



ERASMUS+

VISUAL COMMUNICATION



VISUAL COMMUNICATION

- 01 PRINCIPLES OF GRAPHIC DESIGN
- 02 ELEMENTS OF GRAPHIC DESIGN
- 03 RESOURCES AND LINKS
- 04 SOME TOOLS IN ACTION

VISUAL
COMMUNICATION

PRINCIPLES OF GRAPHIC DESIGN

01

VISUAL COMMUNICATION

PRINCIPLES OF GRAPHIC DESIGN

01

BALANCE



SYMMETRIC

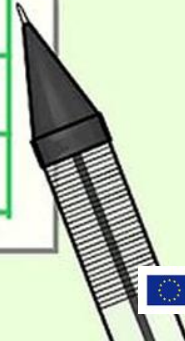
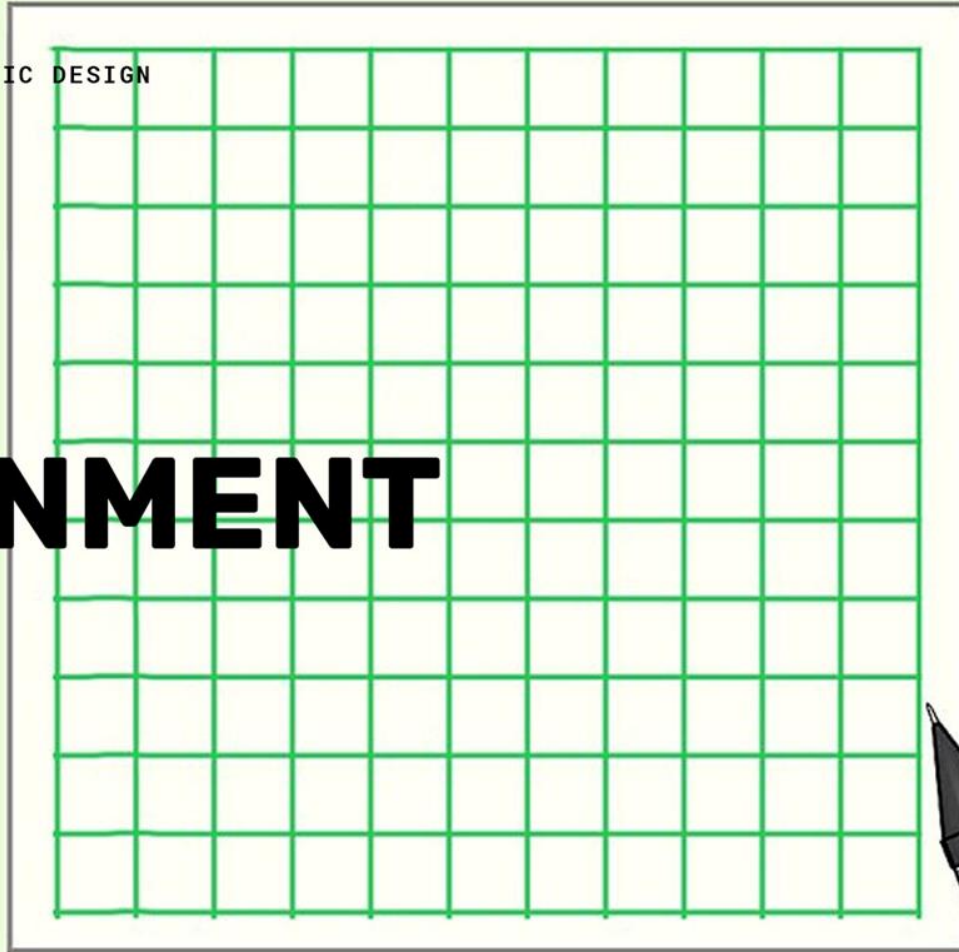


ASYMMETRICAL

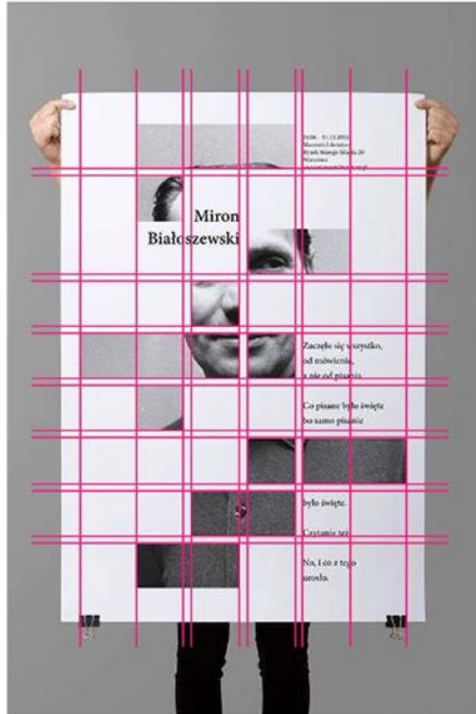


02

ALIGNMENT



VISUAL COMMUNICATION
PRINCIPLES OF GRAPHIC DESIGN



03

PROXIMITY

PRINCIPLES OF GRAPHIC DESIGN

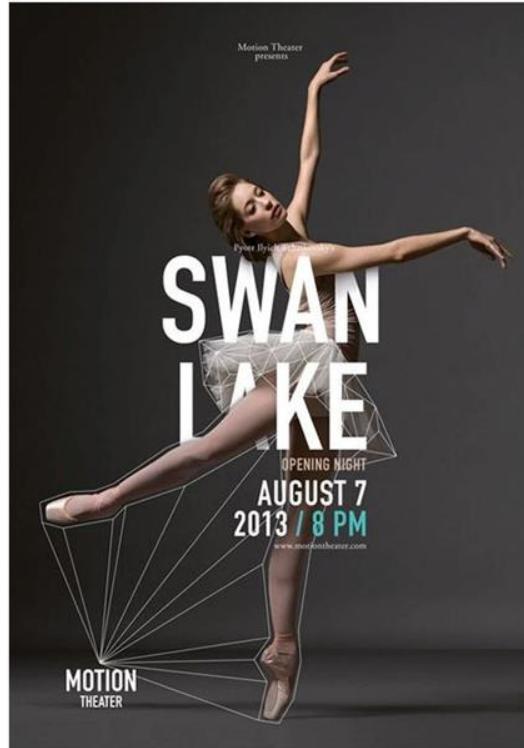


dienstag, den 7. januar 1958
20.15 uhr großer tonhallsaal
12. volkskonzert
der tonhalle-gesellschaft
zürich
als drittes konzert
im zklus «musica viva»
leitung hans rosbaud
solisten alfred baum klavier
andré jaunet flöte

schweizerische erstaußführungen
andré jolivet
cinque danses rituelles
ernst krenek
zweites klavierkonzert
luigi nono
-y su sangre va vienne cantando-
musik für flöte und kleines orchester
bernd aloys zimmermann
sinfonie in einem satz

musica viva

karten fr. 1.-, 2.- und 3.-
vorverkauf tonhallekasse hug
jecklin kuoni
genossenschaftsbuchhandlung



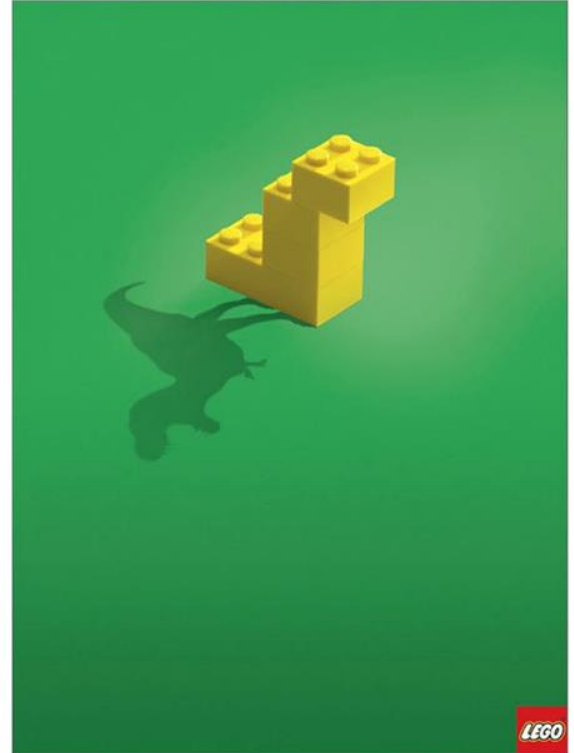
Motion Theater
presents

Pyotr Il'yich Tchaikovsky

**SWAN
LAKE**

OPENING NIGHT
**AUGUST 7
2013 / 8 PM**
www.motiontheater.com

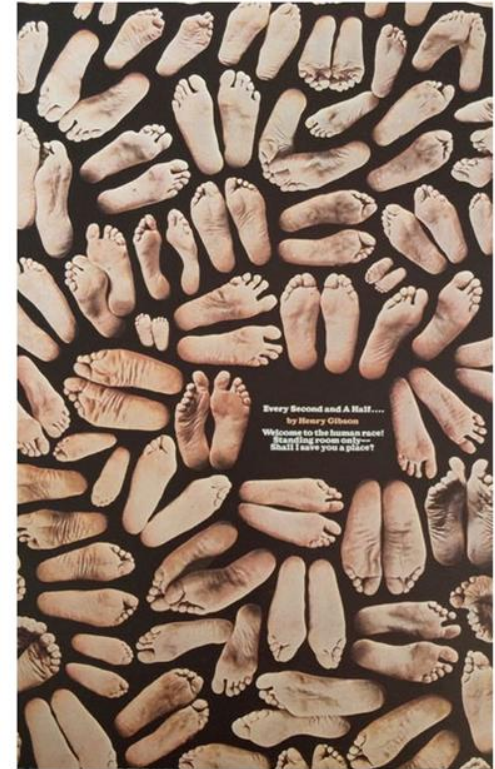
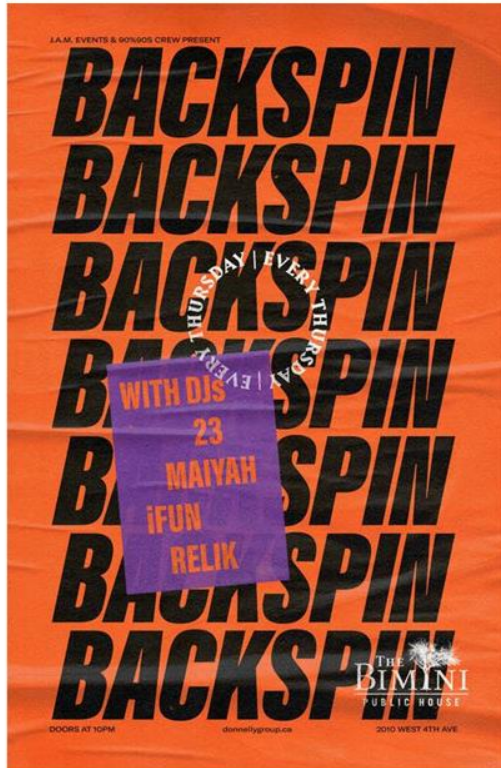
**MOTION
THEATER**



LEGO

04

REPETITION



VISUAL COMMUNICATION

PRINCIPLES OF GRAPHIC DESIGN

05

CONTRAST



VISUAL
COMMUNICATION

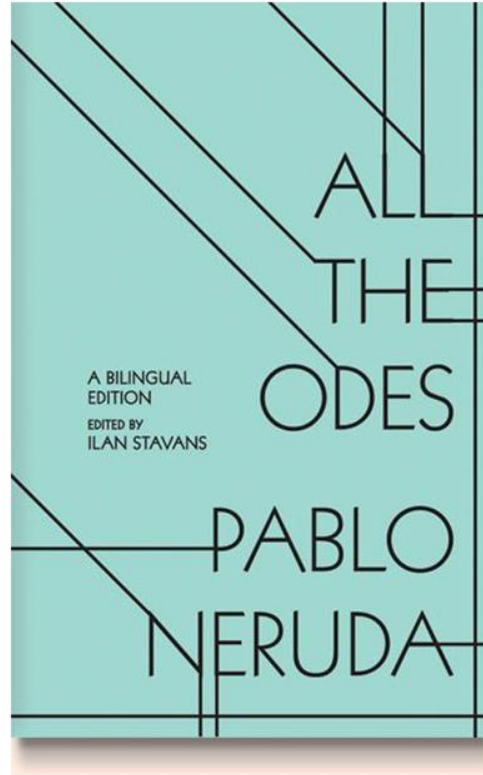
ELEMENTS OF GRAPHIC DESIGN

02

01

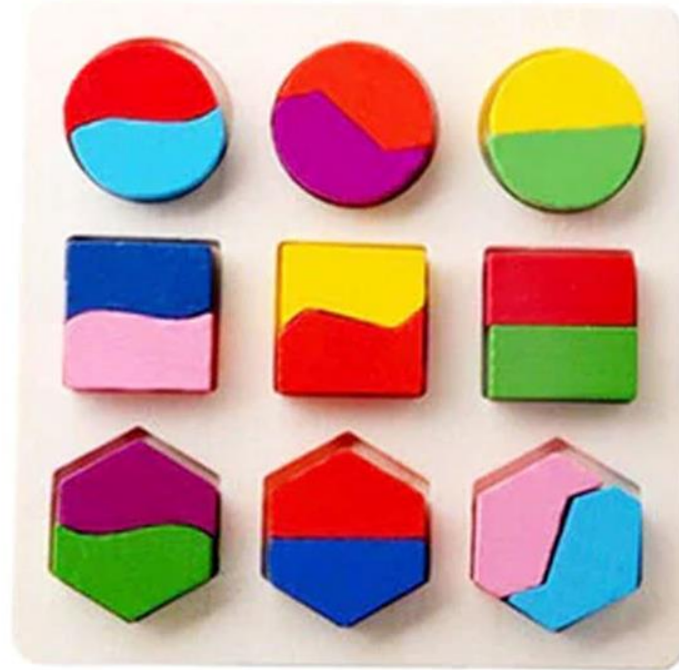
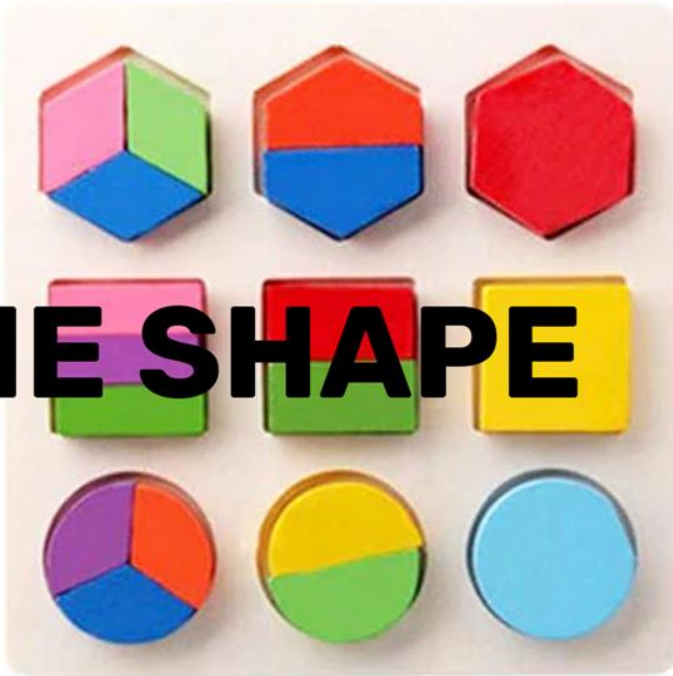
THE LINE





02

THE SHAPE



ELEMENTS OF GRAPHIC DESIGN



Under the patronage of:
AGI
Erasmus Foundation
Ministero della Cultura
AGI
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Nation Culture Institute
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Lentini Court 5000
www.salapaster-nak.it
Free admission
Reservations required

Italian graphic design
A series of encounters
about the history
of graphic design
in Italy in the 20th century

- 1. **Graphic design**
with 1920s
Modernism
Cesare Gelli +
Richard Hobbs
18 November 2011,
7pm
- 2. **Signposts**
Enrico Tallone +
Luigi Adami
8 December 2011,
7pm
- 3. **Graphic design**
and publishing
Mario Piazza +
Tony Strain
22 January 2012,
7pm
- 4. **Realities**
Leonardo Sironi +
George Tzanis
12 February 2012,
7pm
- 5. **Graphic design**
and industry
Carlo Vietti +
Marina Anselmi
22 March 2012,
7pm
- 6. **Experimental**
Giorgio Comulada +
Karin Diering-Reinhard
17 April 2012,
7pm

AGI

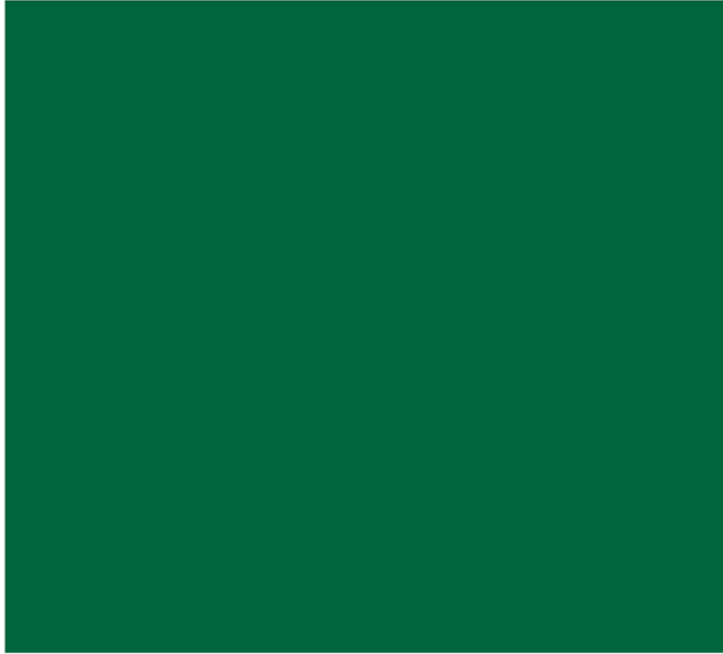
DV21
OCT '11
LOVE
OF
LESBIAN
LOL DJS
PRODI-
GIO

SALA
PASTER-
NAK

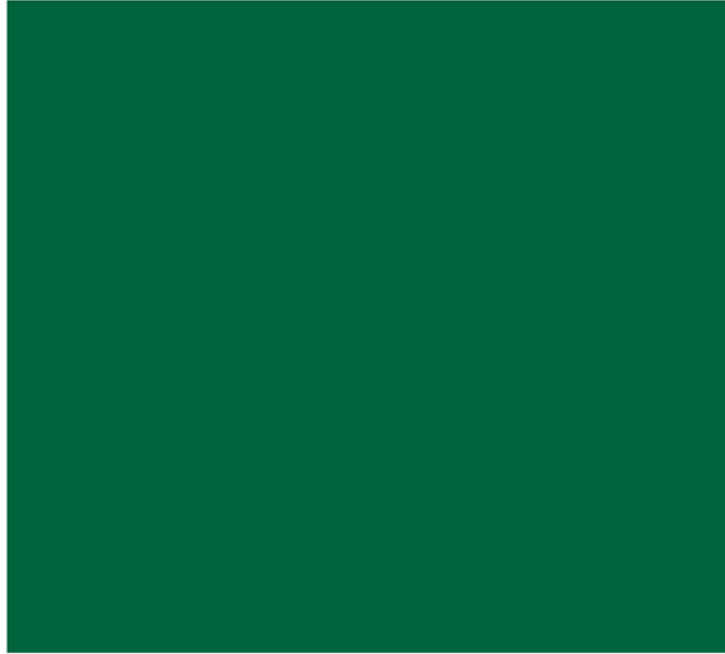
03

THE COLOR



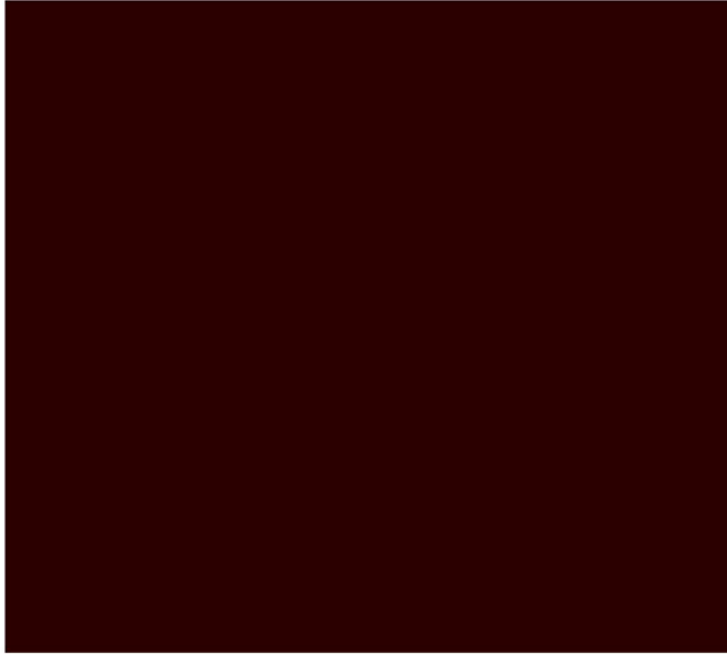


RESTAURANTS / BARS

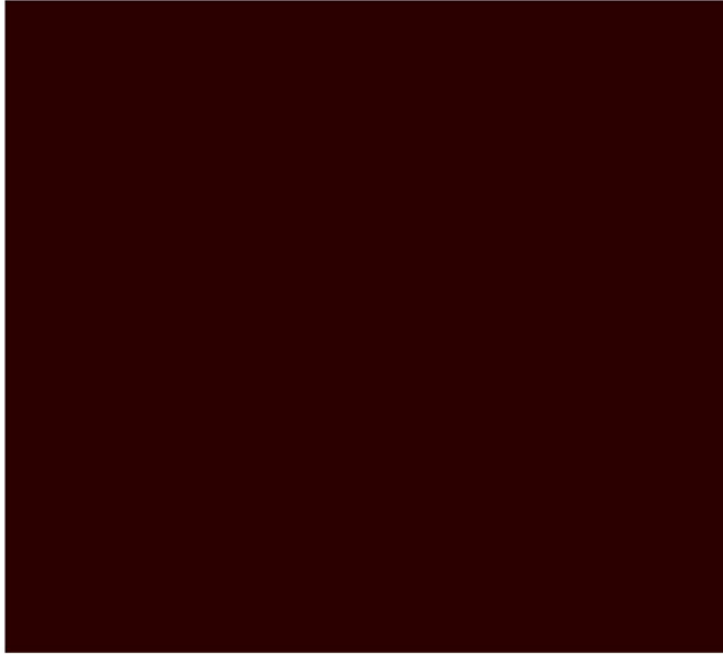


RESTAURANTS / BARS



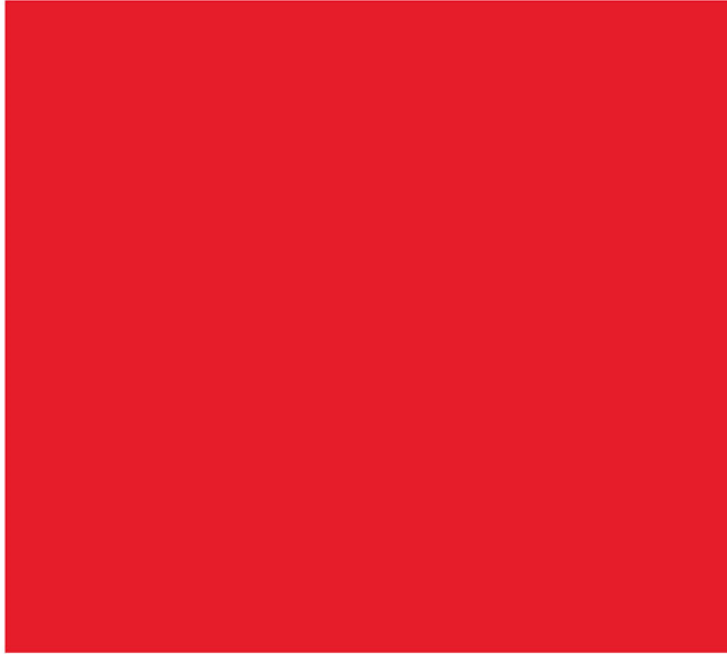


SHIPPING

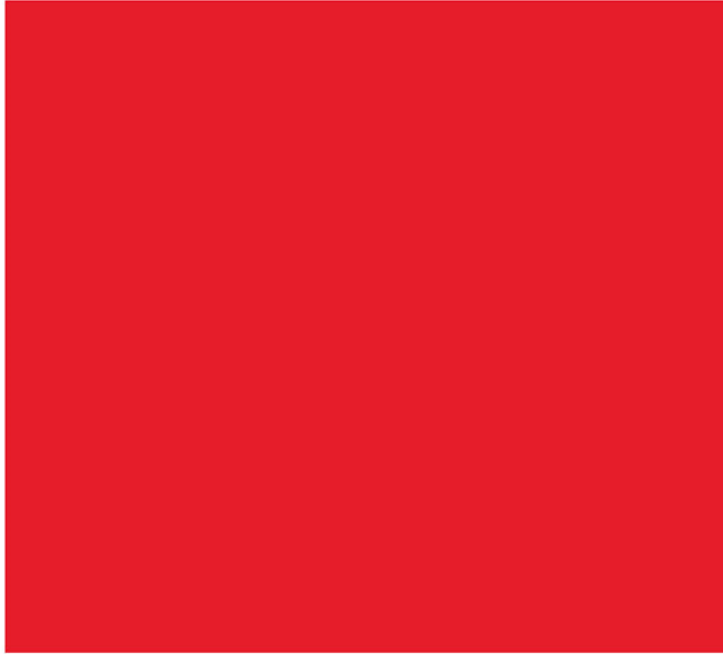


SHIPPING





BEVERAGE



BEVERAGE



04

THE TYPOGRAPHY

seorch

panda

talk

LUCKKY



TOUR & TAXIS

17 > 21 FEVRIER 2011

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LIVRES D'OR
GAUFRES DE
BRUXELLES

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VISUAL COMMUNICATION

ELEMENTS OF GRAPHIC DESIGN

04

THE TEXTURE

ELEMENTS OF GRAPHIC DESIGN



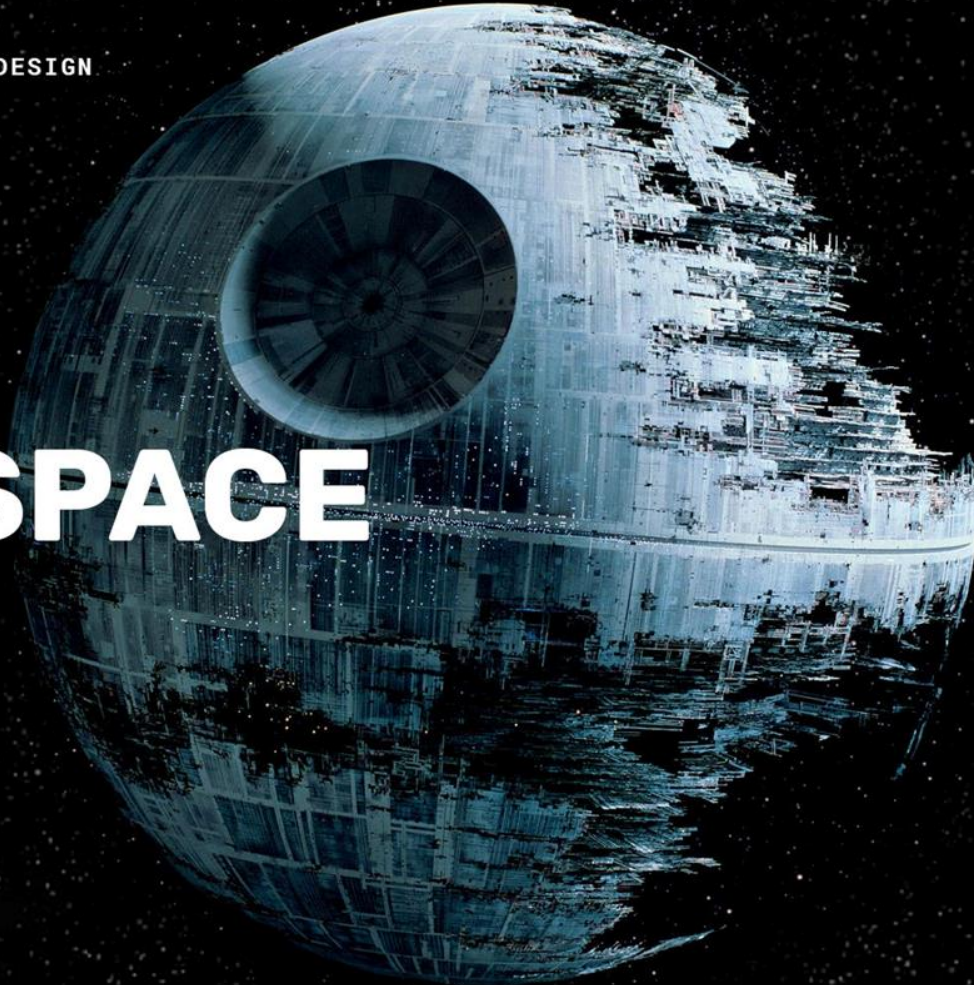
04

THE SIZE



04

THE SPACE



VISUAL
COMMUNICATION

RESOURCES & LINKS

03

Resources

Global:

- <https://www.creativeboom.com/resources/50-fresh-essential-and-free-resources-for-your-graphic-design-projects/>
- <http://thestocks.im/>

Typography:

- <https://www.fontsquirrel.com/>
- <https://fonts.google.com/>
- <https://www.behance.net/search?field=97&content=projects&sort=appreciations&time=week&search=free%20fonts>

Color:

- <https://color.adobe.com>
- <https://www.materialpalette.com/>
- <https://coolers.co/>

Images:

FREE :

- <https://unsplash.com>
- <https://www.pexels.com/>

CHEAP BUT NOT FREE :

- <https://stock.adobe.com/>
- <https://www.shutterstock.com/>
- <https://www.istockphoto.com>

Icons :

- <https://thenounproject.com/>

VISUAL
COMMUNICATION

SOME TOOLS IN ACTION

04



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Adobe Spark

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THANKS

FOR LISTENING