# GRAFICKÝ DIZAJN

ČASŤ 3: PÍSMO

# KDE SA POUŽÍVA PÍSMO

**NADPISY** 

TEXT V ODSTAVOCH

LOGO

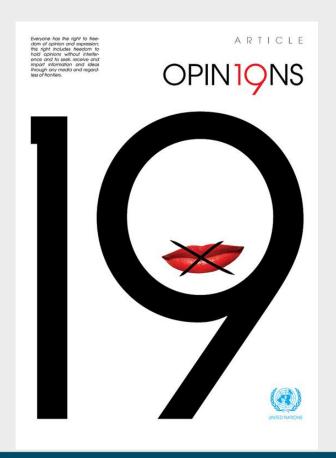
**DEKORÁCIA** 

+ ICH KOMBINÁCIE



# PÍSMO AKO SYMBOL

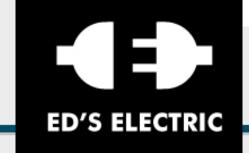
# PÍSMO TIEŽ TVORIA ČIARY, BODY, TVARY PRETO SA DÁ VYUŽIŤ AKO GRAFICKÝ SYMBOL







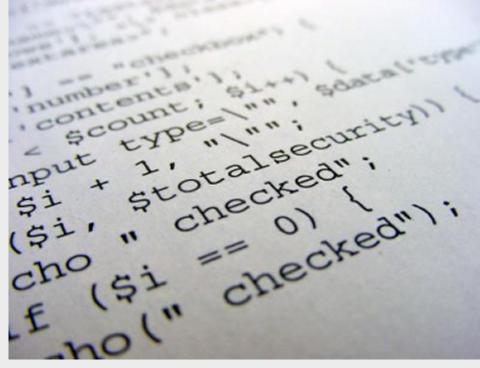




# PÍSMO AKO ILUSTRÁCIA

- NEJDE O VÝZNAM NAPÍSANÉHO TEXTU
- VYTVÁRA ASOCIÁCIU S TÉMOU, SPRÁVOU



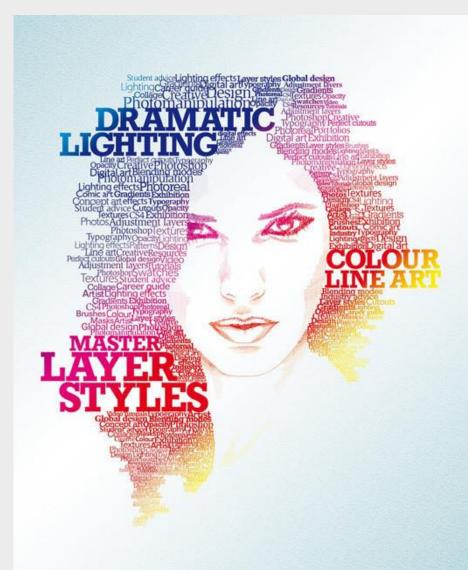


# PÍSMO AKO DIZAJNÉRSKY PRVOK





# A AKO KONŠTRUKČNÝ PRVOK





# VIZUÁLNA HIERARCHIA PÍSMOM

# **ÚROVNE PROMINENCIE V TEXTE**

NADPIS PODNADPIS PEREX TEXT

# 3 days of Art and Music.

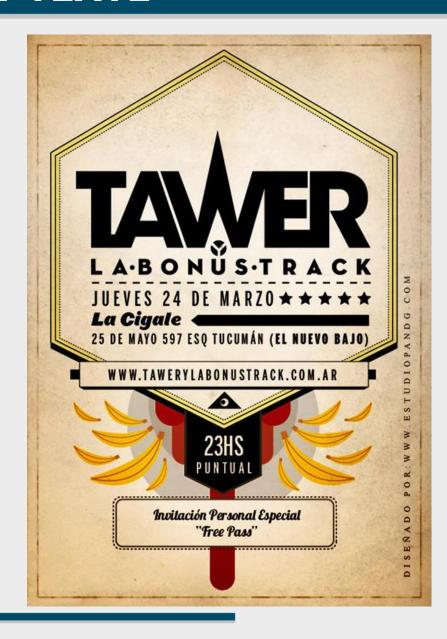
Book your tickets, Spread the word, invite friends.

JAZZ AND BLUES 21,22, 23th of October 09.

Contact: mail@concert.com

Call: 012356565

Find more details at www.websiteurl.com



# VIZUÁLNA PROMINENCIA U PÍSMA

# NIE LEN VEĽKOSŤ A HRÚBKA PÍSMA

ORIENTÁCIA ROZOSTUPY KONTRAST This is regular text without much importance. However,

# this is prominent

and now we're back to normal standard regular text. Nothing big going on over here.

# HIERARCHIE PÍSMOM

HRÚBKA

ROZOSTUPY

**ORIENTÁCIA** 

ZAROVNANIE

This is regular text without much importance. However, this is prominent and now we're back to normal standard regular text. Nothing big going on over here.

This is regular text without much importance.
However, this is i m p o r t a n t and now we're back to normal standard regular text. Nothing big going on over here.

This is regular text without much importance. However,

this is prominent

and now we're back to normal standard regular text. Nothing big going on over here. Rotated text requires more brain activity to process. Therefore it gets less points and loses the game

Horizontal text requires less brain activity, therefore it's more attractive to the reader.

# **VIZUÁLNE VRSTVY**

VIACERO SPRÁV NA JEDNOM MIESTE

DOSŤ ODLIŠNÉ PÍSMO, VÁHA, FARBA



# **ŠTRUKTÚROVANIE TEXTOVEJ INFORMÁCIE**

KOLMÉ BLOKY

BLOK TVORÍ ROVNAKÁ:

Pozícia Rez písma Pozadie

BLOKY V MRIEŽKE



# **ŠTRUKTÚRA POMOCOU PÍSMA**



# A KONEČNE: PÍSMO AKO NOSIČ PRE TEXT

### **ZAROVNANIE TEXTU**

Vľavo, vpravo, na stred, roztiahnutie, obtekanie Ovplyvňuje balans vo vizuále

### **ODSTAVCE**

Rôzne pre knihy, časopisy, web, letáky

ČITATEĽNOSŤ JE KĽÚČOVÁ MEDZERY MEDZI SLOVAMI ZLUČOVANIE PÍSMEN - LIGATÚRY ROZPALY MEDZI ZNAKMI, PÁROVANIE ZNAKOV

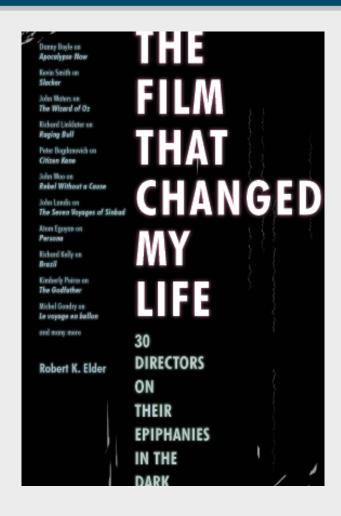
# TEXT ZAROVNANÝ NAĽAVO

# DOBRE SA SLEDUJE TVORÍ PRIRODZENE MRIEŽKU DOBRE SEPARUJE STĹPCE => ŠTRUKTÚRA

### OPATRNE NA PRAVEJ STRANE

The one constant through all the years, Ray, has been baseball. America has rolled by like an army of steamrollers. It's been erased like a blackboard, rebuilt, and erased again. But baseball has marked the time. This field, this game, is a part of our past, Ray. It reminds us of all that once was good, and it could be again. Oh, people will come, Ray. People will most definitely come.

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http://www.interpretationbydesign.com/

# TEXT ZAROVNANÝ NAPRAVO

ROZBITIE PRAVIDIEL

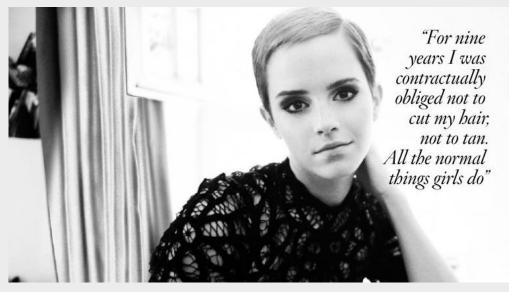
DRAMATIČNO

VHODNÉ LEN PRE KRÁTKE TEXTY

RÁMUJE VIZUÁL Z PRAVEJ STRANY

VERTIKÁLNA OS





# **ZAROVNANIE NA STRED**

### ZLE SA SLEDUJE

# NEVHODNÉ PRE DLHŠIE TEXTY

# **NEPRIRODZENÝ** BALANS

Zvlášť ak je vedľa textu ešte aj iný objekt

### **CENTER ALIGNMENT** CENTER

but also the leap into electronic typesLorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s a galley. of type and scrambled it to mak

e a type specimen book. It has survived not only five centuries, but also the leep into electronic typesetting, remaining essentially unchanged. It ts containing Corem losum passages, and e a type specimen book it has survived not only five centuries,

but also the leap into electronic typeLorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard durnmy text ever since the 1500s, when an unknown printer took a galley of type and scrambled

Lorem Ipsum is simply dummy text of the Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, standard dummy text ever since the 1500s, standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to mak

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Lorem Ipsum is simply dummy text of the

printing and typesetting industry.

only five centuries,

but also the leap into electronicremaining but also the leap into electronicremaining

but also the leap into electronic tremaining

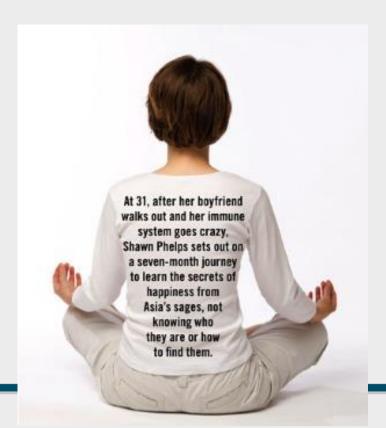
http://jayce-o.blogspot.com/



The cherry is the fruit of many plants of the genus Prunus, and is a fleshy stone fruit.

# **OBTEKANIE TEXTU**

# ŠETRÍ MIESTO ALE VEĽMI ŤAŽKO SA SLEDUJE





# **ODSTAVCE**

# TVORIA ŠTRUKTÚRU V PLYNULOM TEXT

### DEFINUJÚ NARÁCIU A TEMPO TEXTU

Pokojné, dramatické, citácia, dialóg.... ...

# DĹŽKA ODSTAVCA JE LIMITOVANÁ ĽUDSKOU POROZNOSŤOU

```
Knihy = XL
```

Noviny = L

Časopisy = M

Web = S

Plagáty = XS

# POROVNAJME ODSTAVCE

Johannes, and Jacob Kline in Hunterdon.

have had." From all of the above it would appear that Johannes acted as guardian for his younger brother, having brought funds with him to America to insure his proper settlement when of age. Godfrey increased his possessions that same year by purchasing one hundred and fifty acres of land from William Lovet Smith, for one hundred and fifty pounds. Long before this time he had built a stone house on the Garrets land, and for ten years had been married. In May, 1748, he took unto himself a bride of fifteen summers, Margaret, the daughter of Christopher Falkenberger, a young woman of some education and refinement, as is evidenced by her correspondence, preserved by her descend-

Johannes does not seem to have occupied his portion of the land on the Delaware. On his death it became the homestead of his second son, Andrew. Papers in my possession show that in the year 1750 he was living in Readington township, Hunterdon county, where he was interested in a tannery with Johann. Jacob Klein (Jacob Kline), who had, a few years before married his eldest daughter, Veronica Gerdrutta (Fanny). Though I have no documentary evidence in proof of the assertion, there is every reason to believe that at that time the homestead of Johannes was a farm of four hundred acres—two hundred of which was in black oak timber-located adjoining the present line of the Central Railroad of New Jersey, midway between the White House and North Branch stations. The land lay on both sides of the County Line road, and extended north to the slope of Leslie's ridge, being crossed from east to west by Leslie's brook. Whether the title to this land vested in our ancestor, or whether he merely occupied it in conjunction with his son-in-law I am not informed. Ultimately it came into the sole possession of Jacob Kline, and there is no doubt that here he and his father-in-law established a tannery, probably the first one in northern New Jersey. The Hon. Joseph Thompson, when eighty years of age, wrote me that he well remembered the old bark and currying houses that stood on the Kline property; and that John, the grandson of Jacob Kline, had often pointed out to him the location of the dwelling of his grandfather, Moelich, as being just south of the brook, and on the other side of the road from his-John's-residence. On this

Is Oregon home to a new Renaissance Age? By Jack Rubinger

ark Paul used to be my boss, then he became my client, now he's my friend. Turns out we're both musicians, a common passion. We both learned that once the bond between the arts and busisness is established, greater things are expanded her vision and began runpossible, Ultimately, the arts strengthened our business relationship.

thought about other multi-talented people. I began thinking about Oregon as a place for high-quality, creative and productive people. It's a refreshing counterpoint to what we have beard in recent years about Oregon's negatives: high unemployment, links to ferrorism, corporate scandals, tragic integrated direuit technologist at Neteducation funding, Goldschmidt, Parkwood, Tonya-gate - the list goes company. He plays keyboards in a do with who we are and what we icy adds hours to his day. Pat has can become than what a few have maintained a fabulous marriage for done. And after meeting many 20 years by agreeing to be available

multi-talented people, I wondered is Portland where I live, some sort of Renaissance fown?

I began looking for other examples to answer this question and foundseveral people who I'd call Renaissance men and

Mark Paul is a "Type-A" guy. That is how he's been able to start and run how I would deline a Renaissance percompanies: publish books such as The son. It is someone who is creative in Entrepreneur's Survival Guide; develop business (starting, building and/or owna patent: play guitar; and compose, publish, and perform original music. which includes writing, painting, Although Mark lived all over the world, he grew up in Corvallis and he

father breaking bread with Native Americans along the Columbia River.) "The main reasons I moved back to Oregon were, one, to raise my family, two, because of its growing high-tech industry, three, it supports the arts," Mark told me.

A fourth-generation Oregonian, Shannon Day left Portland to pursue an entertainment career in Los Angeles. Returning in the early '90s, she ning her own business, teaching Nia ta cardiovascular mind-body-spirit-As I pondered our relationship and emotion fitness technique), organizing workshops and performing with musical groups, "Only in Portland can I really be myself," she told me.

Patrick Oninn worked for Tektronix and now owns a high-tech firm that develops the sound technology used in model railroads. He is also chief work Elements, an optical networking on. However, I believe Oregon's jazz/rock band, Pat believes time man-"something special" has more to agement is key - his strict no-TV pol-

I believe Oregon's

"something special"

has more to do with

who we are and

what we can become

than what a few

to the relationship on the weekends. During the week is a different deal, "This has been a great compromise - nothing is worth losing my marriage." I came across others

have done. who pursue three or more different creative endeavors ing a company), as well as the arts, sculpture, etc.

These people include Debbie Rosas, temembered Oreson's quality of life. a painter, dancer, designer and entre-(Re recalls stories of his great-grand- preneur who has produced 20 videos

Fred Philips, who has his doctorate and is a professor. entrepreneur, author and martial artist. And Rich Dubnow traveled all over the

world doing 3-D photography for the ViewMaster company and now runs a promoti company and collects sports cars.

But not everyone has been able to find a niche. After 10 years, Portland resident Lyle Graham, a documentary filmmaker, writer and sculptor, never found an outlet for his diverse skills. His search for creative and eventual economic fulfillment is taking him to Northern Arizona University where he will pursue a Master's in history and social action.

As the term "starving arrist" implies, most creative people need to find an income source to feed their passion and can find our region's tight labor market daunting. But for those willing to try, Portland is a great place to blend your creative arts and business chops. There's an honesty and openness here that's encouraging. People love Oregon for its creativity and opportunity, I agree with the Northwest Business Committee for the Aris: "Ari means business." As Oregon competes for business in the 21st century, there is a greater need to offer a good quality of life to attract and retain a talented work

It appears that Portland's - and Oregon's - essence is the quality of file achieved when balancing creative artistic passions and creative business passions. And I would call that a new beginning, a Renaissance. EED

Jack Rubinser man Jack Rubinser Communications in Portland.

The dramatic takedown of the Silk Road drug market and the arrest of its alleged owner on drug trafficking and murder-for-hire charges last month began in part with an offhand tip to Department of Homeland Security investigators in Maryland in mid-2011.

The informant told DHS investigators in Baltimore about an online drug bazaar where international sales of illicit drugs and other contraband were conducted with impunity and with the ease of buying cocktail stirrers or underwear on Amazon

"You guys are in law enforcement. You might want to look at this," the informant told DHS investigators, according to federal law enforcement officials familiar with the case who asked not to be identified.

The informant directed investigators to the site, accessible only through the Tor anonymizing network, and explained how transactions for the sale of heroin, cocaine and LSD went down using the digital

But that wasn't all Silk Road was selling — there were stolen credit and debit card numbers, fake IDs, counterfeit currencies, hacking tools and login credentials for hacked accounts.

The tip, which arrived about six months after Silk Road was launched and coincided with the emporium's growing notoriety following a June 2011 Gawker story, spawned a multi-agency task force based in Baltimore — dubbed "Marco Polo" in reference to the drug market's historical namesake that eventually included investigators from the FBI, DEA, DHS, the IRS, U.S. Postal Inspection, U.S. Secret Service, and the Bureau of Alcohol, Tobacco, Firearms and Explosives.

Simultaneously, other investigations were launching in New York and Chicago. In the wake of the Gawker story, Senators Charles Schumer (D-NY) and Joe Manchin (D- West Virginia) sent a letter to Attorney General Eric Holder and the head of the DEA urging them to crack down on Silk Road and Bitcoin exchangers. The DEA and FBI launched an investigation and task force out of New York, and in Chicago, U.S. postal inspectors and DHS Customs and Border Protection agents were already seizing suspicious packages from an international mail center that they would later tie to Silk Road buyers and sellers, evidence that is now playing a role in cases in New York and other jurisdictions.

WIRED reviewed court documents and spoke with a number of law enforcement officials who say that the investigation so far has led to more than a dozen arrests in multiple countries — and more are in the works

**KNIHA** 

**ČASOPIS** 

**WFB** 

# PÍSANIE PRE OBMEDZENÚ POZORNOSŤ

# ČITANIE-> SKIMMING HOT WORDS OBRÁTENÁ PYRAMÍDA

The dramatic takedown of the Silk Road drug market trafficking and murder-for-hire charges last month beg Homeland Security investigators in Maryland in mid-20

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But that wasn't all Silk Road was selling — the counterfeit currencies, hacking tools and log

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http://www.wired.com/2013/11/silk-road/

# TEXT VYZERÁ JEDNODUCHO...

... ALE VÔBEC NIE JE PERCEPTUÁLNE ASPEKTY TYPOGRAFIA - UMENIE PÍSANIA PÍSMA

PRIMÁRNY CIEĽ: ČITATEĽNOSŤ

SEKUNDÁRNY CIEĽ: ESTETIKA, DIZAJN

TECHNICKOSTI - FONTY, KÓDOVANIE OBSAH TEXTU - TEMPO A NARÁCIA

# TYPOGRAFIA – TRASTE SA!

**BASELINE** 

X-HEIGHT

**CAP HEIGHT** 

**STFM** 

**BOWL** 

**SERIF** 

**ASCENDER** 

**DESCENDER** 

LIGATURE

**FINIAL** 

**TERMINAL** 

SPINE

**CROSS BAR** 

COUNTER

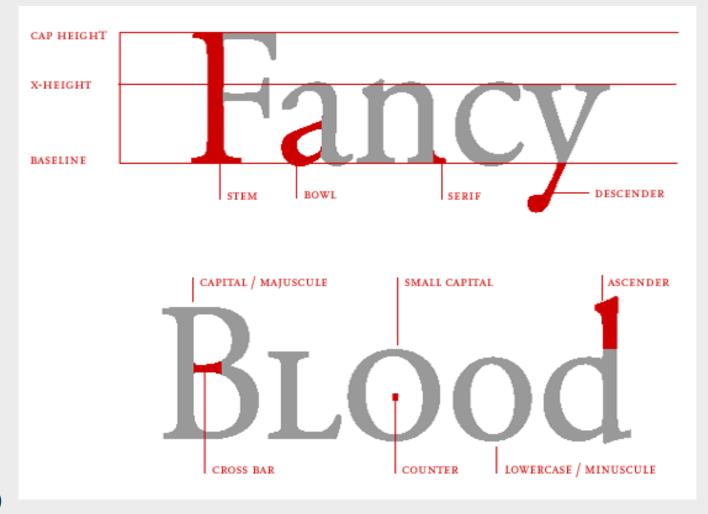
**TYPEFACE** 

**FONT** 

**UPPERCASE** 

**LOWERCASE** 

POINT SIZE (EG. 9 PT)



CLASSIFICATION (EG. SERIF, HUMANIST, TRANSITIONAL, MODERN, EGYPTIAN, SANS SERIF, GEOMETRIC) STYLES (ROMAN, BOLD, ILATIC, OBLIQUE, BLACK, CONDENSED, EXPANDED, SMALL CAPS)

# **ALEBO SA NETRASTE**

# PÄTKOVÉ VS. BEZPÄTKOVÉ

Pätky: dlhé texty

Bez pätky: nadpisy, drobný text



# MAX 3 FONTY VO VIZUÁLE

- Pätkový pre text
- Bezpätkový pre nadpisy
- Korporátny font ...



# **FONTY**

Franklin Gothic Univers **Helvetica Fruitger Times** Palatino Apollo Garamond Optima Chaparral Electra Fontin Sans Kontrapunkt Diavolo Titillium Formal

# HRÚBKA PÍSMA

Marat Regular Marat Medium Marat Bold Marat Black Marat Fat

# **ŠTÝL PÍSMA**



Calligraphy

Fraktur

ACADEMIC

CELTIC

ART DECO

# PÍSMA SA VEDIA ZAPÍSAŤ DO POVEDOMIA

# ADVENTURE MOVIE

STAR WARS

WELNI RNID

# FERE -SP-0-0-N

# DEPP BILLE SER

# DO ANDADIDS DREAM OF ELECTRONIC SHEEP?

# PÍSMO AKO SÚČASŤ GRAFICKEJ IDENTITY

# PÍSMO V LOGU ŠTÝL PÍSMA PRÁCA S TEXTOM



### Prišiel čas na reflexiu

Je teoretičkou a historičkou architektúry. Skúma však najmä tú modernú architektúru, teda tú, ktorej mnohí z nás celkom nerozumejú. Vydáva knihy, píše články a hľadá pribehy novej architektúry. Henrieta Moravčíková.

15.1(56e) + 31. aprila 3000

palawa is when described which is traveled a boson, a salewade a phone in a subsection of the salewade a phone in a subsection of the salewade a phone is a subsection of the salewade and the sa

# Beztrestný rev

Naša polícia, na rozdiel napríklad od rakúskej, nevie merať nadmernú hlučnosť motoriek, ktoré strpčujú život naokolo

ravia, že zatiaľ čo v aute sa vozí telo, na motorke jazdí duša. Pocit slobody a inten-ho zážitku im nedá nič riek s vybrakovanými výfuk

ristickom endure. Casnicka nám vraví, že včera sa hore za-stavilo asi desať motorkárov, vidieť, že sezôna sa iba rozbie-ha. Postupne nás míňa pár na nast sa zjavi dalsi jazdec na jo-gurte, který si dáva vzápätí cš-te jednu jazdu. Parkovisko oži-va, na slnku sa vyhrievajú via-cerí motorkári.

Cesta dole smerom na Pezinok je posiata zákrutami a dre-venými krížmi. Pamiatka na tých, čo neprežili. Na Babe je v celom úseku kopca zákaz predbiehania a prikázaná ma-



wastebook.







# PRAKTICKÉ INFORMÁCIE

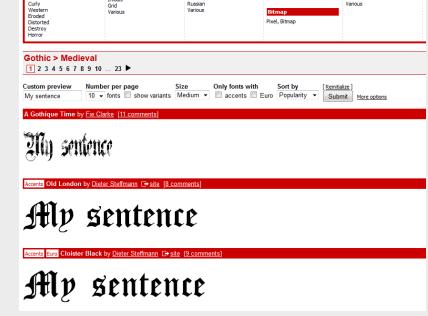
# PLATENÉ FONTY VS. BEZPLATNÉ FONTY

# UŽITOČNÉ ONLINE SLUŽBY

www.Dafont.com myfonts.com/WhatTheFont/

# WEB FONTY

Google API a iné



Mexican

Roman, Greek

Modern

Typewriter Stencil, Army

Groovy

Old School

### DIAKRITIKA

Len málo fontov obsahuje ž,ä,č,ô,š,ľ,ě... A pod

# KOMBINÁCIA OBRÁZKOV A TEXTU

### ZAROVNANIE A OBTEKANIE TEXTU POPISKY K OBRÁZKOM

### Microsoft investigating 'screen of death'

By Ina Fried

December 1, 2009 10:56 a.m. EST





A blog suggests the black screen issue can occur on a wide range of Windows machines up through Windows 7.

**(CNET)** -- Microsoft said on Monday that it is looking into reports that its latest security updates are causing some serious problems for certain users.

The problem has been dubbed the "black screen of death" because those affected are left with a black desktop and little else on their screen.

"Microsoft is investigating reports that its latest release of security updates is resulting

in system issues for some customers," the software maker said in a statement. "Once we complete our investigation, we will provide detailed guidance on how to prevent or address these issues."

The issue was noted by British security firm Prevx on its blog on Friday, with that company also offering a suggested fix for the problem.

"The symptoms are very distinctive and troublesome," Prevx said. "After logging on there is no desktop, task bar, system tray or







#### DISCOVERIES

Ground-Breaking Science: Very Old Papers Awesome, Hilarious 3 hours ago

#### DISCOVERIES

Loneliness May Be Contagious 7 hours ago

#### **GAMING REVIEWS**

Skateboard-Controlled Tony Hawk: Ride Wipes Out

19 hours ago

### GAMING

Avatar Points Way to Future of Movie Games 8 hours ago



 Microsoft says it is looking into reports of problems with security updates

 Those affected are left with a black desktop and little else on their screen

 British blog says there appear to be many causes of the blackscreen issue

# JEDNODUCHÁ A EFEKTÍVNA PRÁCA:

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STORY HIGHLIGHTS

security updates

their screen

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# KOMPOZÍCIE OBRÁZKOV A PÍSMA

**UPRATAŤ SPOLU:** 

NADPISY PODNADPISY ODSTAVCE

ILUSTRÁCIE PORTRÉTY DEKORÁCIE



# ČO UŽ VIEME DIZAJNE

# ZHRNUTIE

ROZVHRNUTIE ELEMENTOV NA STRANE VIZUÁLNA HIERARCHIA A TOK POZORNOSTI VIZUÁLNY ŠTÝL

**LOGO** 

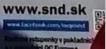
**FARBY** 

GRAFICKÁ IDENTITA

PÍSMO A TEXT



VARIANTY RODINING VISTURENRY



# GOur brain is not like a computer ""

### SOME HELPFUL RECOMMENDED TIPS FOR YOUR CONCENTRATION PROBLEM

#### Concentration Technique #1. Street and Street

The force populational process or read on what studying others are full like proposability has been only in their year study transiting and articles in force. I note to consider you have by proteing consult to example profine if I make an extension of could be in the full or indigent the players for transition of the full or the process of the consultation of t

#### Concentration Technique #2. Frame on one thing

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#### Concentration Technique #1. Torsi out Distractions:

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#### Concentration Technique #4. It is Ok to Take a Break

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#### Concentration Technique #5. Variety is Rice.

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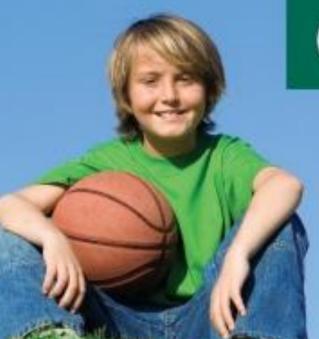


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