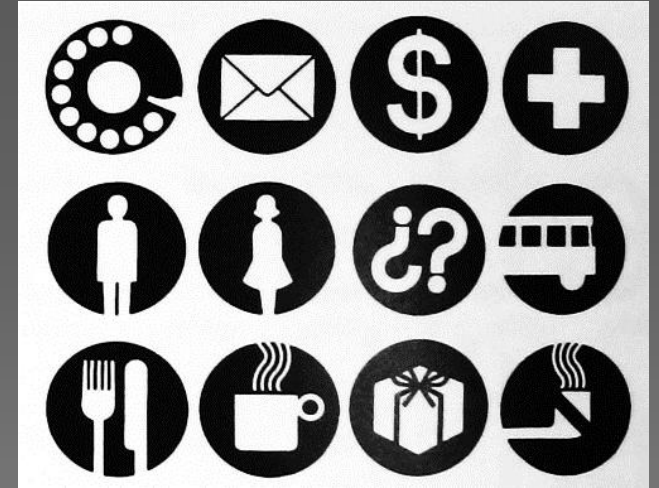


### 3. Şekil, biçim (shape)

Bir nesnenin görme ya da dokunma organlarıyla algılanabilmesini sağlayan kendine özgü gerçekliği olarak tanımlanır.

Harfler kullanılmaksızın belirli bir tarzda ve içerikte etkili bilgi iletebilirler.



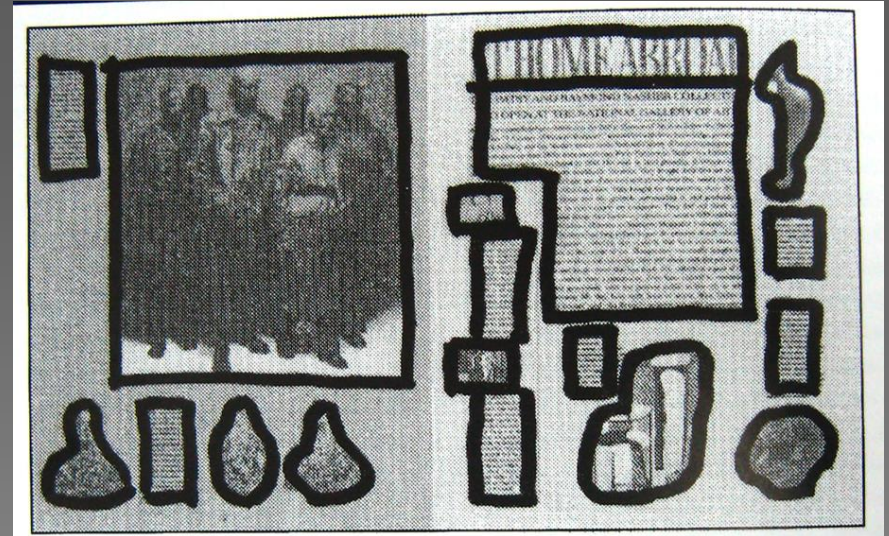
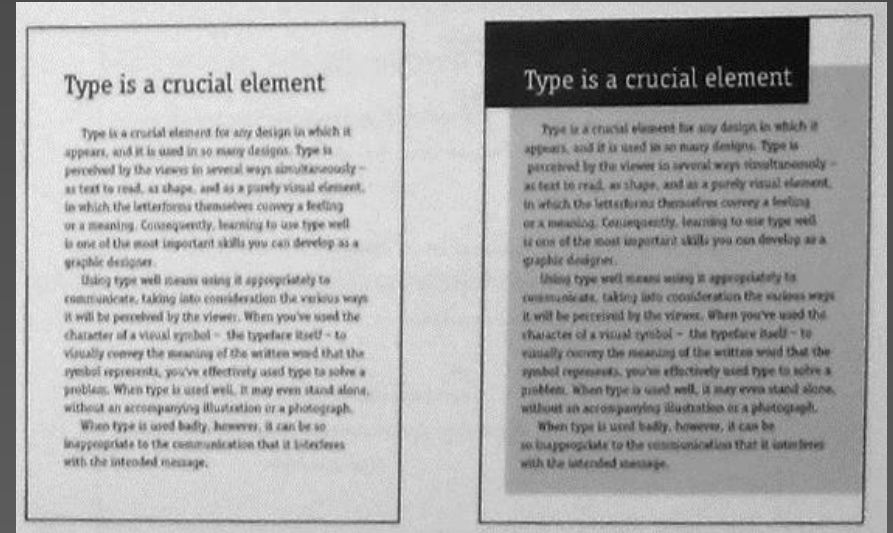
### 3. Şekil, biçim (shape)

Bir grafik tasarım ürününü oluşturan öğelerin tümü (nokta, çizgi, renk, doku vb.) tek bir biçim olabileceği gibi, tasarımın bir kısmı ya da tasarım içindeki tek bir öge de olabilir.



### 3. Şekil, biçim (shape)

Şekiller tasarım yüzeyinde ilgiyi canlı ve sürekli kılabilir. Bir harfin kalın (bold) etkisi, biçimi, dokusu, rengi, onun algılanmasına yardımcı olur.



# THE DIRECTOR'S CUT

GRAEME MURPHY

WORLD PREMIERE SEASON  
30 MAY TO 17 JUNE 2006  
OPERA THEATRE  
SYDNEY OPERA HOUSE  
PREVIEWS 27 AND 29 MAY

BOOKINGS 9250 7777  
SYDNEYOPERAHOUSE.COM  
TICKETEK 132 849  
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CHOREOGRAPHY GRAEME MURPHY,  
NARELLE BENJAMIN  
MUSIC PAUL HEALY, HUEY BENJAMIN,  
MARGARET SUTHERLAND

SET DESIGN VINCE FROST  
LIGHTING DAMIEN COOPER  
COSTUMES JENNIFER IRWIN,  
JUSTINE SEYMOUR  
CREATIVE ASSOCIATE JANET VERNON



## SYDANCEY COMPANY

Novell

Adaptive

JDCom

ST: 2007

ST: 2007

ST: 2007

ST: 2007



4

YAPIM: AYDAN SÜMERCAN

sırça SARAYLARDAN KONSERVE KUTULARINA... DÜNDEN BUGÜNE FLAKONLAR...

parfüm flakonları

BVLGARI

BLACK

75 ml. Ø

2.5 fl.oz.

Amatörler modası bugün de aynı ve yine parfüm.

İnsanoğlu ne zaman "giydirdi kokulan"? İlk çağlarda bilinmeyen güpleri etkilemek için doğadan ödünç alınan kokularla başlayan bu serüven nerede güzellikle buluştu?... Eski Mısır'da mumyalarla mezarlara girdi; eski Yunan'da kahramanlar kokulu yağlarla ovuldu, doğunun gizemli saraylarında güzeller hüzura çıkmadan kokulandırıldı ve böylece kokular ilk gıysilerine kavuştu. Derken kokularla haseşi neşir olan Roma İmparatorluğu da ona bugünkü adını verdi: Per Fumum... Parfüm öylesine büyü bir dünya ki, her kesimden insanı her zaman kendine çekmiştir. Bütün kıteleride yanıkıdır, her şeyin üstesinden gelmeyi bilir. Kışkıllı sarıp sarmaladığı zaman kimsiyle ona prestij kazandırır. Bu yüzden talibi de çoktur; iş adamları, eczacılar, sektörü, adını ölümsüzleştirmek isteyen zenginler ve ünlüler, yatırımcılar, koleksiyoncular ve tabii kendi dünyasındaki koku uzmanları, bestecileri ve zamanın çizgilerinde onları "giydiren" tasarımcıları...

This poster was designed by Walter Allner.

It has been produced for his exhibition at the Bauhaus Dessau in German Democratic Republic in November 1989.

WA

Walter Allner

Art Director Designer Lehrer und Maler in New York, USA. studierte am Bauhaus Dessau

Grunder und Herausgeber des internationalen Poster-Jahrbuches

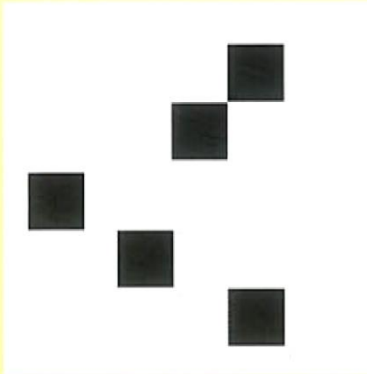
Herausgeber des Grafik-Magazins in Paris

Künstlerischer Direktor des Fortune Magazines in New York und Präsident der internationalen Grafikervereinigung.

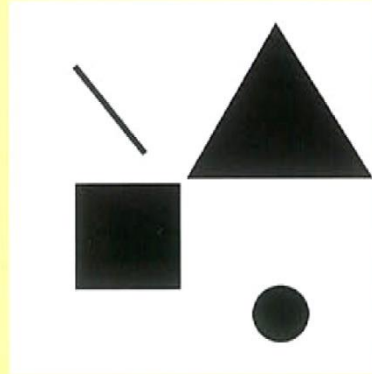
### 3. Şekil, biçim (shape)

Şekiller, geometrik ya da organik olarak tasarım yüzeyinde kullanılabilirler.

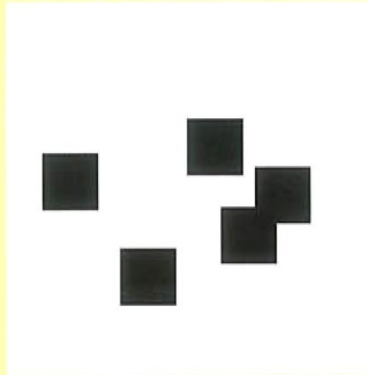
A1



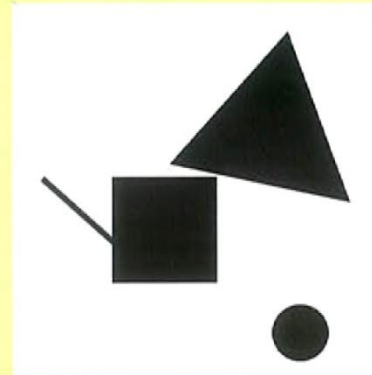
A2



B1



B2



Arrangements of geometric forms in geometric, or mathematical, spatial relationships (A1 and A2) are contrasted by

the irregular, organic quality of their arrangements in irregular relationships (B1 and B2).





Soft, textured forms appear organic compared to similar forms with hard edges, as do forms that are gestural,

mostly curvilinear, or whose contours are constantly changing in rhythm, direction, and proportion.



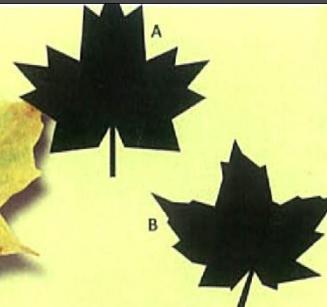
The shapes shown here—one, with a relatively simple contour (left), and the other, with a highly differentiated contour—are organic, but to lesser and greater degrees. The first shape, despite changes in contour, retains an intrinsically circular



or dot-like—and therefore, more geometric—identity; the shape adjacent, with a complex contour that is ever-changing in measurement and directional movement, is dramatically more organic.



Geometry exists as a building block of natural, organic forms. In the photograph of the leaf, above, lines and dots—the leaf's veins and holes from insect activity or fungal degradation—are clearly apparent. The outer contour of the leaf also presents a symmetrical structure.



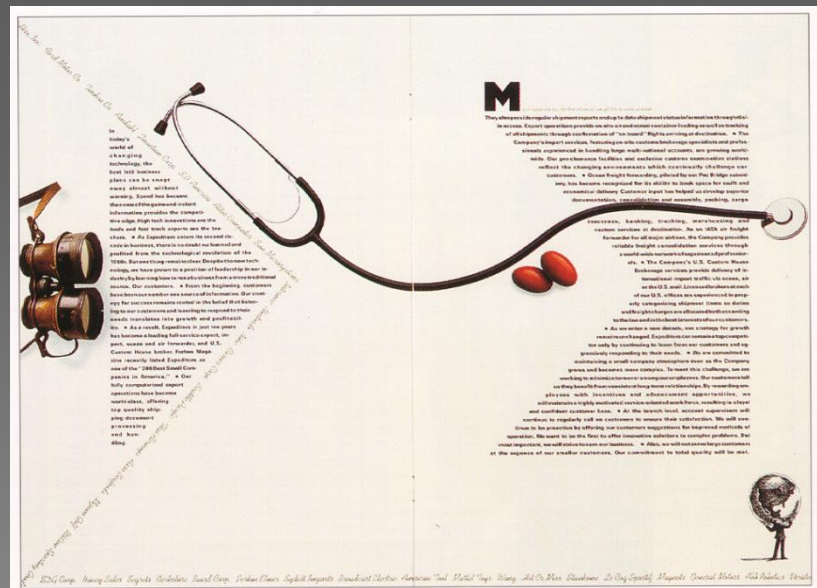
Distilled and stylized (A), this form retains its pictorial identity but loses its organic quality. Enforcing differentiated measurements between internal components (B) enhances its organic quality, while retaining its stylization.



Variation is an inherent aspect of organic form in nature. All these essentially similar shapes are varied slightly relative to

each other and transmit an overall organic message, despite their structural similarity.

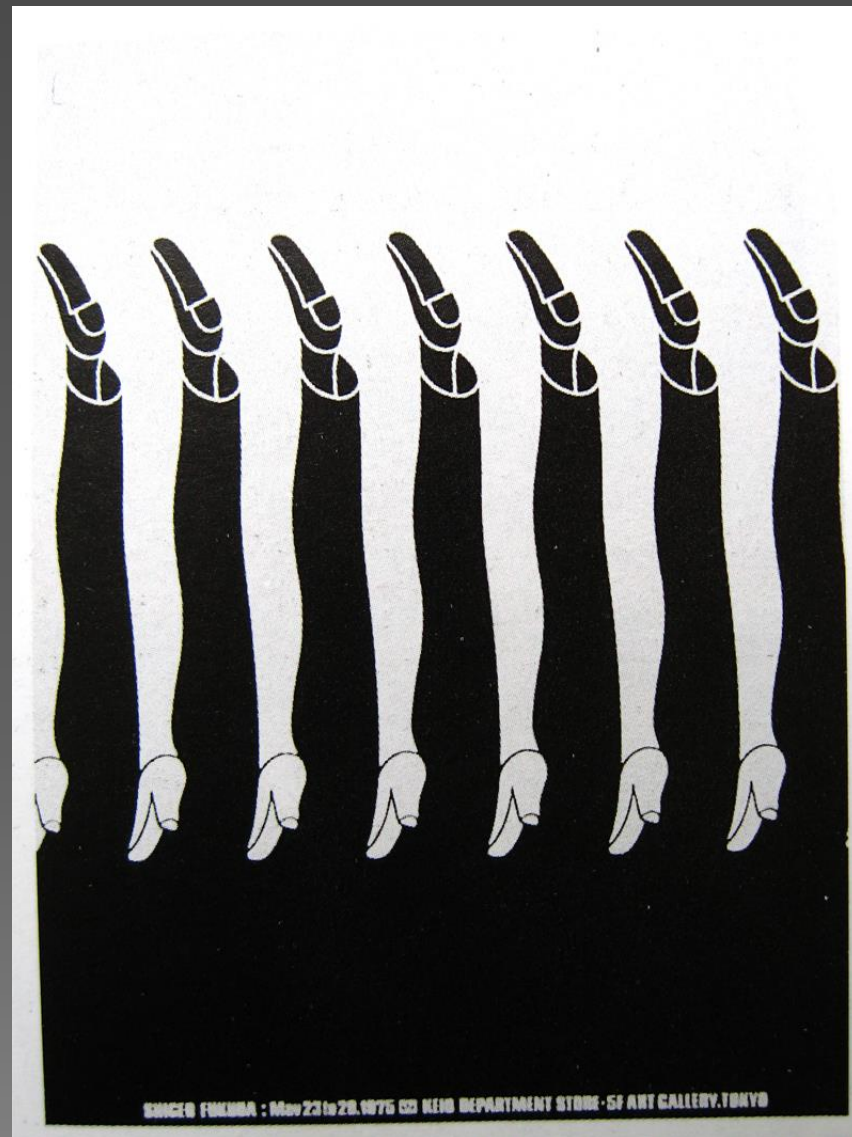




### 3. Şekil, biçim (shape)

Algı temel olarak şekil ve zemin arasındaki; ayırt edilmeyi sağlayan ilişkiye dayanmaktadır. Göz ve beyin, bir nesneyi algılamak için onu çevresinden ayırmaya çaba gösterir.





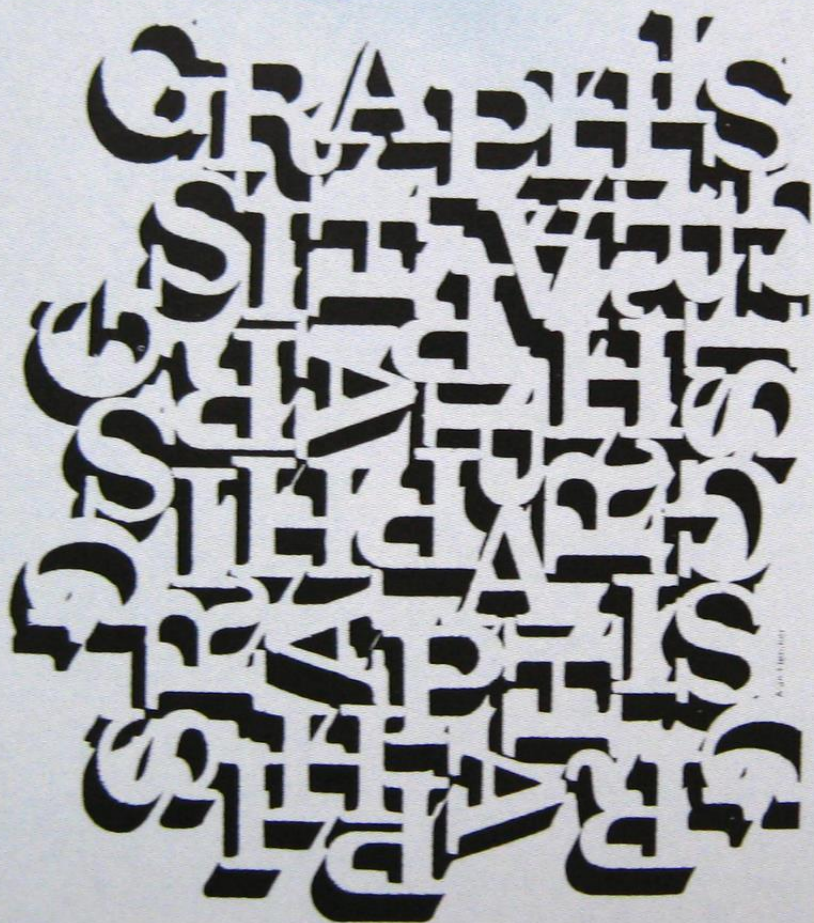




Troxler 1980 Poster

92

graphic art; advertising art; applied art  
 neue grafik; gebrauchsgrafik; angewandte kunst  
 arts graphiques; arts appliqués; publicité



Fletcher 1957 Cover





↑ **A OK** The letter A and its reversed-out version, which appears abstract against the black tint.

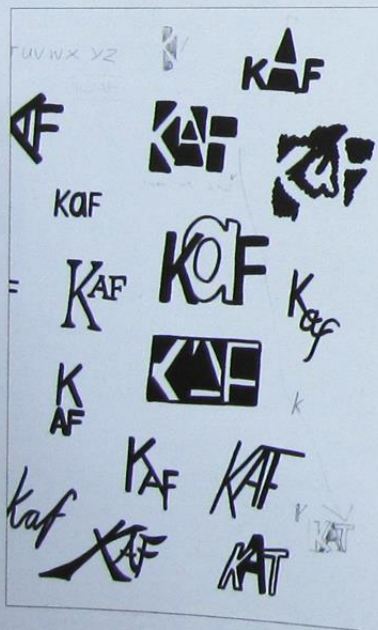


## SECTION 1 | THE LANGUAGE OF DESIGN

### MODULE 4 | Exploring Ideas

#### UNIT 2 | Visualizing Ideas

As a student you need to develop the skill of getting ideas down on paper. Part of this technique involves preparing rough visuals. These are given various names—thumbnails, scamps, or roughs. Quite often students tend to forget this process and set about producing ideas directly on the computer. This generally inhibits the development of ideas, because psychologically you tend to restrict yourself to what you are capable of achieving technically.



**SEE ALSO:** Illustrative Typography p92  
Corporate Design p158



Ⓜ **Less rough** The approach is narrowed down and the initial ideas developed.

Ⓜ **Initial thoughts**  
A 20-minute brainstorming exercise resulted in these ideas for a logo comprising the initial letters for Kingston Arts Festival.

Initial ideas are more prolific if you brainstorming session, in which you scribbled down quickly on paper. The working quickly you can release a g While producing these early concep integrating diverse aspects of the p the thought processes forward. It is mind that although roughs require c can be learnt quite easily for this kin work. In short, this struggle for idea of developing concepts.


### 3. Şekil, biçim (shape)

Harfler birer şekil olarak tasarım yüzeyinde kullanılabilir.






TSCHICHOLD



# NAPOLEON

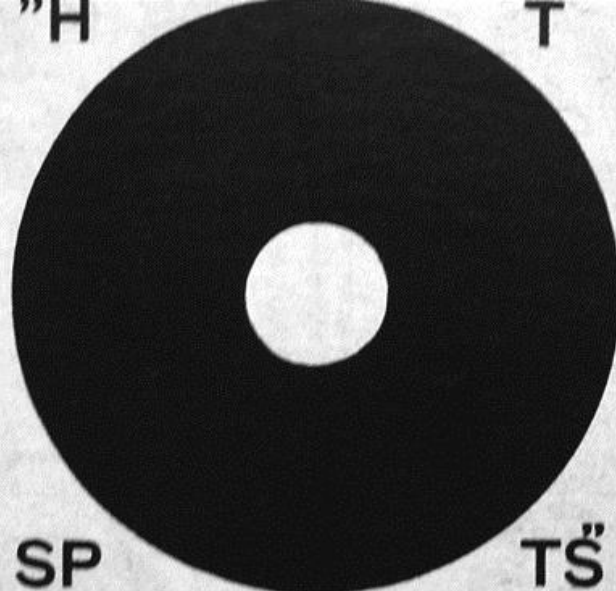


**PHOEBUS  
PALAST**

ANFANGSZEITEN:  
4 00 | 6 15 | 8 30

SONNTAGS:  
1 45 | 4 00 | 6 15 | 8 30

"H T




SP TS"

TS is idem onbetroffende tot den DOORSLAG

Bekost: Uw kabel met

1600 "H T



SP TS door N.K.F.-KABEL

NEDERLANDSCHE KABELFABRIEK DELFT

MAX

DCNY welcomes the  
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66. Eidg. Turnfest Luzern  
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