

Interface Aesthetics Week 10

Print Media

OUTLINE

- **Print media**
- **In-class exercise**

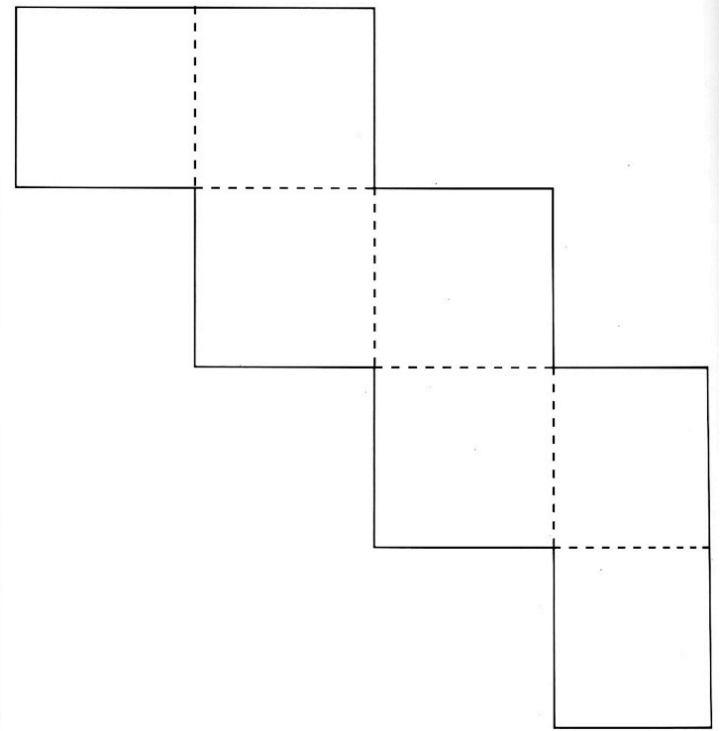


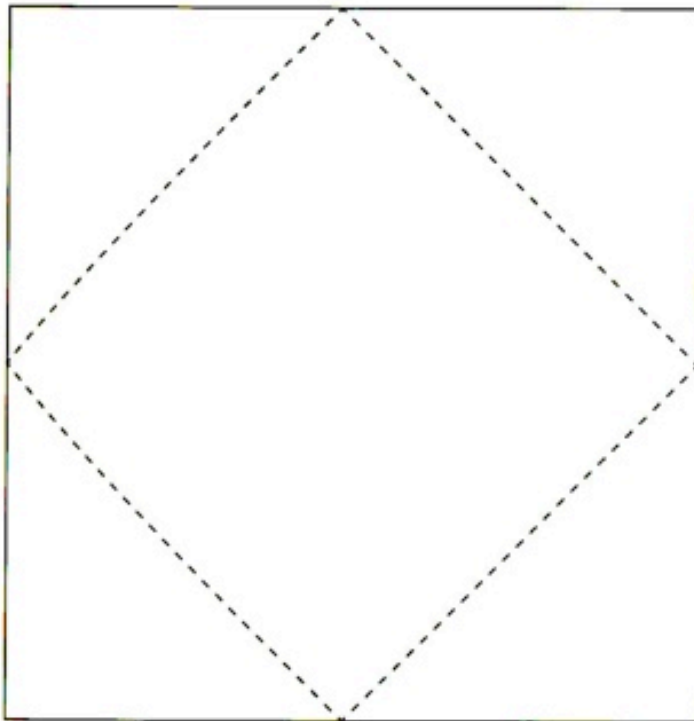
PRINT MEDIA

Physical memento

PRINT MEDIA

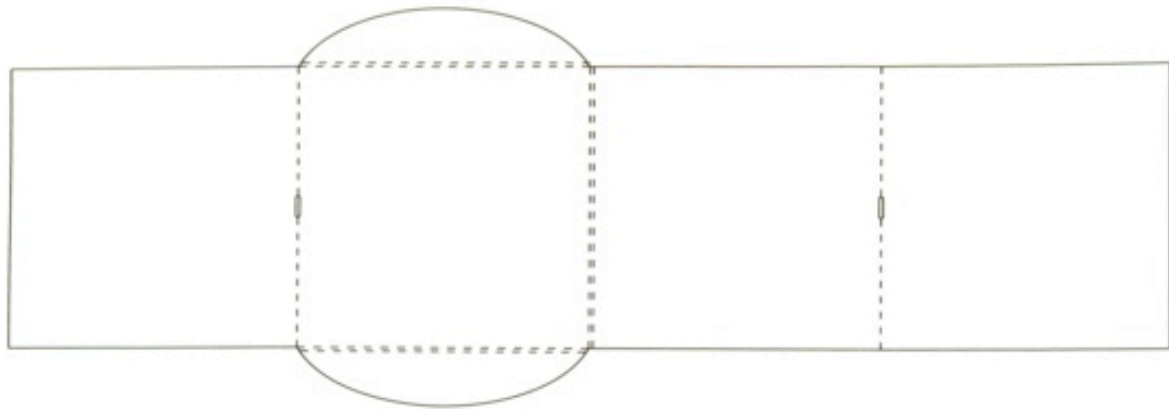
Shapes and formats

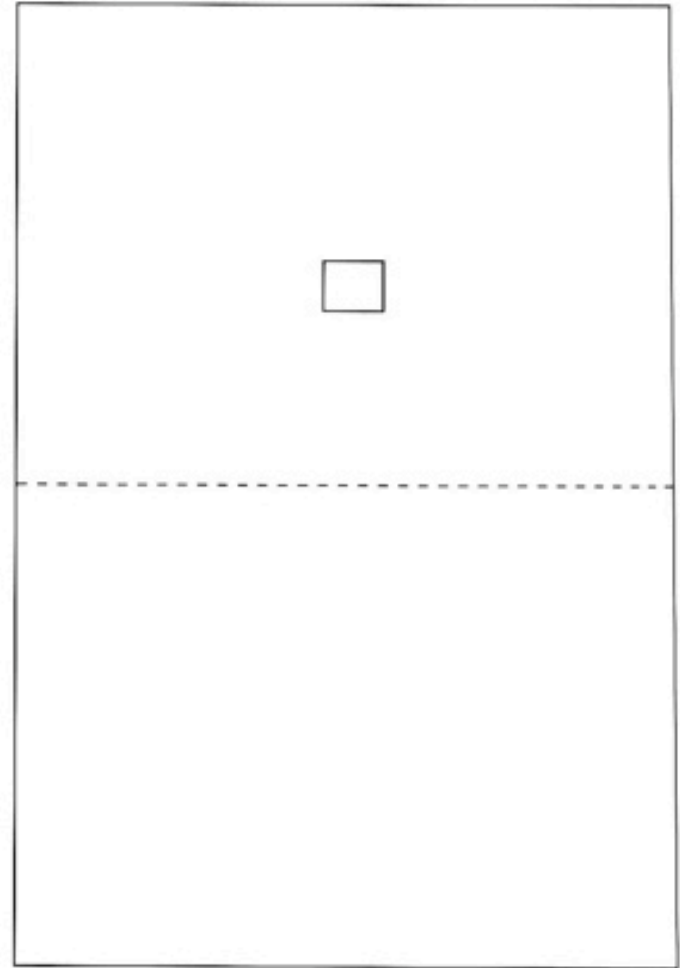
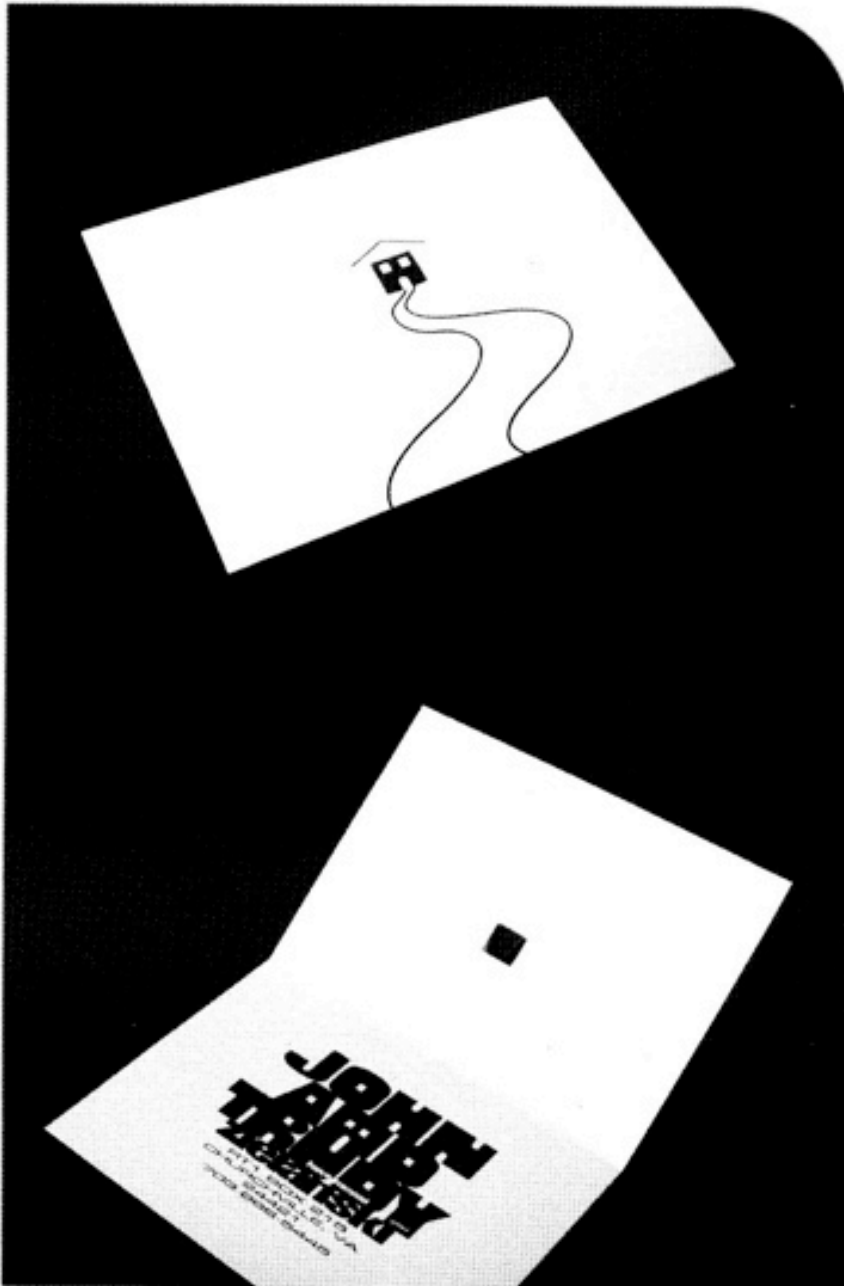


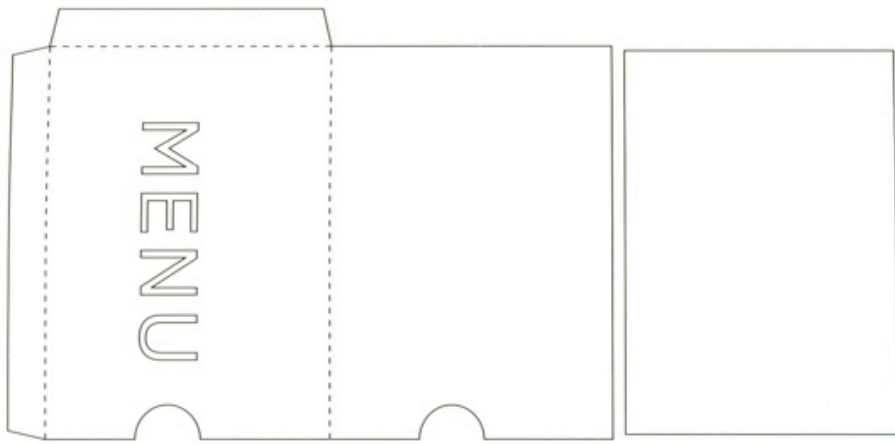


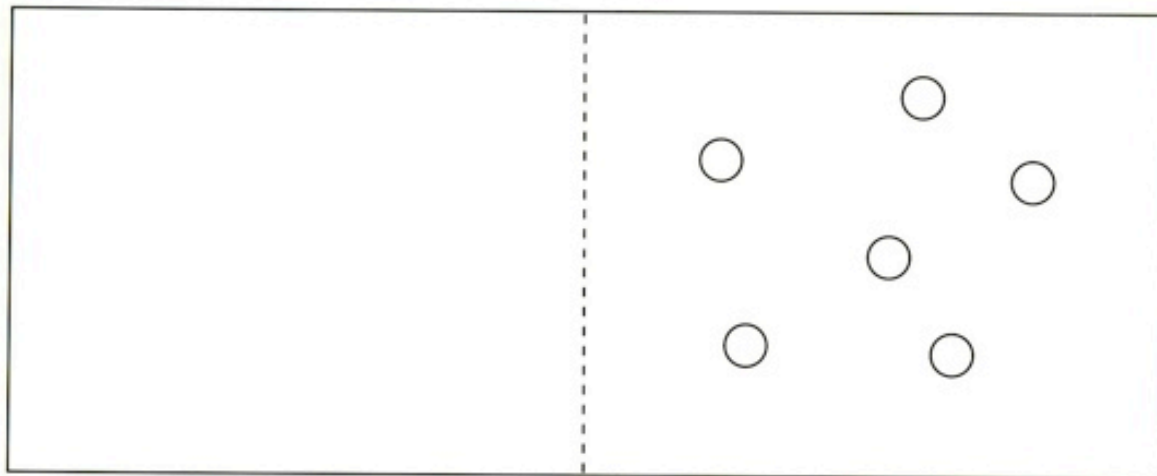
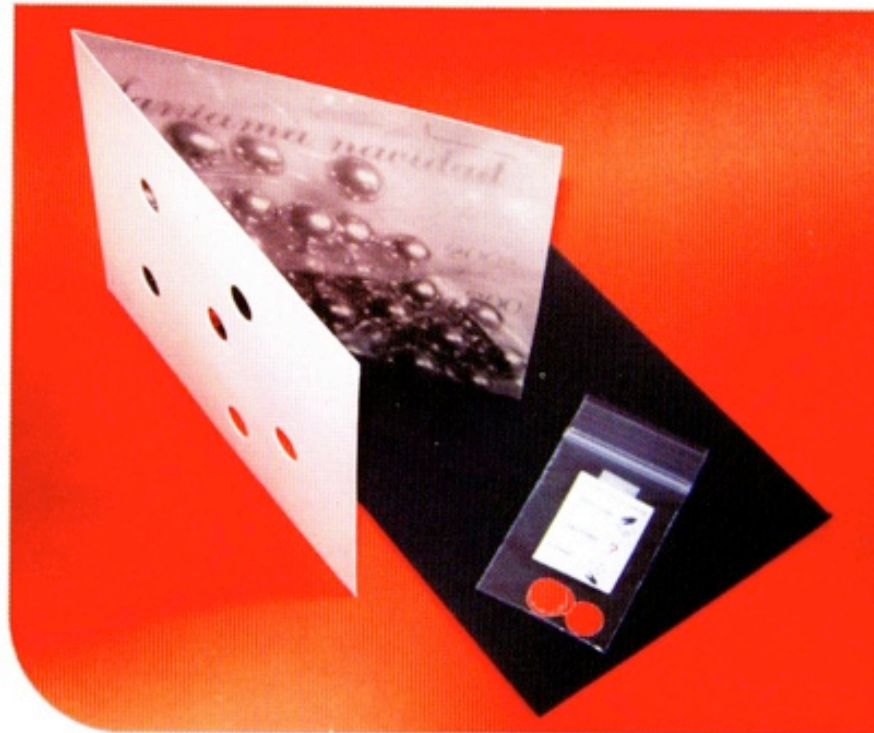


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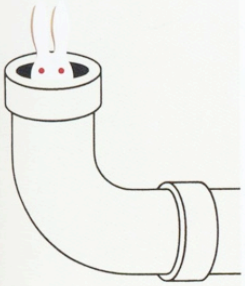




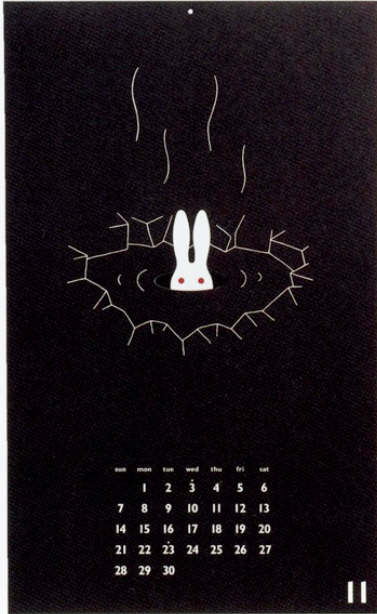




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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



9



11

Paper Land



1999

PRODUCED BY DUBAI

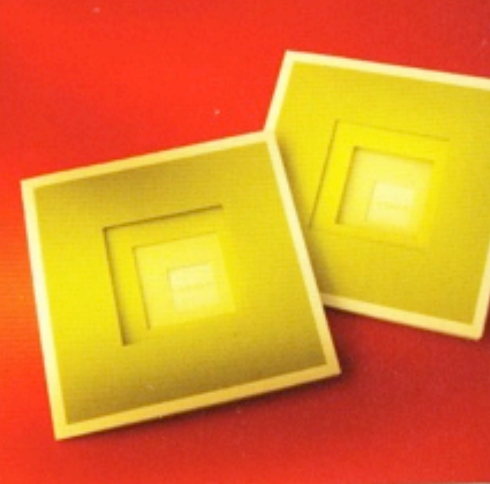
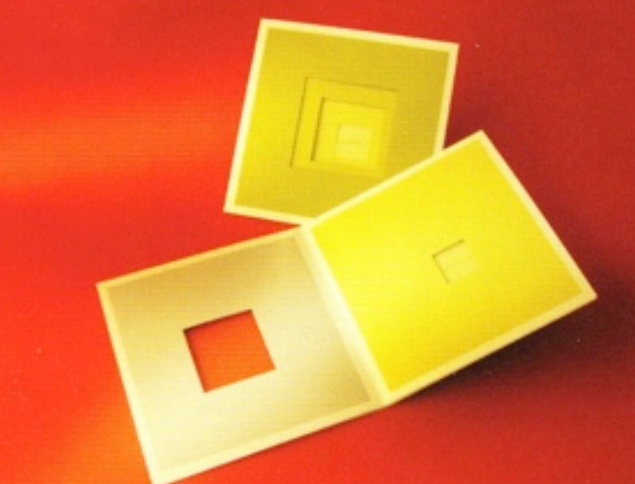
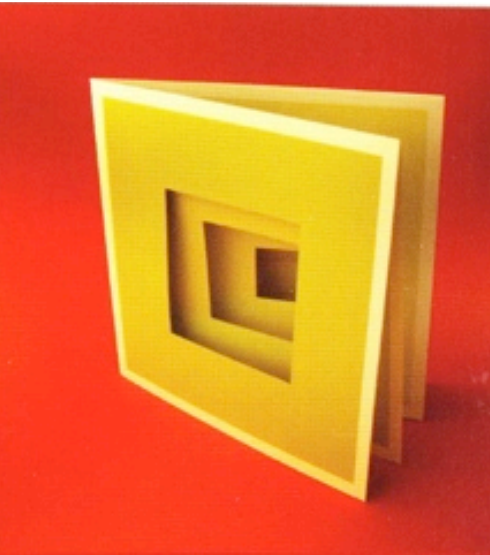
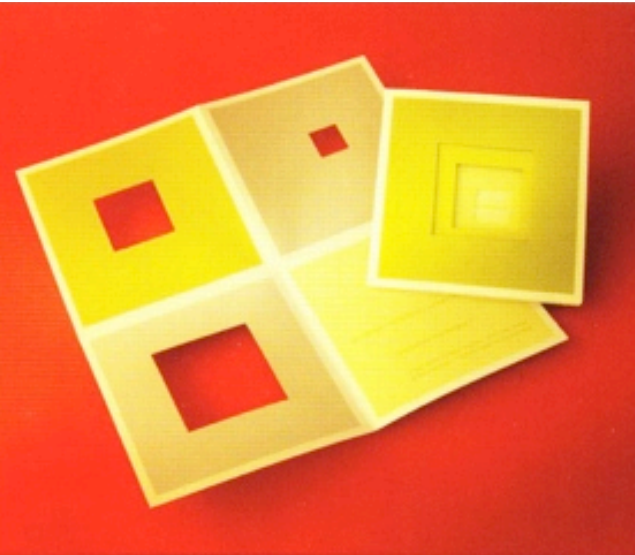
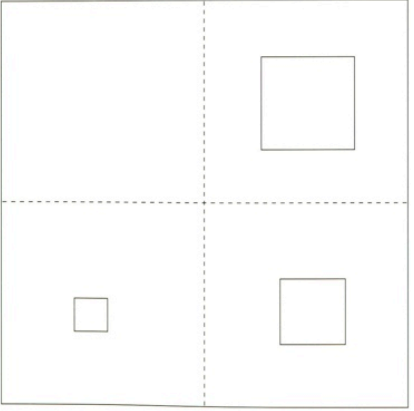
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21	22	23	24	25	26	27
28						

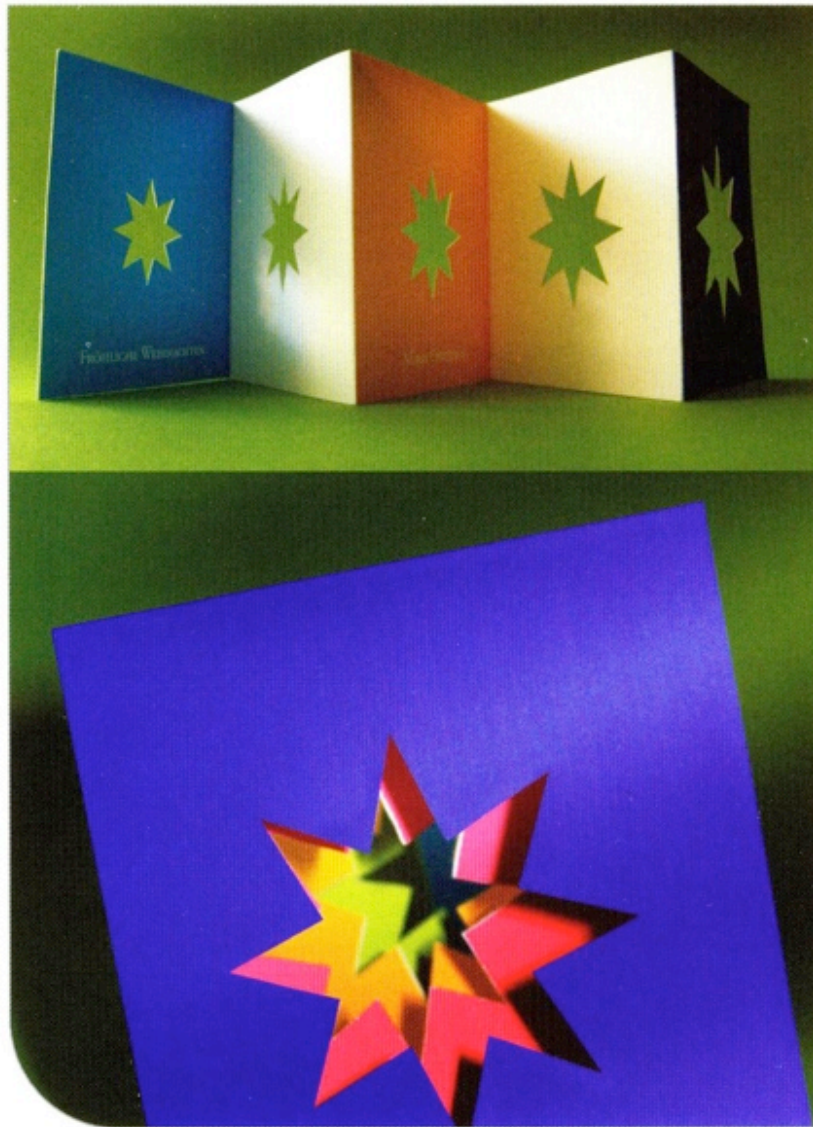
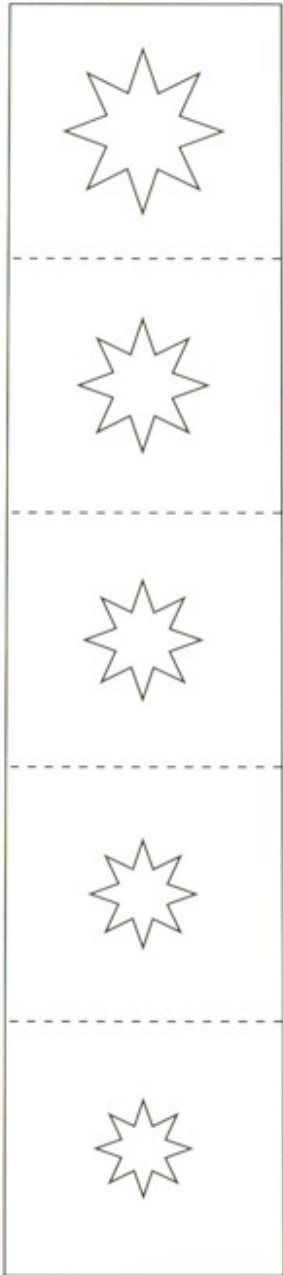


2

sun	mon	tue	wed	thu	fri	sat
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17	18	19	20	21	22	23
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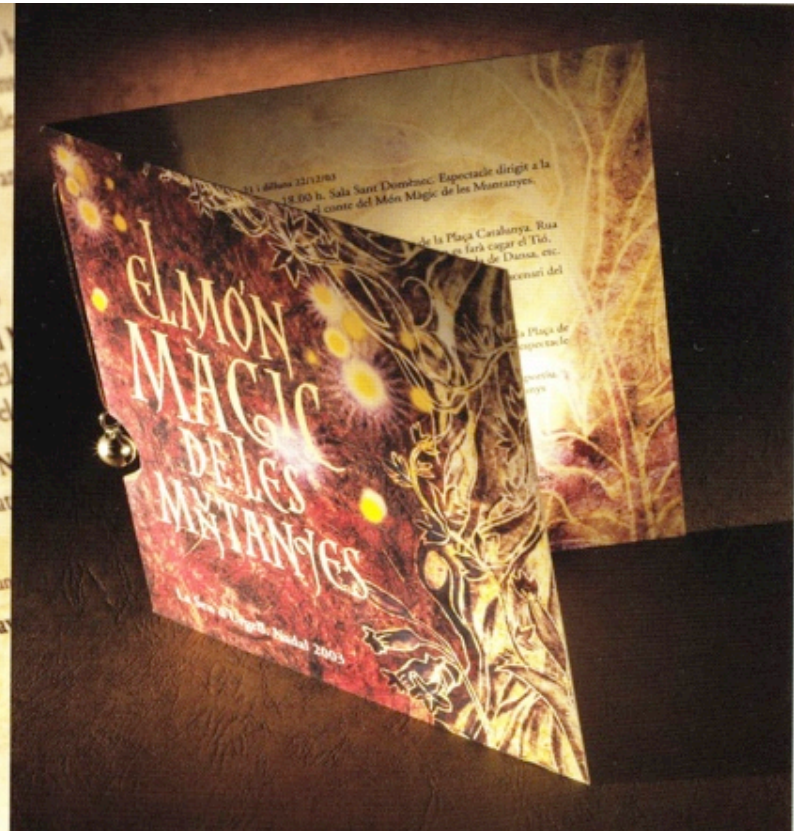
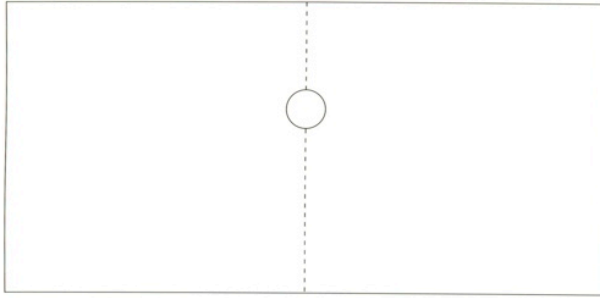














Interview #03 // Tom Lancaster
Page 28/29

TITLE // Image Aid
TYPE OF WORK // Tin brochure housing
and brochure design
CLIENT // Foto
YEAR PRODUCED // 2003
ART DIRECTION/DESIGN // Tom Lancaster
USE OF MATERIAL // Screen-printed tin and
brochure printed on recycled stock with
lamine finish
DIMENSION // 145 x 215mm x 90mm (tin);
140 x 200mm (brochure)

DESCRIPTION OF WORK //
Foto represents a number of contemporary
photographers. We produced design solutions for
a range of printed marketing materials including
a portfolio brochure. The brochure concept takes
reference from imagery shot by photographers on
the agency's books. A one-off tin was produced
to house brochures, continuing the "Image Aid"
theme.

001

John Farnham / Giles Pritchard / James Swincroft
Brian Booker / Jenny Sloane / Peter Sutcliffe

Image Aid

+ foto



www.fotolondon.co.uk



008
John Farnham
Urban Environments

John Farnham Urban Environments Signage London NW10

+
www.farnham.co.uk/imagaid/008
Image code No. F0008

John Farnham / Giles Pritchard / James Swainforth
Brian Docker / Jerry Steere / Peter Subtille

Image Aid Foto Photographic Ltd

+
Foto Limited
28 Dering Lane
Barnsbury Park
London W8 4DN
T 020 8791 1111
F 020 8791 4222
www.imageaid.co.uk/imagaid
info@imageaid.co.uk

012
John Farnham
Urban Environments

John Farnham Urban Environments Autumn Night SW3

+
www.farnham.co.uk/imagaid/012
Image code No. F0012

Giles Pritchard
Nature in Focus

Giles Pritchard Nature in Focus Field View

+
www.farnham.co.uk/imagaid/012
Image code No. F0012

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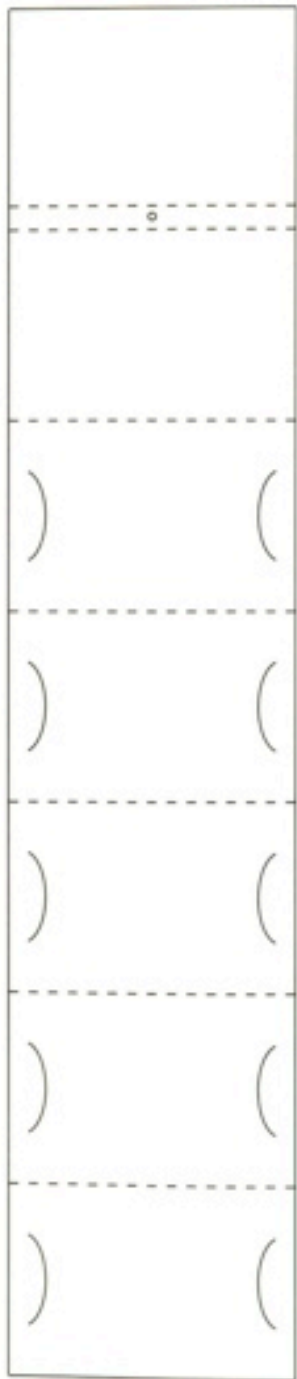
001
John Farnham / Giles Pritchard / James Swainforth
Brian Docker / Jerry Steere / Peter Subtille

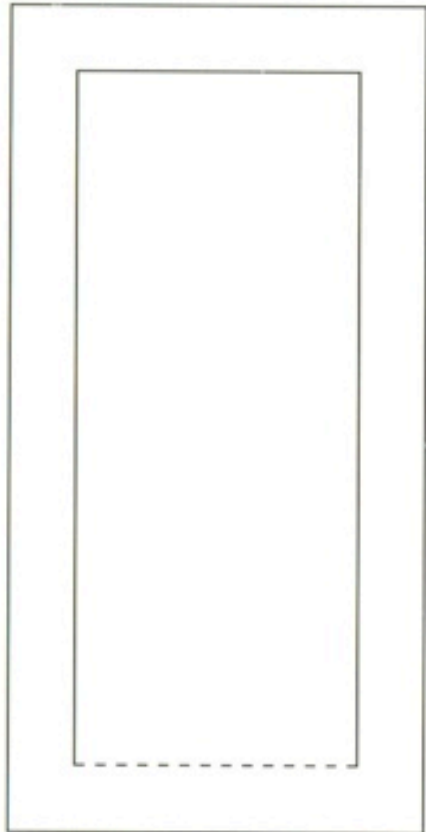
Image Aid + foto

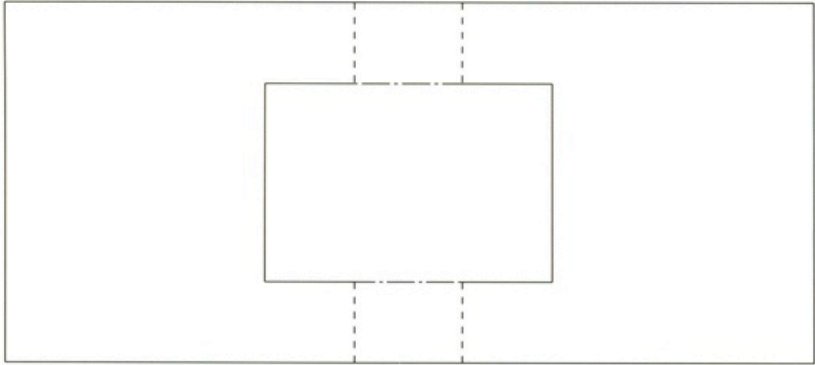


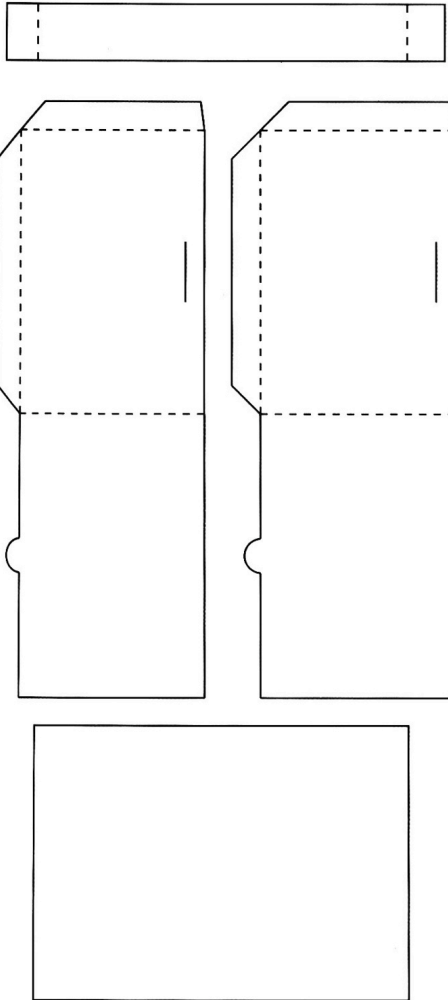
www.imageaid.co.uk

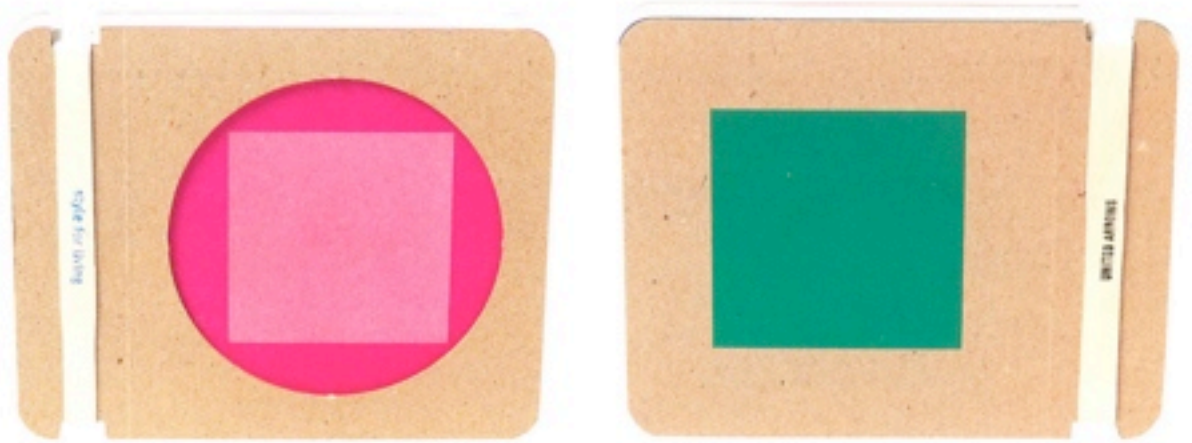


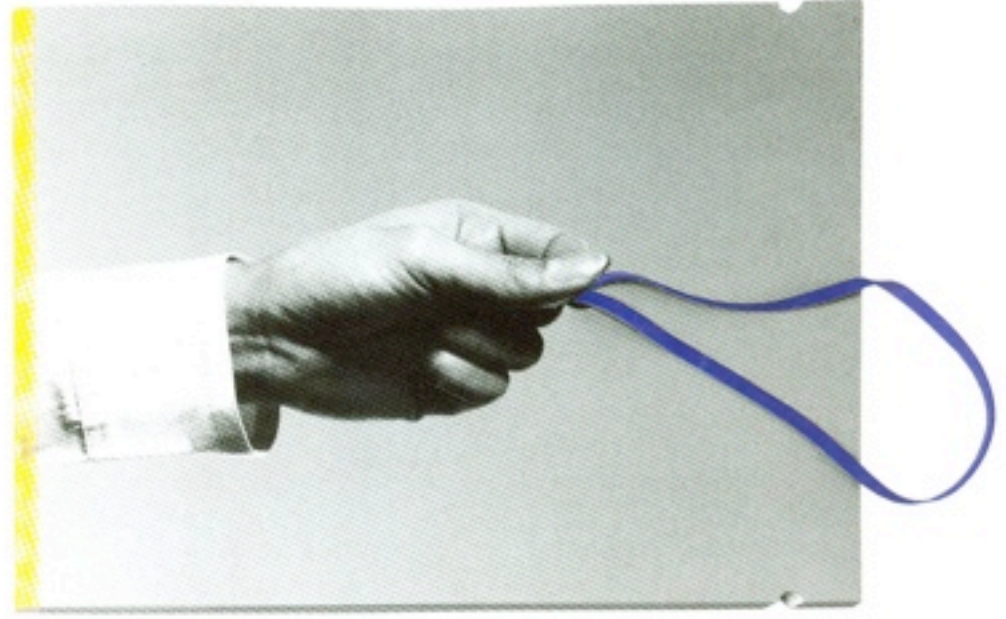
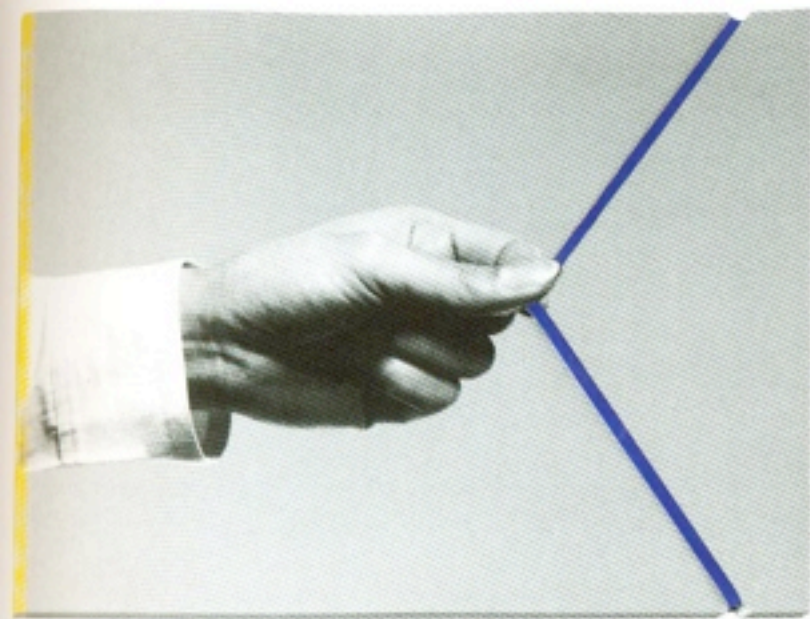














PRINT MEDIA

Materials



01

透明のベラム紙を使用して、
5つのビジネス部門を表現している。

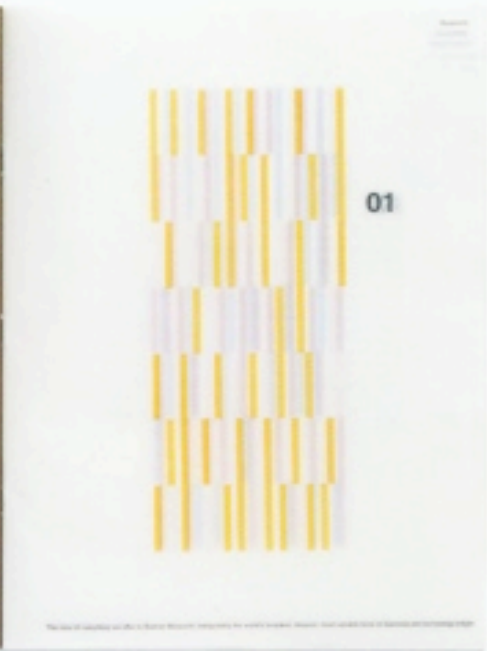
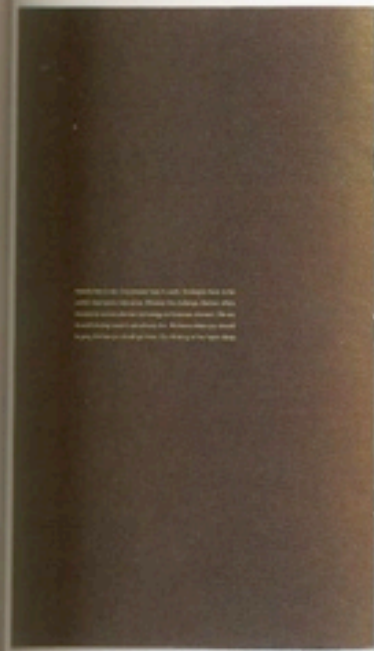
不況に強い企業の存在感をアピールするアニュアルレポート。
表紙のカギとなるメッセージは、厳しさをますビジネス界における
クライアントの継続的な成功を提示している。

アニュアルレポート [テクノロジーリサーチ&コンサルティング] 2002 U.S.A.

The cover message emphasizes the company's continued success
despite the tougher business climate.

The translucent vellum section is dedicated to Gartner's five business units.

Annual Report [Technology Research & Consulting] 2002 U.S.A. CL: Gartner
CD+AD: Bill Cahan AD+D: Bob Dinetz P: Frank Schwere I: Leanne Shapton
CW: Tony Leighton / David Stolberg / Bob Dinetz DF+SB: Cahan & Associates





Bitte um Rückmeldung: 05572 41899, ab 18.00 Uhr

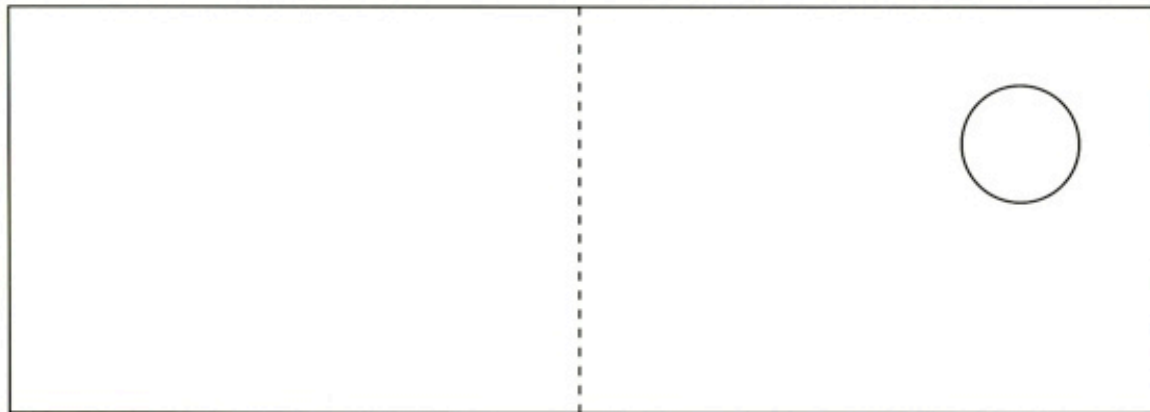


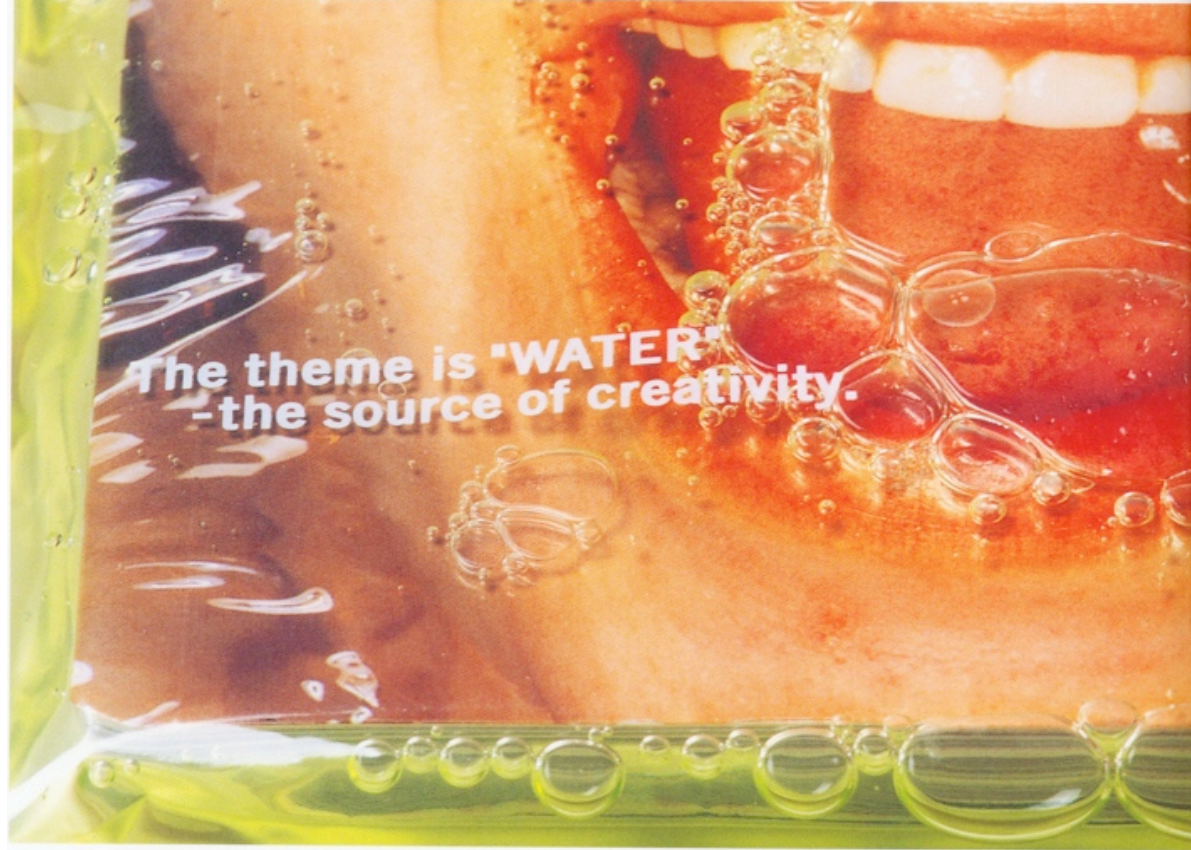
Hölzerne Hochzeit (5 Jahre verheiratet).
Grund genug ein Fest zu feiern.
22. September 2000, ab 19.30 Uhr,
Jugendhaus Vismut (ehemaliges Magic),
Dornbirn Schlachthausstraße

Wir freuen uns auf Euer Kommen
Silvia + Kurt

Bitte um Rückmeldung: 05572 41899, ab 18.00 Uhr









PRINT MEDIA

In-class exercise

Print media sketch

1. Format, material, & interaction
2. Sketch and build
3. In-class review