

GRAFICKÝ DIZAJN

ČASŤ 2

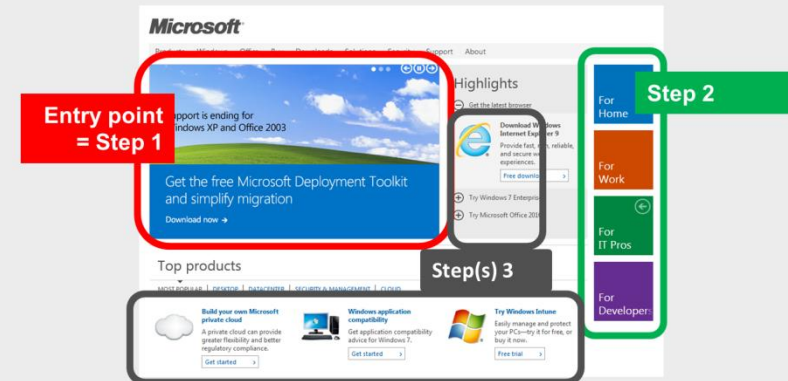
UŽ VIEME, ŽE:

VIZUÁL SA BUDUJE
Z FARIEB, OBRAZU,
SYMBOLOV, PÍSMÁ

ÚLOHOU JE
PRITIAHNUŤ POZORNOSŤ
A VIESŤ POZORNOSŤ

VIZUÁL MÁ LAYOUT, ŠTÝL A OBSAH

TEXT TEXT



MOTIVÁCIA V GRAFICKOM DIZAJNE

DIZAJN MÁ SLÚŽIŤ. BEZ CIEĽA NIE JE DIZAJN

Napríklad:

PROPAGOVAŤ, VYSVETLIŤ, → SPRÁVA

DIZAJN VYPLÝVA Z NEJAKEJ POTREBY
A JEHO ÚLOHOU JE NAPLNIŤ TÚ POTREBU

Preto:

MOTIVÁCIA, CIELE, SPRÁVA
MUSIA BYŤ JASNÉ UŽ V ZAČIATKU

CIELE GRAFICKÉHO DIZAJNU

NAPRÍKLAD:

Uviest' na trh niečo nové

Podporiť predaj niečoho existujúceho

Budovať povedomie o značke

Vzdelávať

KTO JE CIEĽOVÁ SKUPINA?

Čo pre ňu platí, čo je špecifické? Čo majú spoločné?

Vek, pohlavie, platy, záujmy, ...

TREBA SI UJASNIŤ

ČO SI OD VIZUÁLU SĽUBUJETE

Napr. Zvýšenie predaja vyrábaných áut.

ČO JE PREDMETOM A ČO JE SPRÁVOU

Napr. Naše autá teraz jazdia na vodu.

KTO JE VÁŠ DIVÁK

Napr. Muži medzi 30-50, dobre zarábajúci

ČÍM SA BUDE KOMUNIKOVAŤ

Napr. Billboardy, časopisová reklama, trička

PRÍKLADY

LUXUS A VEL'KOST'



ELEGANCIA A NADRADENOST'



EVEN CARS
NEED A HERO.

THE NEW
S-Class
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The people who design and build automobiles also need something to look up to. To aspire to. And for over 50 years, the Mercedes-Benz S-Class has been that icon. A showcase of the very latest in design, technology, performance and safety. Everything an automobile can be. The 2007 S-Class. See it at your local authorized Mercedes-Benz dealer. **S-Class. Unlike any other.**



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1/2 Truth:

Behind every status symbol and luxury badge is a good product.

Full Truth:

Good is the enemy of great.



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RÝCHLOST



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(AND TOMORROW'S).

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And you'll find it also delivers something else. Superb value.

LEXUS HYBRID DRIVE  LEXUS
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www.lexus.co.uk

ŠETRENIE MIESTA, FINANCIÍ, ZEME



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CAN.



ČO SÚ SÚČASTI JAZYKA NA KOMUNIKÁCIU?

FARBY

PRIESTOR (ODSTUPY, OREZY...)

ŠTÝL (ZLOŽITÝ, JEDNODUCHÝ,...)

TVARY (OBLÉ, OSTRÉ, ...)

OBRÁZKY (FOTOGRAFIE)

VYVÁŽENIE (BALANS, DRÁMA)

KOMPOZÍCIA, LAYOUT

Ale napríklad aj kvalita média:

Typ papiera, tlače, lakovania...



VIZUÁLNY ŠTÝL SA ŤAŽKO OPISUJE

LAYOUT
ŠTÝL

... WIREFRAME
... MOODBOARD

PRÁCA SA FARBAMI
TYP OBRÁZKOV
ODPOVEDE NA OTÁZKY:

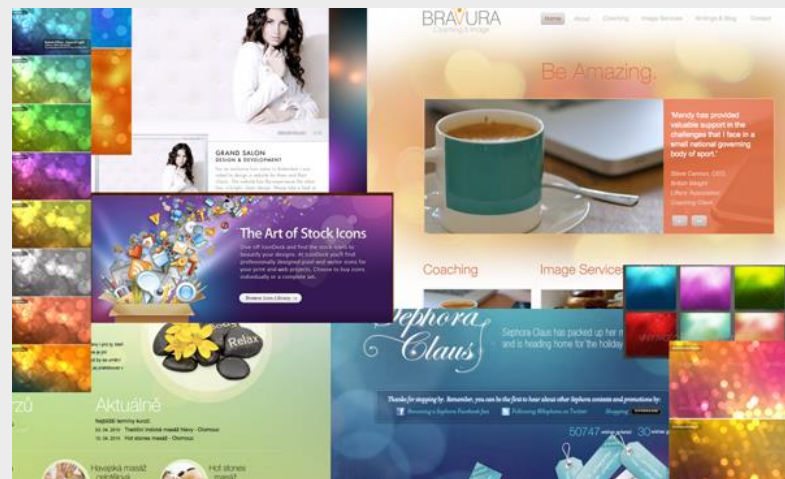
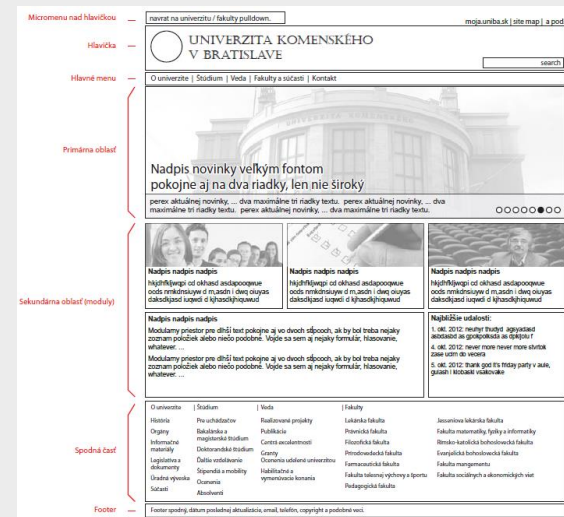
Jednoduché / zložité ?

Ostré / oblé ?

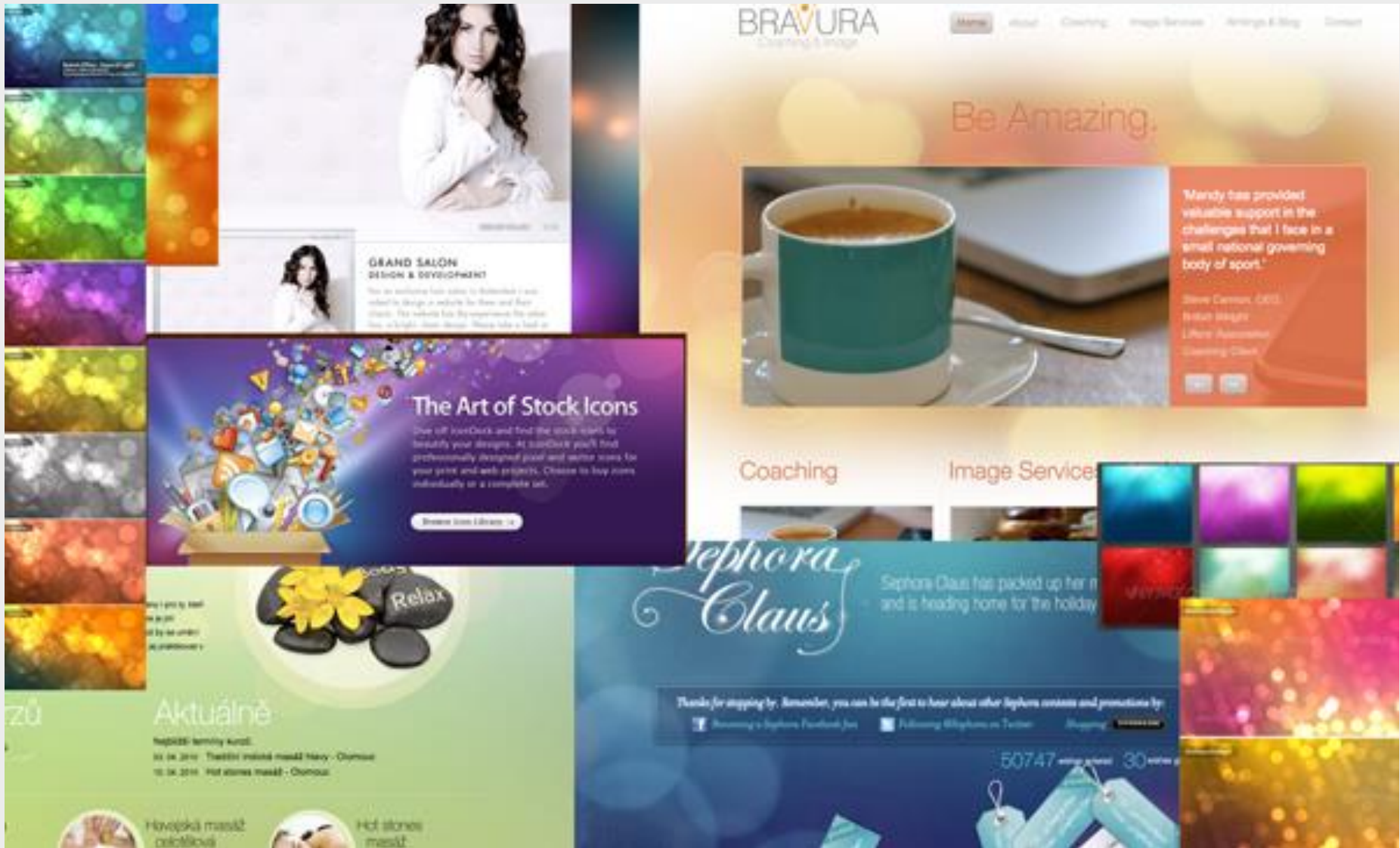
Divoké / hravé / pokojné ?

Mužské / ženské / detské ?

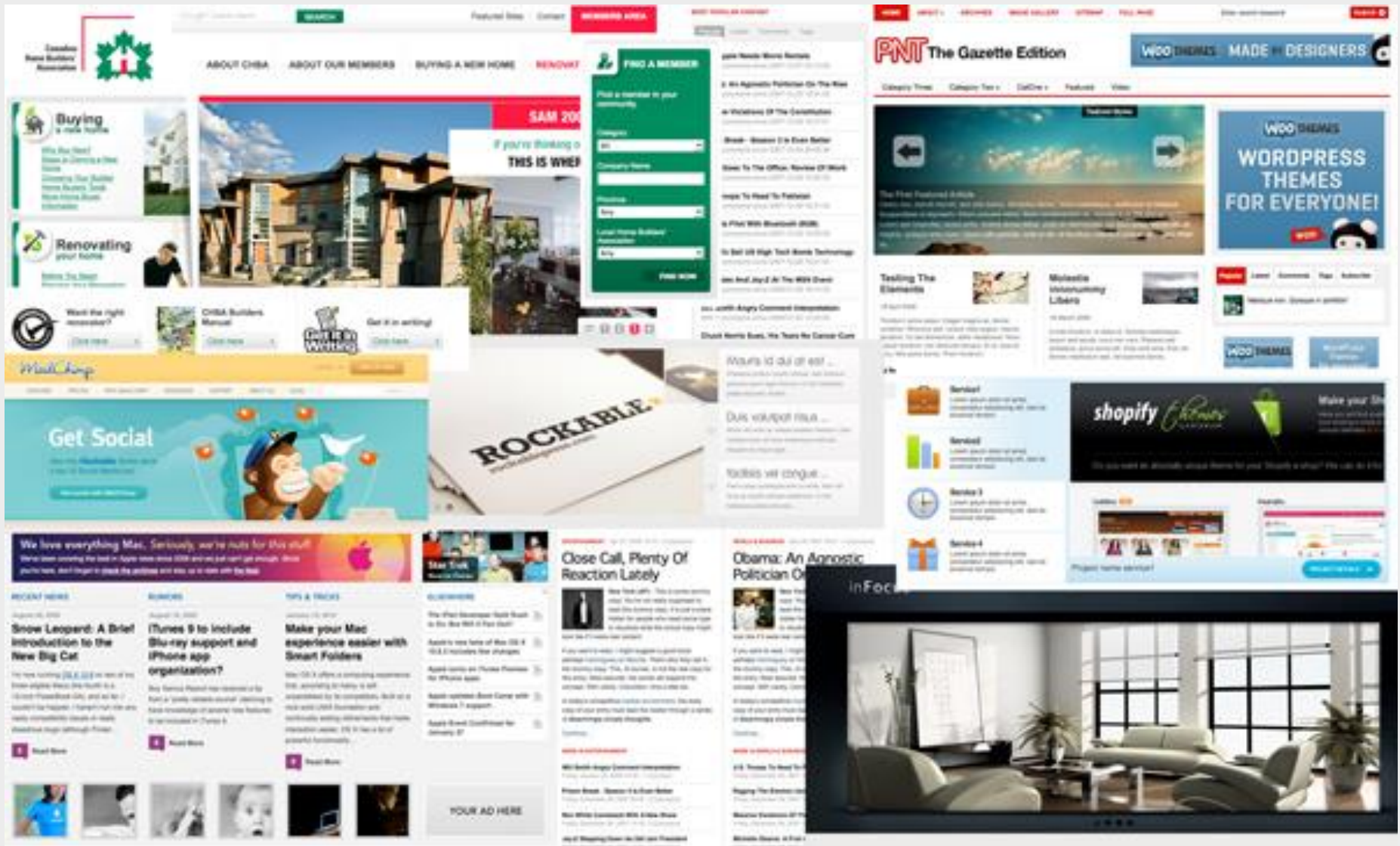
... / ... / ...



PRÍKLADY MOODBOARDOV



PRÍKLADY MOODBOARDOV



PRÍKLADY MOODBOARDOV



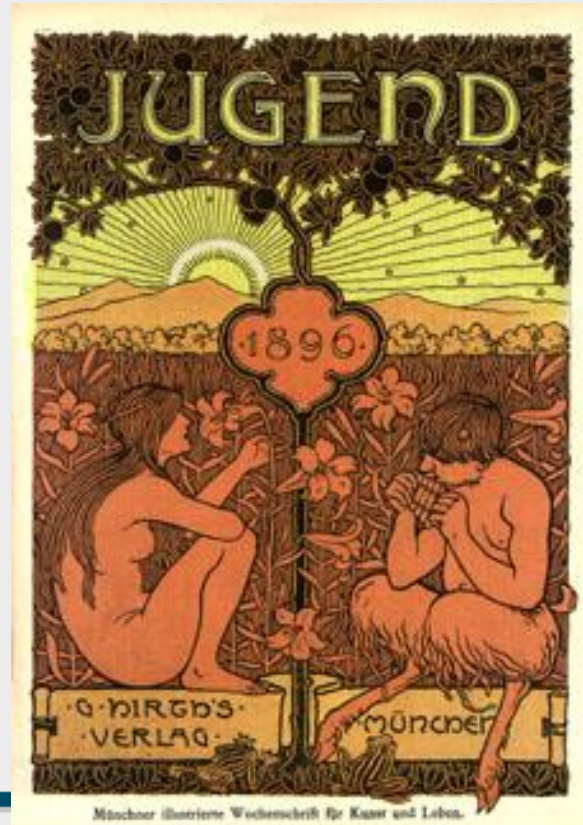
PRÍKLADY MOODBOARDOV



**PRIEREZ
VIZUÁLNÝMI
ŠTÝLMÍ
MINULOSTI**

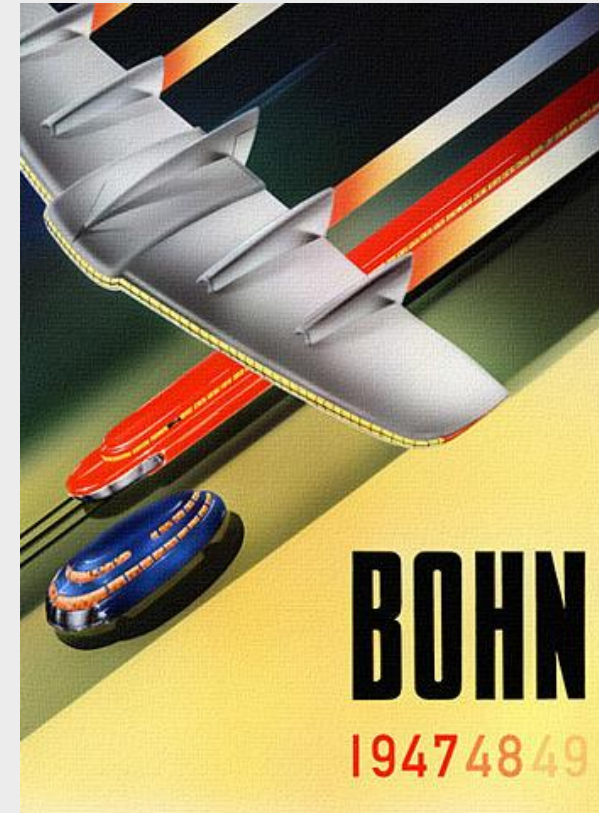
ART NOUVEAU (SECESIA, JUGENDSTIL)

PRVÉ MASOVÉ VYUŽITIE GRAFIKY NA
OBCHODNÉ ÚČELY
(1890 - 1914)



MODERNIZMUS

1920-1940'S
BAUHAUS, KUBIZMUS, ART DECO



ŠVAJČIARSKÝ ŠTÝL

1950'S

VYUŽITIE PÍSMO AKO DIZAJNOVÉHO NÁSTROJA

DODNES PLATNÉ PRINCÍPY

Čitateľnosť textu

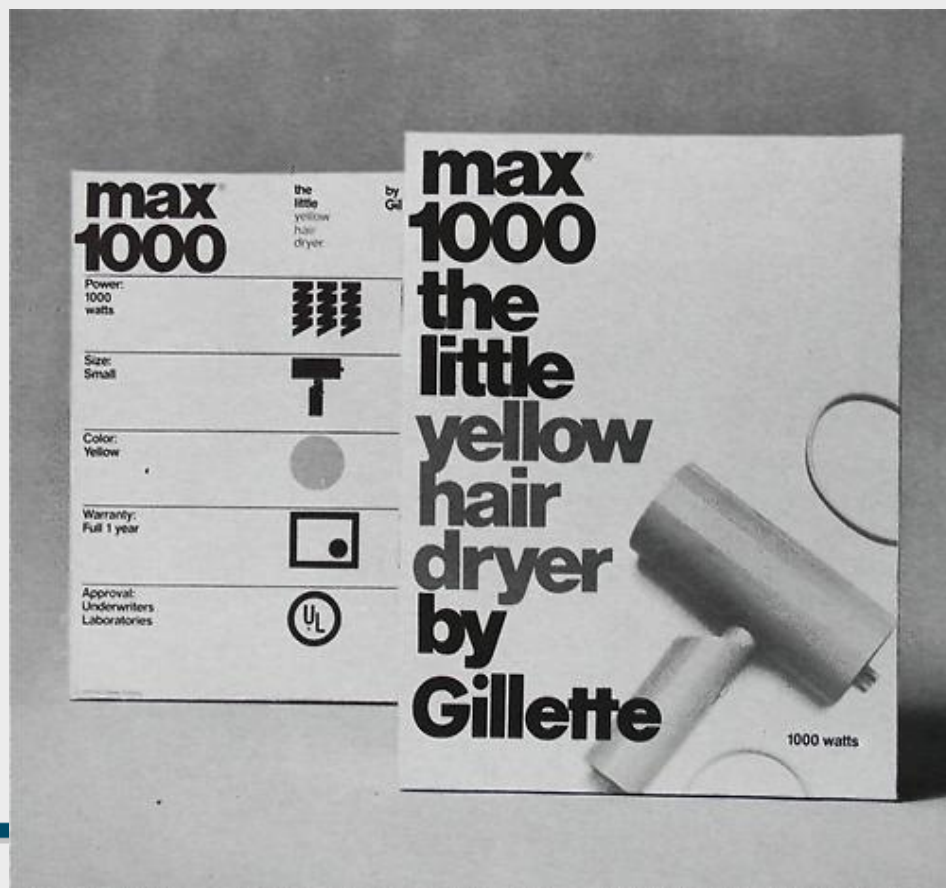
Čistota dizajnu a kompozície (layoutu)

Práca s prázdny priestorom, menej je viac

Fotografia ako výrazový prostriedok

ŠVAJČIARSKÝ ŠTÝL

VEĽKOSŤ PÍSMO DEFINUJE HIERARCHIU
ZAROVNANIA DEFINUJÚ OSI

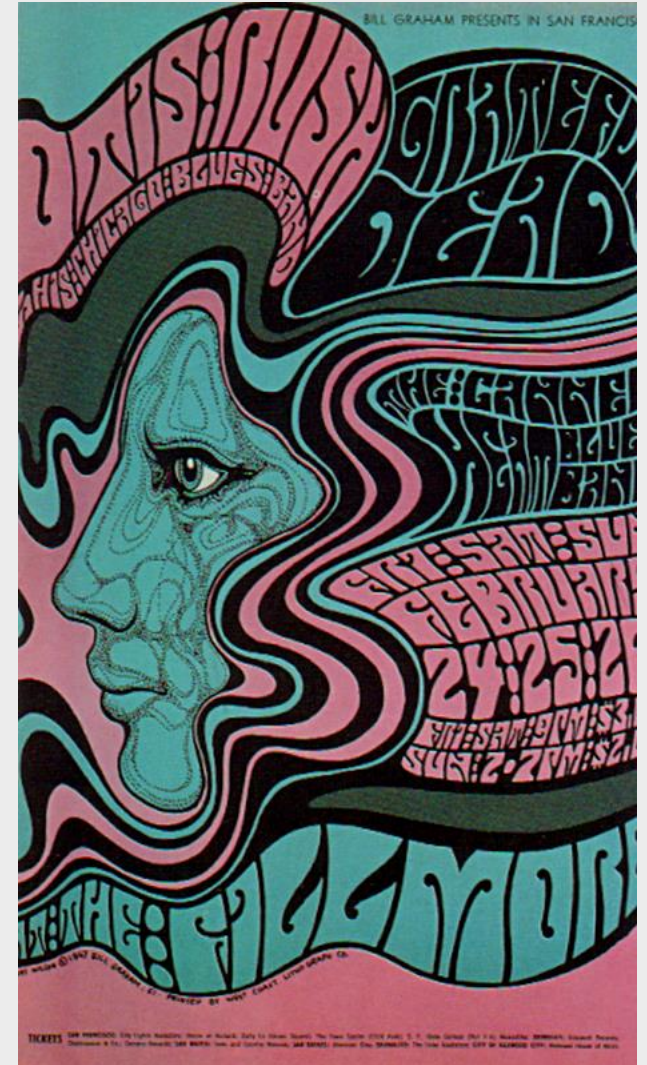


ŠVAJČIARSKÝ ŠTÝL

OBJEKTY V MRIEŽKE
A V PRAVÝCH UHLOCH
FOTOGRAFIA
DNES STÁLE POPULÁRNY



60'S ZEITGEIST – PSYCHEDELIKA



70'S ZEITGEIST – DISCO

Your choice of 3 Datsuns that get 39 mpg!



4-Door Sedan



2-Door Sedan



B-210 Hatchback

E.P.A. mileage tests of new '75 cars sold in the U.S. list the Datsun B-210s at an impressive 39 mpg on the highway, 27 mpg in town.

But great gas mileage is just one of Datsun's many economies! The B-210 price includes all these standard features:

■ 1400cc high cam engine ■ Power-assist front disc brakes ■ Fully reclining bucket seats ■ Tinted glass ■ Full

carpeting ■ Vinyl interior and trim ■ Electric rear window defogger ■ Trip odometer ■ Whitewalls ■ Wheel covers and more!

The B-210 comes in three body styles — Hatchback, 2- and 4-Door Sedans — a choice not available in all economy cars.

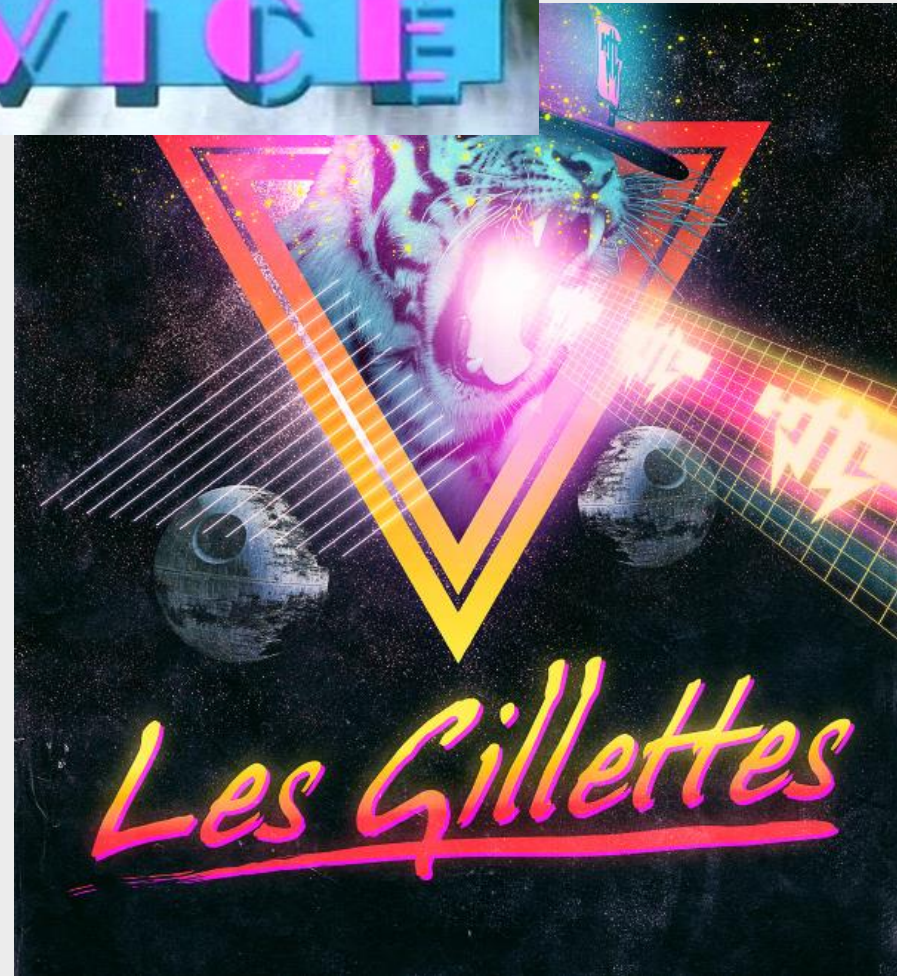
The Datsun B-210. The most economical of all thrifty Datsuns! Test-drive one today.

Datsun Saves.

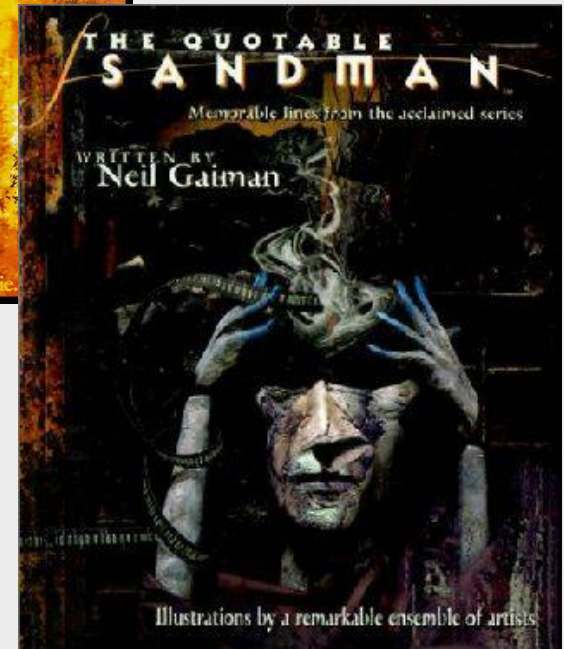
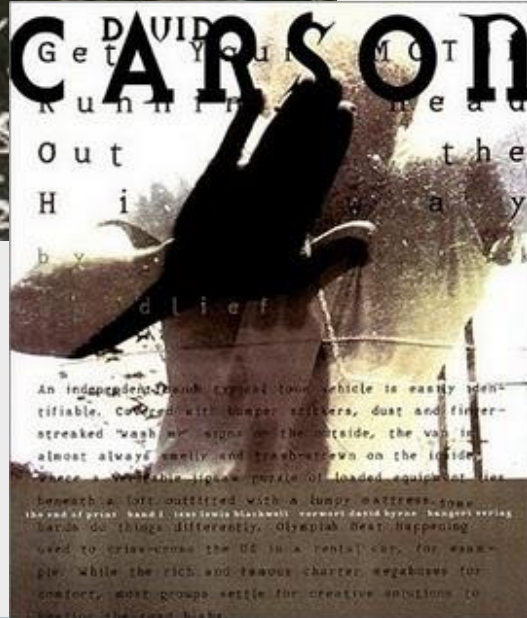
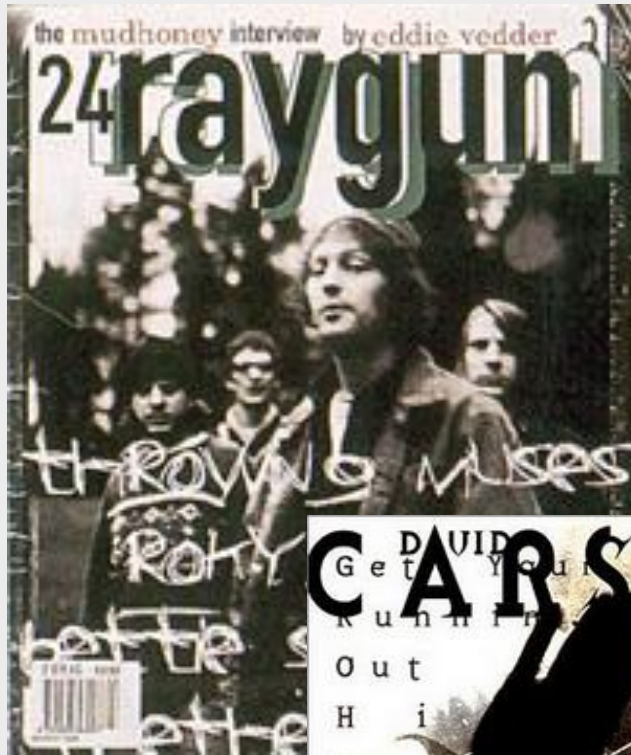
SEE YOUR NEARBY DATSUN DEALER... HE'S LISTED IN THE YELLOW PAGES.



80'S ZEITGEIST – POP



90'S ZEITGEIST – GRUNGE



00'S ZEITGEIST – URBAN, HIP HOP, FLORAL



00'S IN TECHNOLOGY

ODLESKY, AQUA ŠTÝL "WEB 2.0"



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GO BEYOND



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NAČO JE NÁM RETRO?

ODLÍŠENIE SA OD DAVU

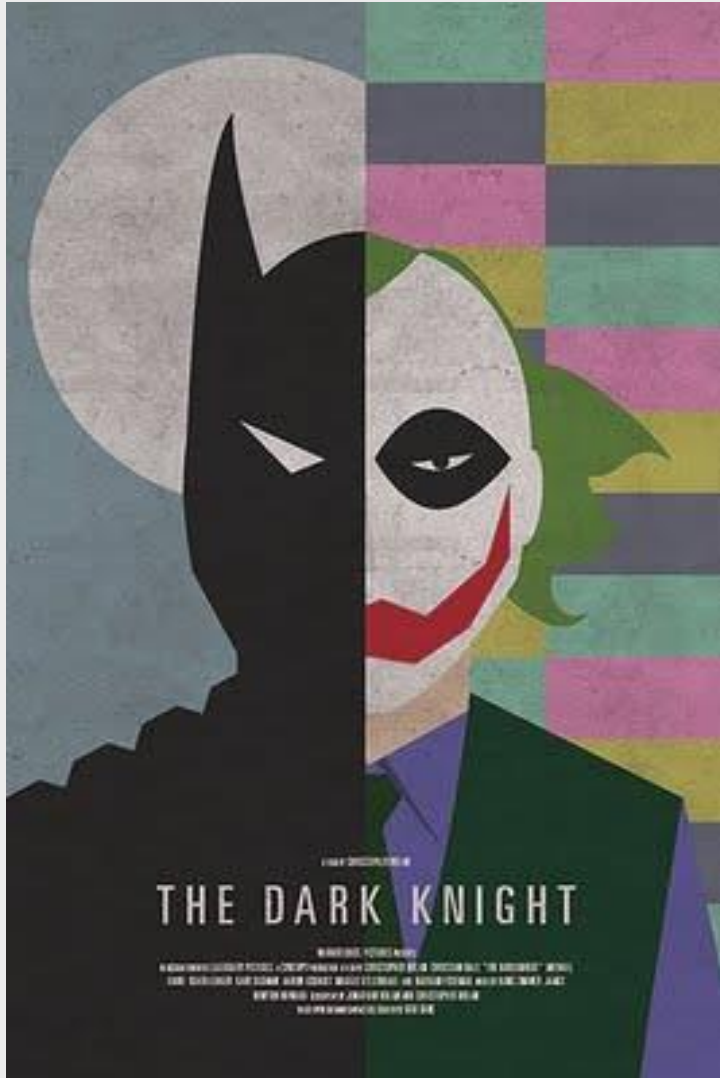
REFERENCIE NA
(POP) KULTÚRU
ALEBO MINULOSŤ

(ZNOVU)OBJAVENIE
NOVÝCH ŠTÝLOV

Vykrádanie hrobov



RETRO DESIGN

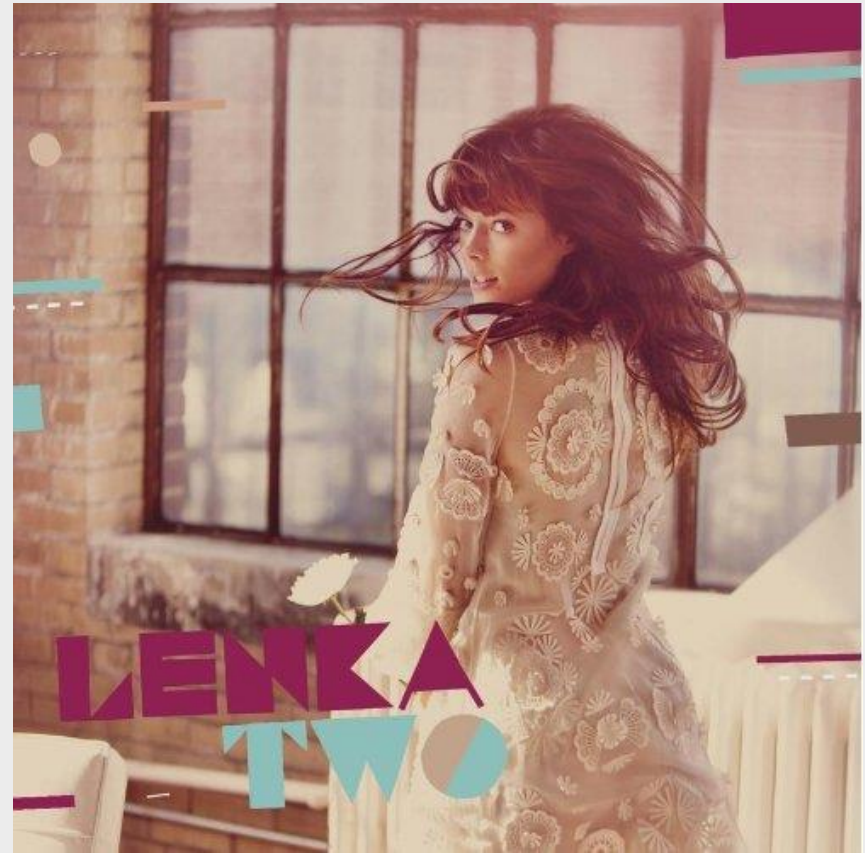


RETRO DESIGN

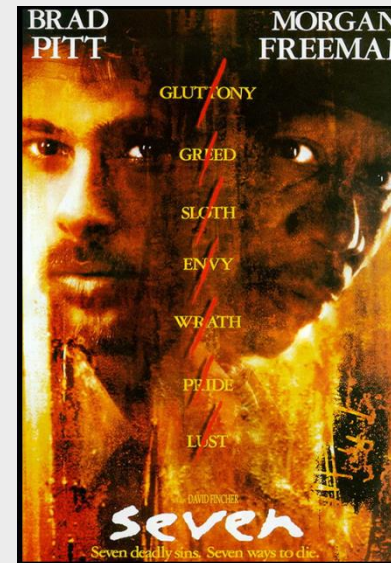
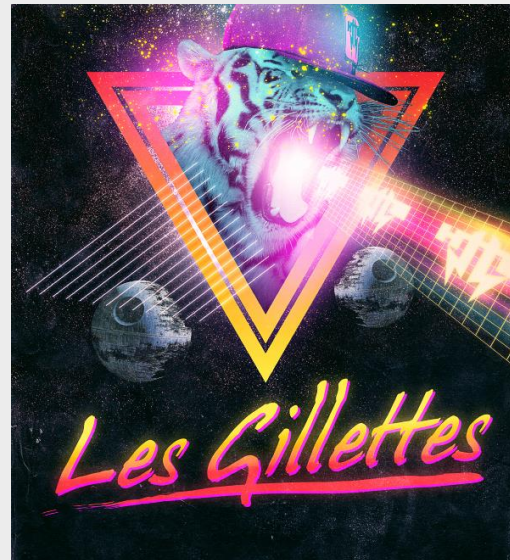
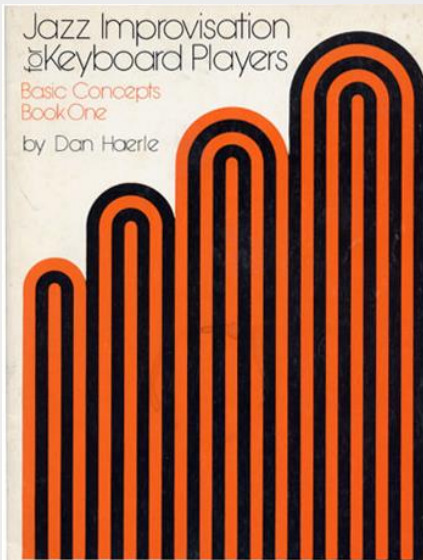


RETRO DIZAJN CEZ TECHNOLOGIU

NAPODOBOVANIE ZASTARALEJ TECHNOLOGIE
POLAROID, BLEDNUTIE TLAČE ...



A AKÝ JE GRAFICKÝ DUCH DNEŠNEJ DOBY?



10'S ZEITGEIST – FLAT DESIGN

GOOGLE
MICROSOFT
APPLE

ANDROID
METRO
IOS



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Zeon WiFi XT

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More features, more value, more control. Unlimited High Use ON. Includes new device upgrade.

Fast Internet
More features, more value, more control. Unlimited High Use ON. Includes new device upgrade.

No Contracts
More features, more value, more control. Unlimited High Use ON. Includes new device upgrade.

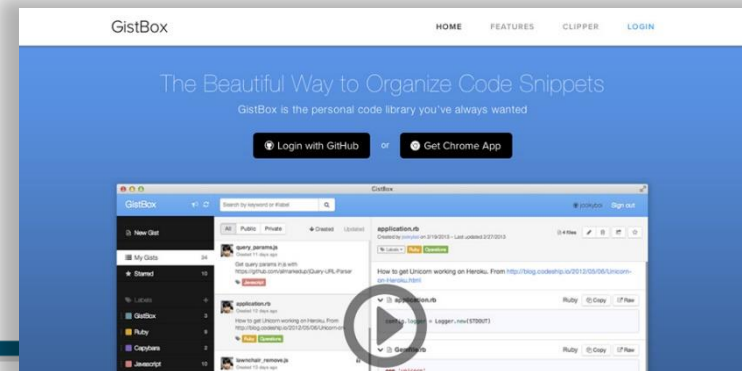
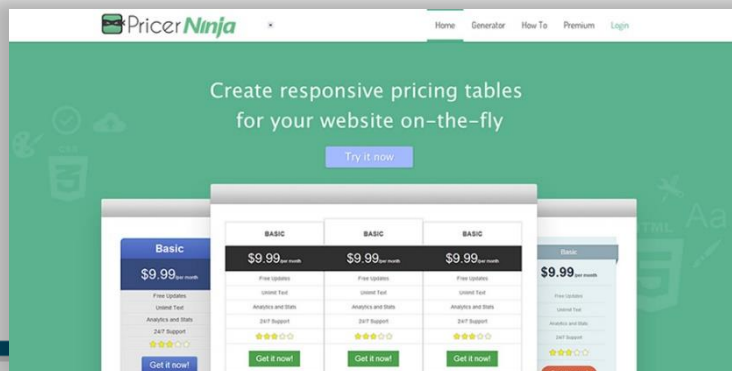
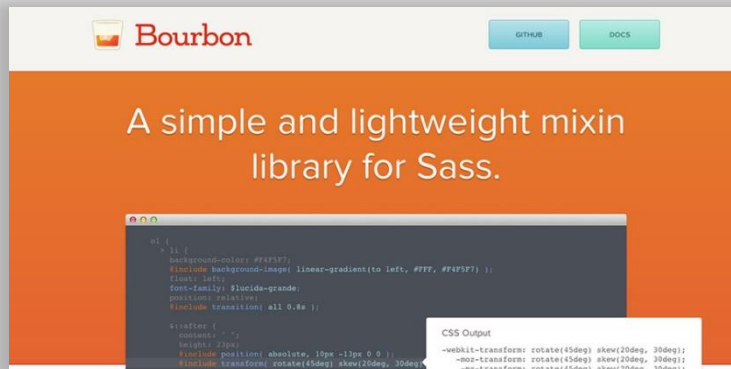
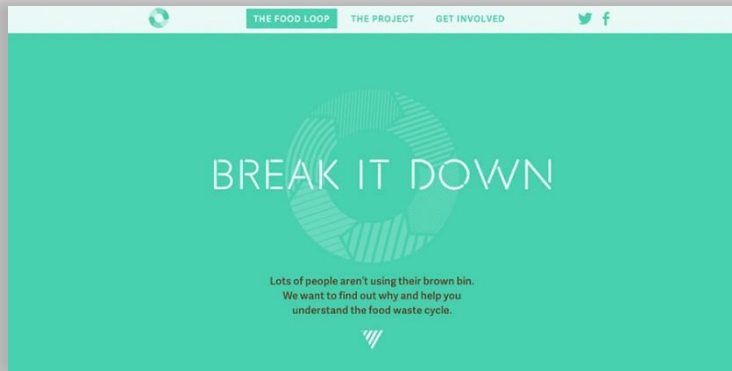
About Us

Introducing the Zeon WiFi XT. The only flat phone. Available in black, white, and red. The only flat phone. Available in black, white, and red. The only flat phone. Available in black, white, and red.

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- www.teammobile.com
- 1000 17th Street, Suite 1000, San Francisco, CA 94103

DIZAJNÉRSKA EPIDÉMIA



VYUŽITIE GRAFICKÉHO ŠTÝLU



drink
smart

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• JUN 65 •

YOUR MOM WASN'T YOUR DAD'S FIRST

He went out. He got two numbers in the same night. He drank cocktails. But they were whisky cocktails. Made with Canadian Club®. Served in a rocks glass. They tasted good. They were effortless.

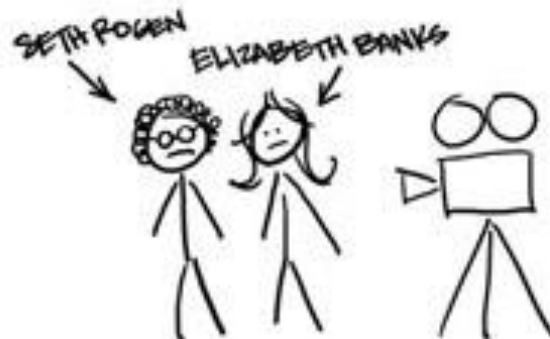
DAMN RIGHT YOUR DAD DRANK IT



Canadian Club.



Seth Rogen &
Elizabeth Banks
made a movie
so titillating that
we can only
show you this
drawing.



Zack and Miri
make a porno

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coming soon

8 STRANGERS
8 POINTS OF VIEW
1 TRUTH

DENNIS
QUAID
MATTHEW
FOX
FOREST
WHITAKER
WITH SIGOURNEY
WEAVER
AND WILLIAM
HURT

VANTAGE POINT

THE FILM IS A STORY OF
A MAN WHO IS THE ONLY
ONE WHO CAN SAVE THE
WORLD AND THE ONLY
ONE WHO CAN SAVE
HIMSELF. THE FILM IS
A STORY OF A MAN WHO
IS THE ONLY ONE WHO
CAN SAVE THE WORLD
AND THE ONLY ONE WHO
CAN SAVE HIMSELF.

COMING SOON

**RUSSELL
CROWE**

CHRISTIAN
BALE

3:10
= + 
YUMA

TIME WAITS FOR
ONE MAN

FROM THE DIRECTOR OF WALK THE LINE

SEPTEMBER 7

LIONSGATE

NOT EVERY ANGEL IS A ...



DELIVERING JUSTICE ONE SHELL AT A TIME

MAGNET PUBLISHING ALLIANCE FILMS WITH THE CO-OP TELEFILM CANADA A FILM NORTH SCOTIA HUMOROUS MEDIA WITH THE CO-OP WHITING FILMS WITH THE CO-OP YER DEAD &
RUTHER HALLER GREGORY SMITH MOLLY DUNSWORTH BRIAN DOWNEY WITH THE CO-OP NICK BATMAN "TWO WITH A SHOTGUN" WITH THE CO-OP VAMIR RUSSIAN WITH THE CO-OP EMMEN DICKSON
SARAH DUNSWORTH WITH THE CO-OP DEBORAH OWEN WITH THE CO-OP SHEILA LANE WITH THE CO-OP JULIE LAWRENCE WITH THE CO-OP DANIEL HOLBERT WITH THE CO-OP ADAM T. BUCKLE WITH THE CO-OP RUSS HOWARD II WITH THE CO-OP THE ASSAULT ON GRENADA
WITH THE CO-OP ANDREA PATTERSON WITH THE CO-OP AMER LASH WITH THE CO-OP VICTOR LOWMY WITH THE CO-OP PIP CUTLER WITH THE CO-OP NICK FARMAN WITH THE CO-OP FRANK STRICK WITH THE CO-OP JOHN DAVIS WITH THE CO-OP DEBORAH OWEN WITH THE CO-OP LISA EISENBERG WITH THE CO-OP

1807

1

ZAC EFRON MILES TELLER MICHAEL B. JORDAN

THAT AWKWARD MOMENT

WHEN YOU REALIZE **GETTING SOME**
MEANS **WANTING MORE**



FOCUS FEATURES PRESENTS A FREEBEE PICTURES PRODUCTION IN ASSOCIATION WITH AVERA SAND FILMS AND WHAT IF IT TAKES FILMS AND MOLLUSK RUNNIN' WILD PRODUCTIONS A FILM BY TOM GORMAN. ZAC EFRON "THAT AWKWARD MOMENT" MILES TELLER MICHAEL B. JORDAN IMOGEN POOTS MACKENZIE DAVIS JESSICA LUKAS "WHY DID YOU?" DAVID TOWN "LADY KATZ" BRIAN JARVIS "ANNA RINGMANN" "SHAWN PAPPE" AND GREG TILLMAN "PROFESSOR FRANK TORRANO" "SUSAN SHIPPLAARD" JESSICA BRANDON TRISTE "RAY MARSHALL" AND ANDREW FERGUSON "MARIO GARGO" ZAC EFRON JASON BARRETT MICHAEL SHAM "JOHN FERGUSON" LIA QUINN "PETER SCHLESSEL" "JUSTIN HAPPY" ANDREW O'DONNAN SCOTT RIVERSAND KEVIN TUBEN "DIRECTED BY TOM GORMAN" **JustGetHorizontal.com** **JAN 31** **FOCUS** **FEATURING** **A COLLECTION OF AWKWARD FILMS**



Zac
Efron

Imogen
Poots

Are We Officially Dating?

THE LUNAR PICTURES PRESENTS A FREEBEE PICTURES PRODUCTION IN ASSOCIATION WITH AVERA SAND FILMS AND WHAT IF IT TAKES FILMS AND MOLLUSK RUNNIN' WILD PRODUCTIONS A FILM BY TOM GORMAN. ZAC EFRON "ARE WE OFFICIALLY DATING?" MILES TELLER MICHAEL B. JORDAN IMOGEN POOTS MACKENZIE DAVIS JESSICA LUKAS "WHY DID YOU?" DAVID TOWN "LADY KATZ" BRIAN JARVIS "ANNA RINGMANN" "SHAWN PAPPE" AND GREG TILLMAN "PROFESSOR FRANK TORRANO" "SUSAN SHIPPLAARD" JESSICA BRANDON TRISTE "RAY MARSHALL" AND ANDREW FERGUSON "MARIO GARGO" ZAC EFRON JASON BARRETT MICHAEL SHAM "JOHN FERGUSON" LIA QUINN "PETER SCHLESSEL" "JUSTIN HAPPY" ANDREW O'DONNAN SCOTT RIVERSAND KEVIN TUBEN "DIRECTED BY TOM GORMAN" **Check the Classification** **Coming Soon** **FOCUS** **FEATURING** **A COLLECTION OF AWKWARD FILMS**

