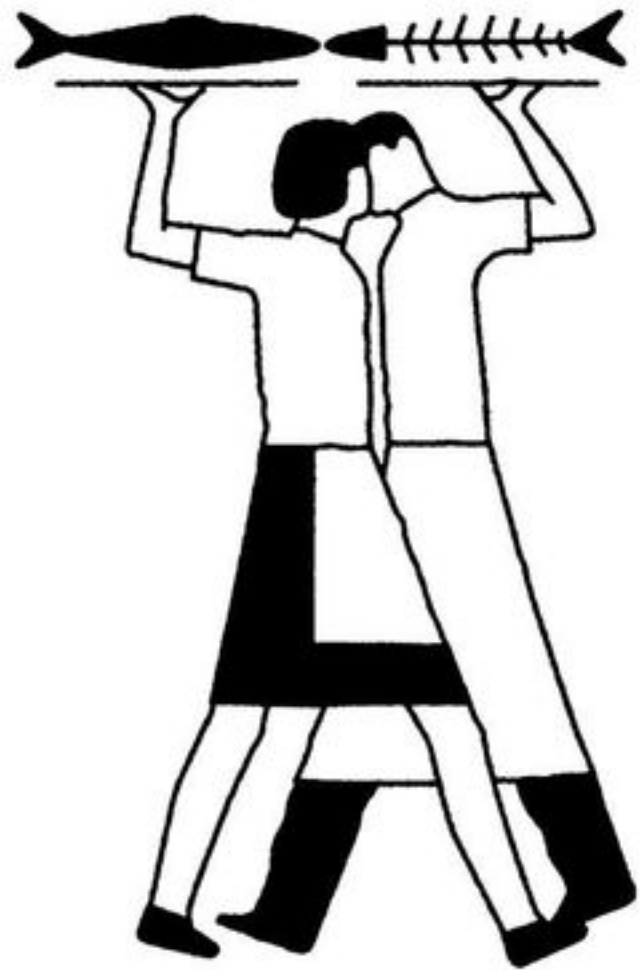
3500 Ft 12€
4000 Ft 14€

ILLUSTRATION

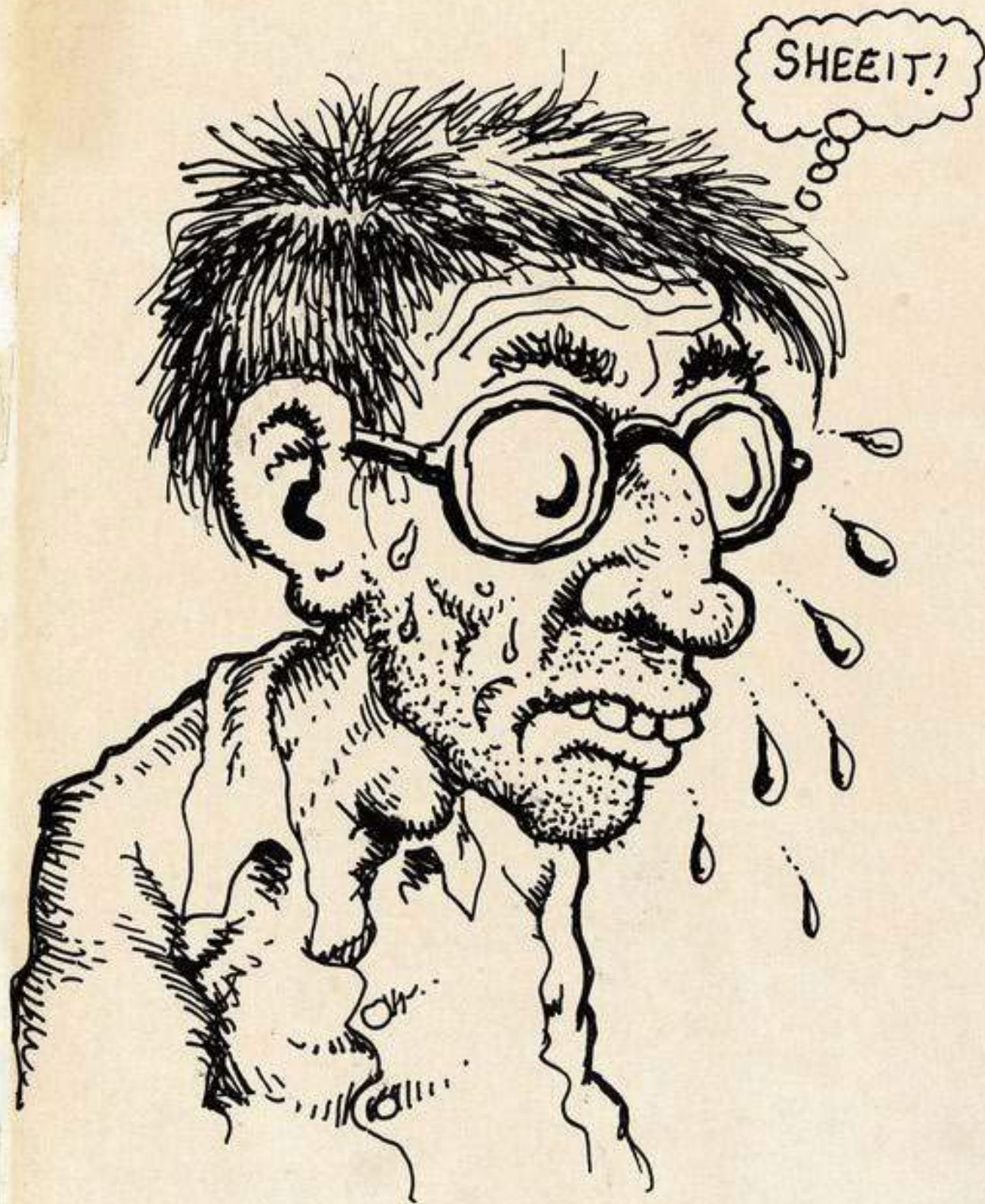


An illustration is a decoration, interpretation or visual explanation of a text, concept, idea or process.

It is designed for integration in printed media, such as posters, flyers, magazines, books, apparel, teaching materials, animations, video games, films...



© 2018 PABLO AMARGO FOR THE NEW YORKER



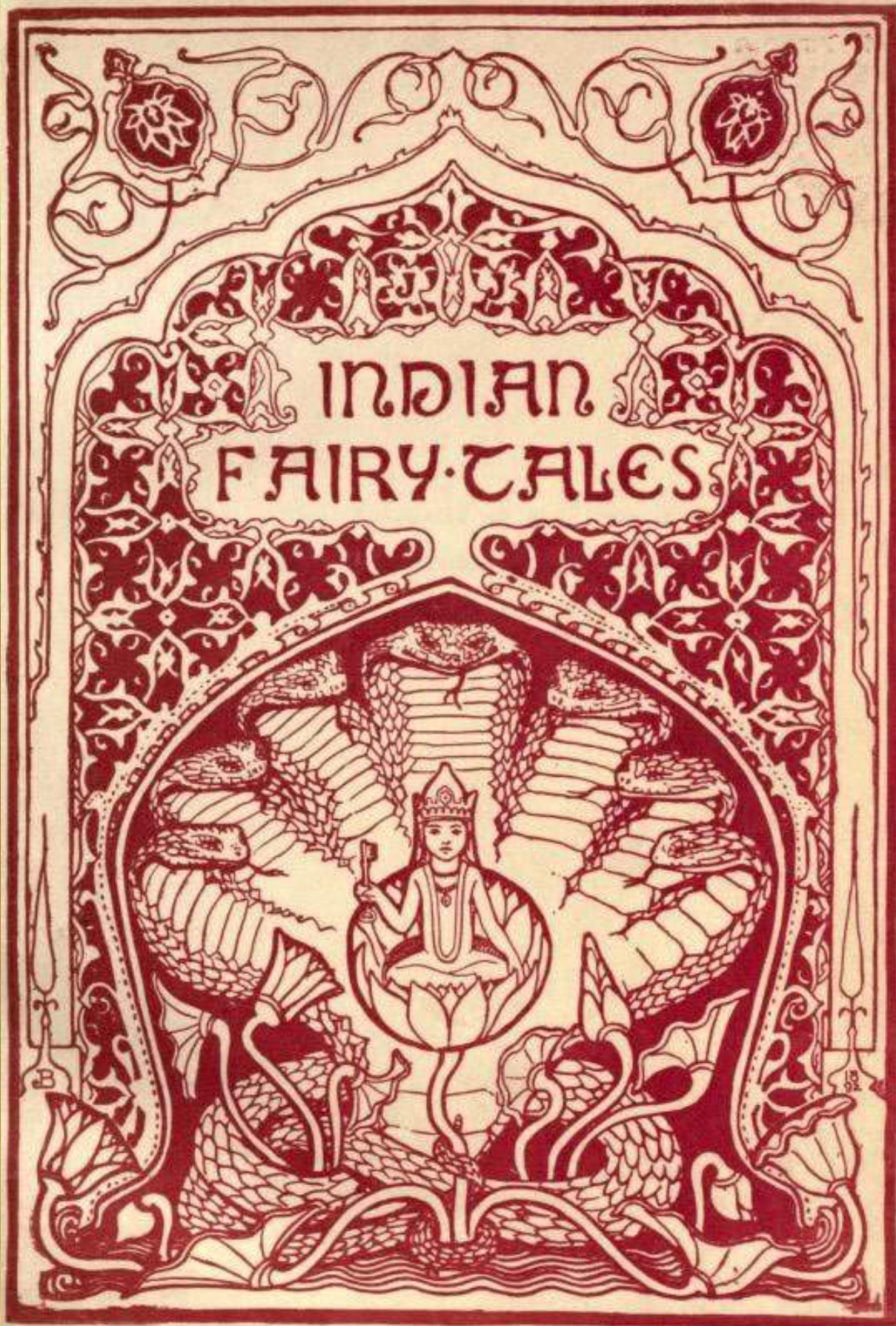
R. CRUMB
SELF PORTRAIT
'69



HUGO PRATT







Alexander Platz U8
2015.Aug.13-27
www.tanzfest.de

191 Bayern 2, 23.7.2015, KulturLab
04, 23.7.2015, 8 und Ausschlagplatten - der Wicker, 100 beste Plakate 14 in Nürnberg
Hamburger Zeitung, 22.7.2015, (für mit der Außenwerbung) - 100 beste Plakate in
Nürnberg (SAMT), 13.7.2015, 100 beste Plakate 14 / Das Jahrbuch

David Laipis, Juli-Auguste 2015, Art und
schöne Form (online), 26.8.2015, 100 beste
Plakate 14 (Der Tagesspiegel), 23.8.2015,
Hörbuch, Grafik und die Kultur des Design
19.8.2015, 100 beste Plakate 2014 mit
großen Online-Artikel veröffentlicht
Zeit online, 18.8.2015, Der unglaublich gute
Stil der Schwaben



T +43 2304 1293
F +43 3940 2394

77-83 Alexander Platz strasse

Where
Alexander Platz,
20141 Zwickau
18.11.2015 / 18.11
18.11.2015 / 18.11
to front of Alexander
platz would be opened
all day

Who
Alexander Platz,
20141 Zwickau
18.11.2015 / 18.11
18.11.2015 / 18.11
Es gibt sich vor dem
Anstandsplatz

Cost
A: 20 euro (drink,
water provided)
B: 15 euro (standing,
water provided)
C: 8 euro

Age
A: 20 euro (drink,
water provided)
B: 15 euro (standing,
water provided)
C: 8 euro

When
2015.08.05-14
12:00-24:00
All day night
* Every monday closed

Where
01.06-14.08.2015
12:00-24:00
* Jeden Montag
geschlossen

April
2018

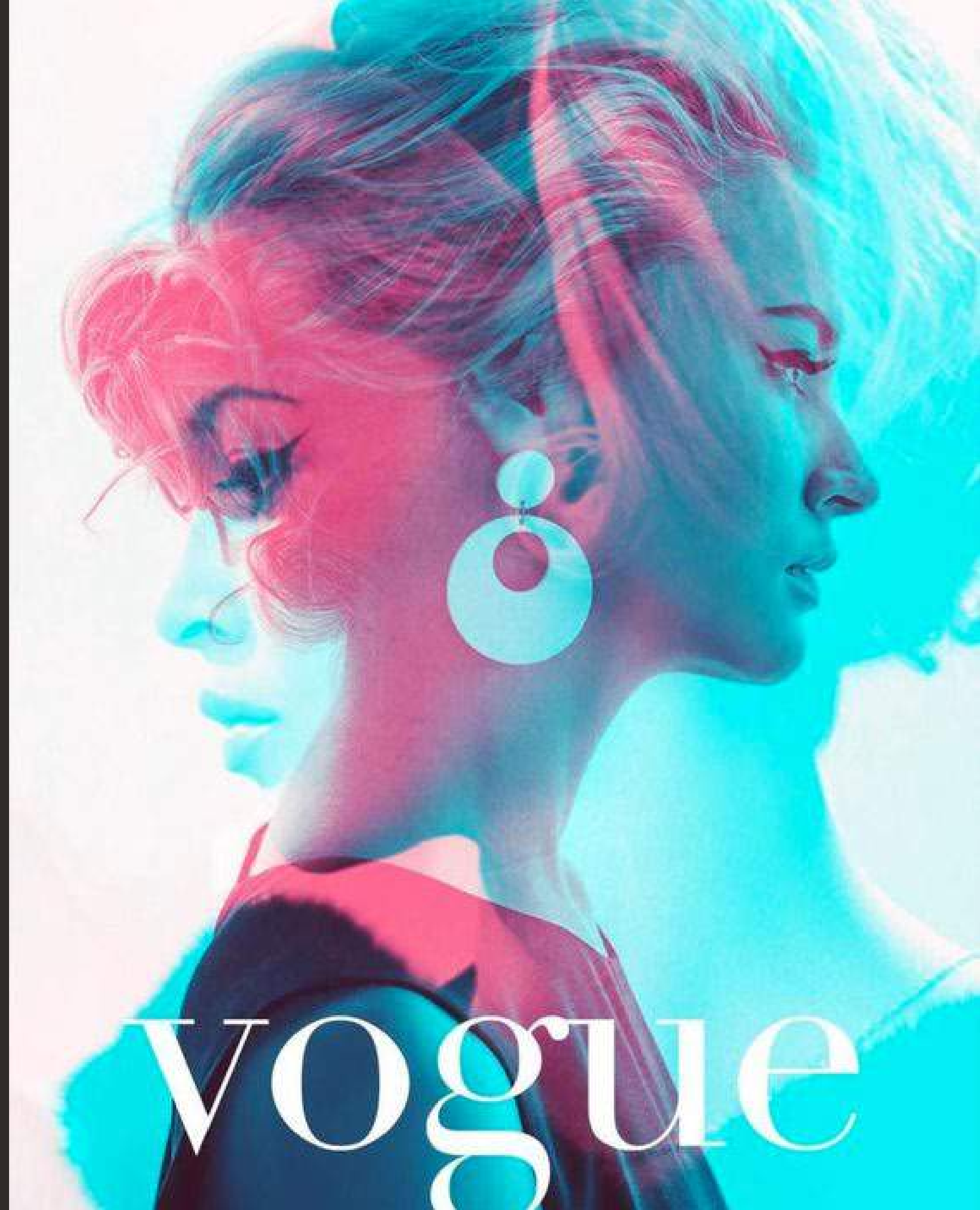
The SMUDGE

Volume 2
Issue 4





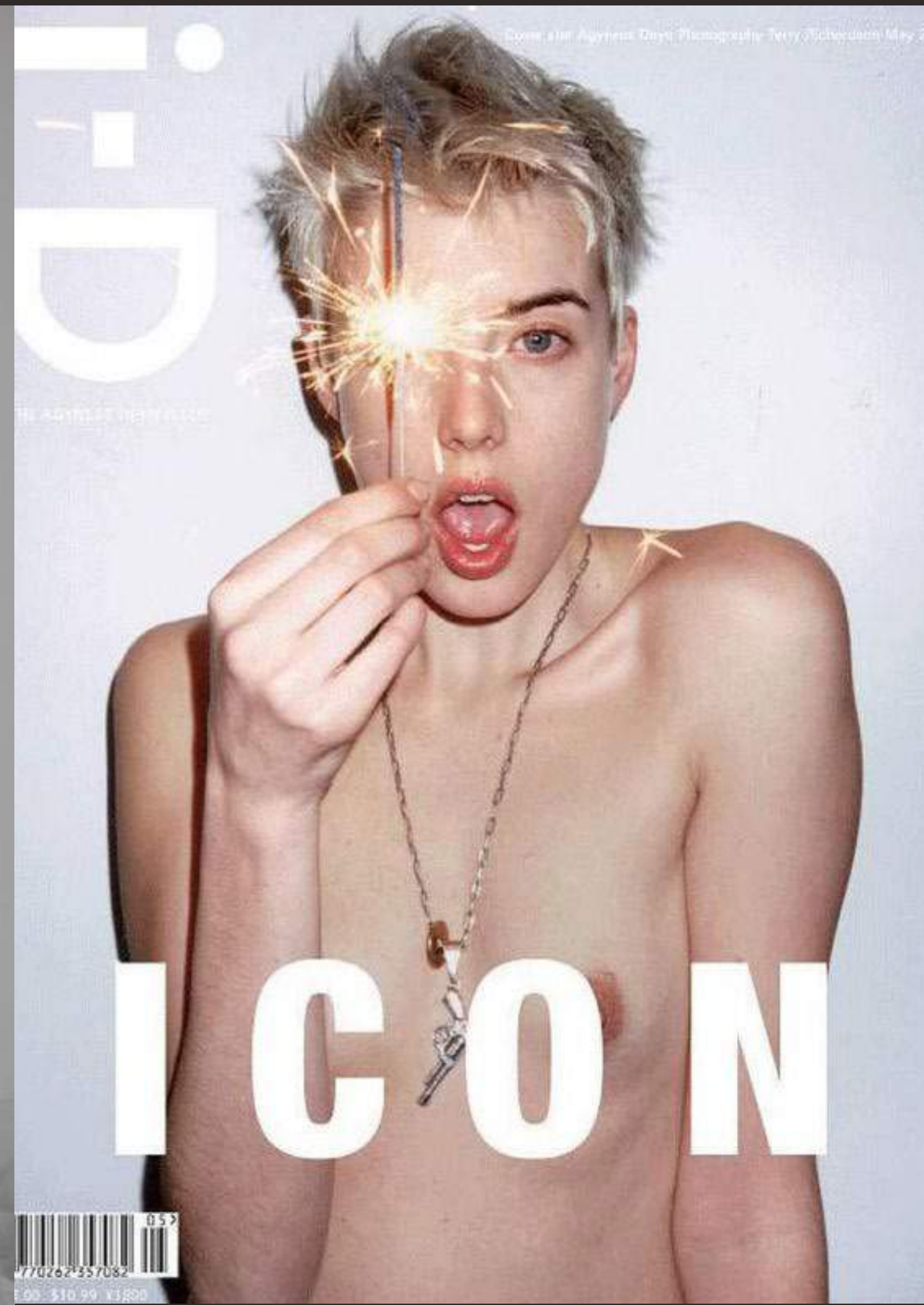
PHOTOGRAPHY



vogue

Bright colors or dark and raw. A photo reflects the identity of the sender. Not only what is on the picture, but also the style of photography tells the story.

Millions of images flash past us. By communicating consistently, the viewer will recognize the sender.





THE DOORS
 JIM MORRISON
 VOCALS AND LYRIC WORDS
 ROBBY KRIEGER
 GUITAR
 RAY MANZAREK
 KEYBOARDS
 JOHN DENSMORE
 DRUMS

AWAKE
 GHOST SONG
 DAWN'S HIGHWAY
 NEWBORN AWAKENING
TO COME OF AGE
 BLACK POLISHED CHROME
 LATINO CHROME
 ANGELS AND SAULDS
 STORM WARRIORS

THE POET'S DREAMS
 THE MOVE
 HORSES, INVOCATIONS
WORLD ON FIRE
 AMERICAN NIGHT
 WINDHOSE BLUES
 WINDS OF CHANGE
 DEMENT

THE HIGHWATER
AN AMERICAN PRAYER
 HOUR FOR MAGIC
 FREEDOM EXISTS
 A FEAST OF FRIENDS

SONA LYRICKS
 BABYSON TADING
 BIRD OF PREY
 THE GHOST SONG

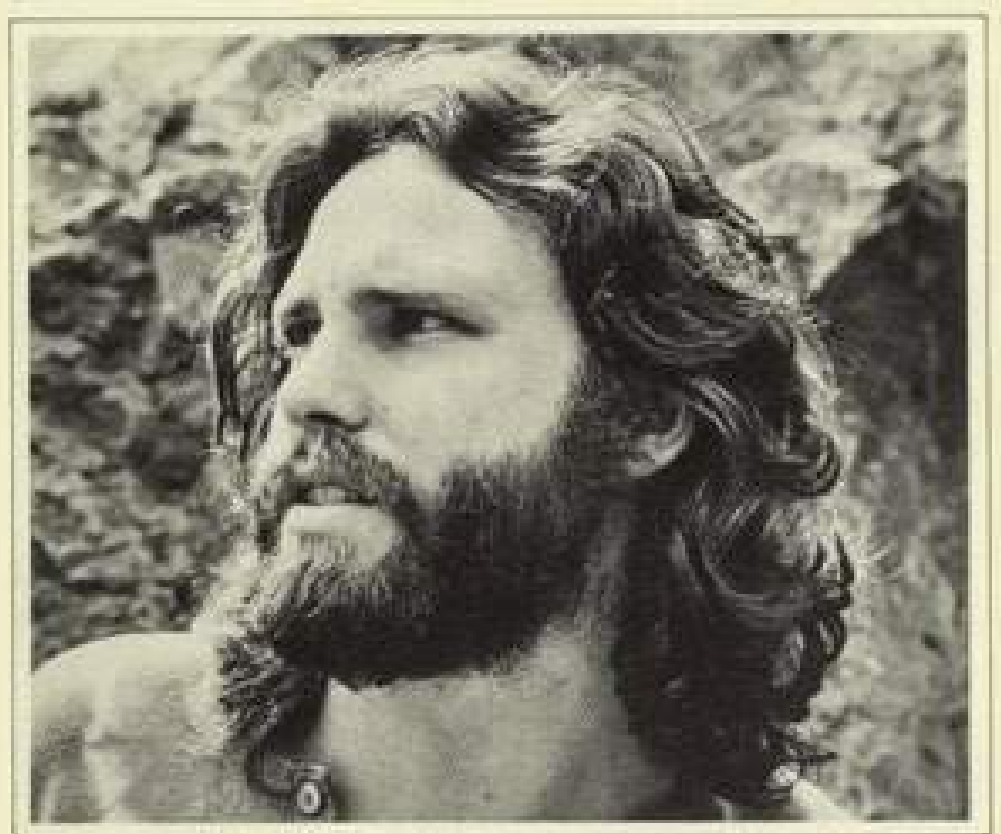
SONA LYRICKS & TERMS WRITTEN BY
 JIM MORRISON

PRODUCED AND ENGINEERED BY
 JOHN HAENY

PRODUCED AND DIRECTED BY
 JOHN DENSMORE
 ROBBY KRIEGER
 RAY MANZAREK
 WITH
 FRANK LISCIANDRO
 ASSISTANT ENGINEER
 PAUL BLACK

MASTERED BY
 PAUL A. ROTHCHILD &
 BRUCE GOTTARCK

AN AMERICAN PRAYER
JIM MORRISON
 MUSIC BY
THE DOORS



**IF I
 HAD A
 GUN I'D
 SHOOT
 A HOLE
 INTO
 THE
 SUN**

**NOEL GALLAGHER'S
 HIGH FLYING BIRDS**
 1ST JUNE

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RES POLIS

Centar za omladinski
i društveni razvoj

CREDITS

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