

TYPO

GR

AP

HY

TYPO

G R

A P

H I E

TYPO

G R

A P P L
H I E D

Line



Shape



Texture



Space



Size



Value



Color



DESIGN ELEMENTS

■ **Figure/Ground**

■ **Proximity**

■ **Similarity**

■ **Symmetry**

■ **Modularity**

■ **Continuity/Closure**

■ **Transparency**

DESIGN PRINCIPLES

Figure/Ground

Shape

Space

1955

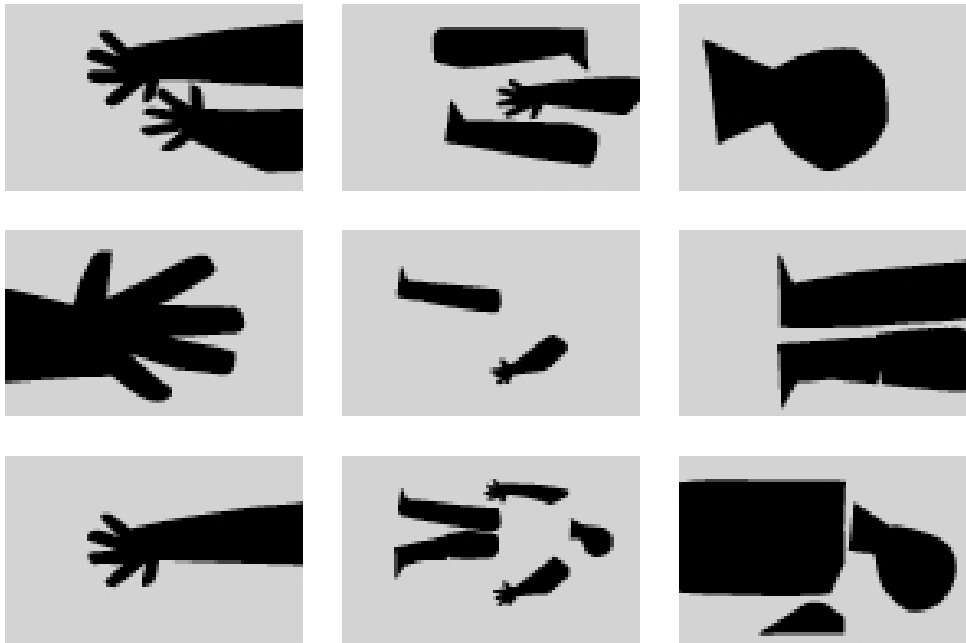


saul bass

Figure/Ground

Shape

Space



1959



saul bass – motion graphics

■ **Figure/Ground**

■ **Size**

■ **Value**

■ **Color**

■ **Space**

Kunstgewerbemuseum Zürich
Ausstellung

1960

der **Film**

10. Januar bis 30. April 1960

Offen: Montag 14-18, 20-22
Dienstag-Freitag 10-12, 14-18, 20-22
Samstag-Sonntag 10-12, 14-17

josef müller-brockman

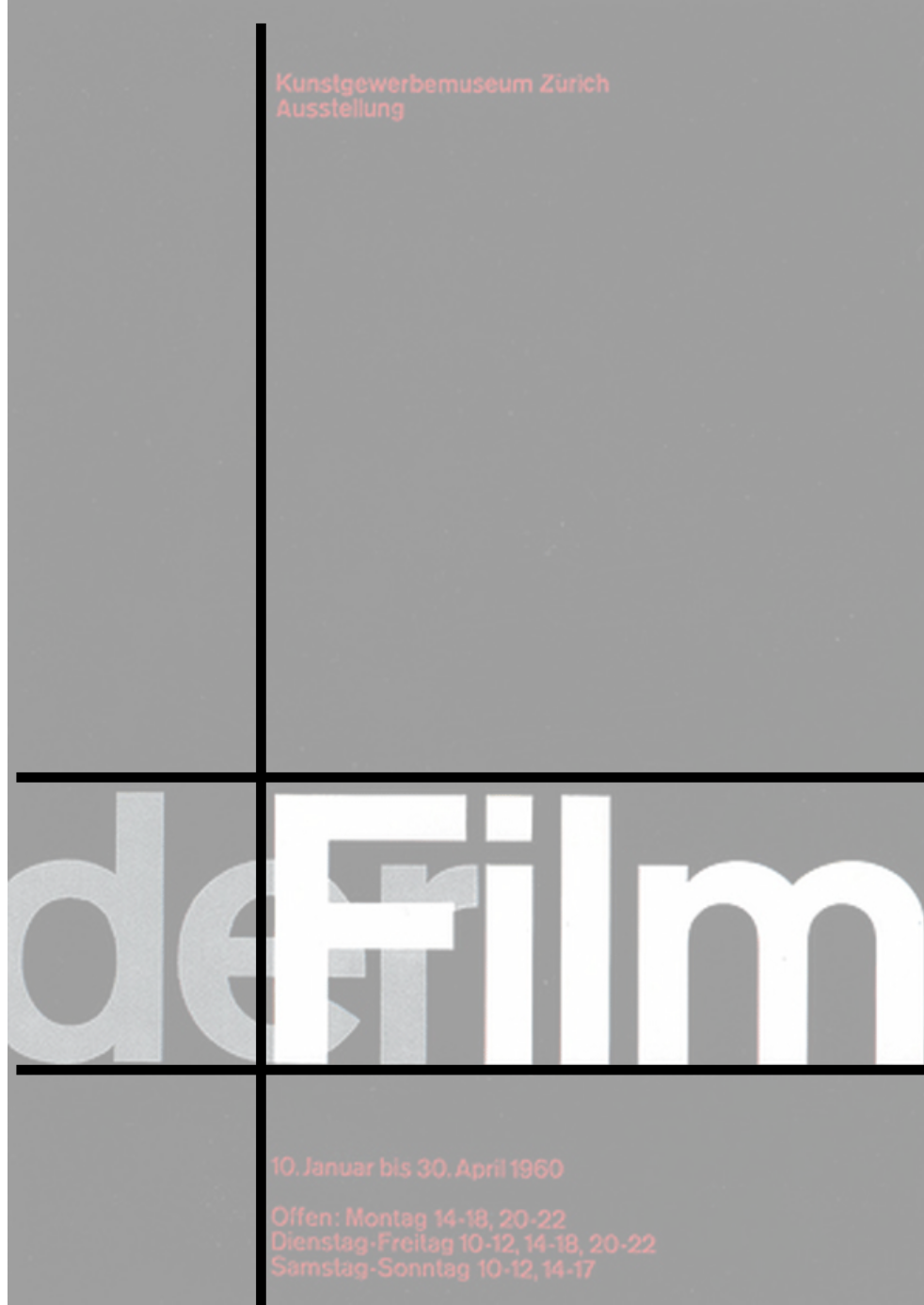
■ **Figure/Ground**

■ **Size**

■ **Value**

■ **Color**

■ **Space**



1960

josef müller-brockman

■ **Figure/Ground**

2008

■ **Shape**

■ **Texture**

■ **Space**



Michael Bierut – Saks Fifth Avenue

■ **Figure/Ground**

2008

■ **Shape**

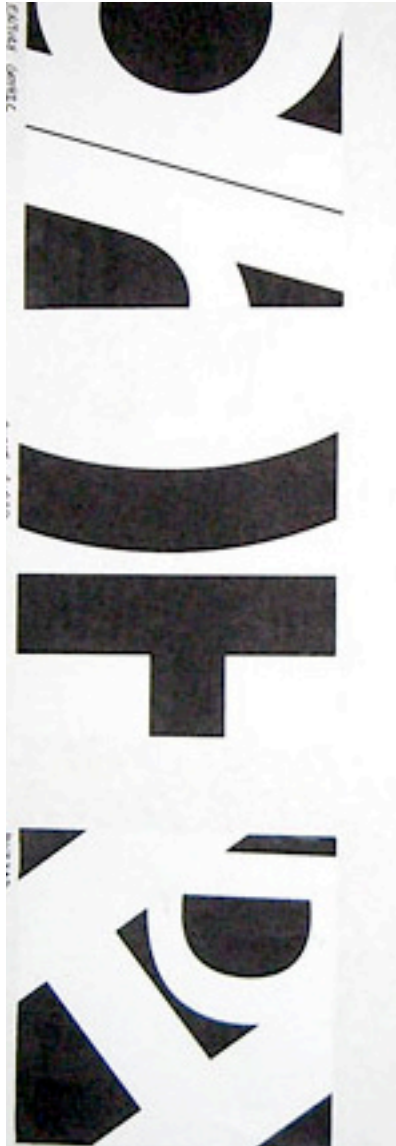
■ **Texture**

■ **Space**



Michael Bierut – Saks Fifth Avenue

Figure/Ground



■ Proximity

■ Line

■ Shape

■ Space

■ Color



LITTER
cash
machine here

	Halifax	Abbey	Natwest	
	Lloyds TSB	Nationwide	HSBC	

This machine will charge for ATM debit card cash withdrawals.
This cash machine is operated by Cardpoint Plus

Proximity

Line

Shape

Space

Color



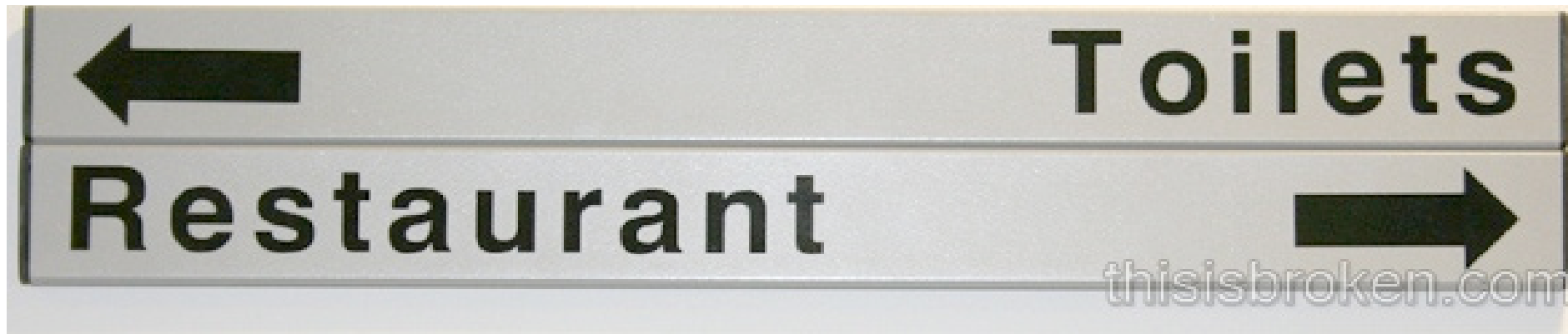
	Halifax	Alday	Natwest	
Barclays	Lloyds TSB	Natwide	HSBC	<small>Withdrawals at ATM's using the following services available</small>

This machine will charge for **BMK** debit card cash withdrawals
This cash machine is operated by Compoint Plc

■ Proximity

■ Line

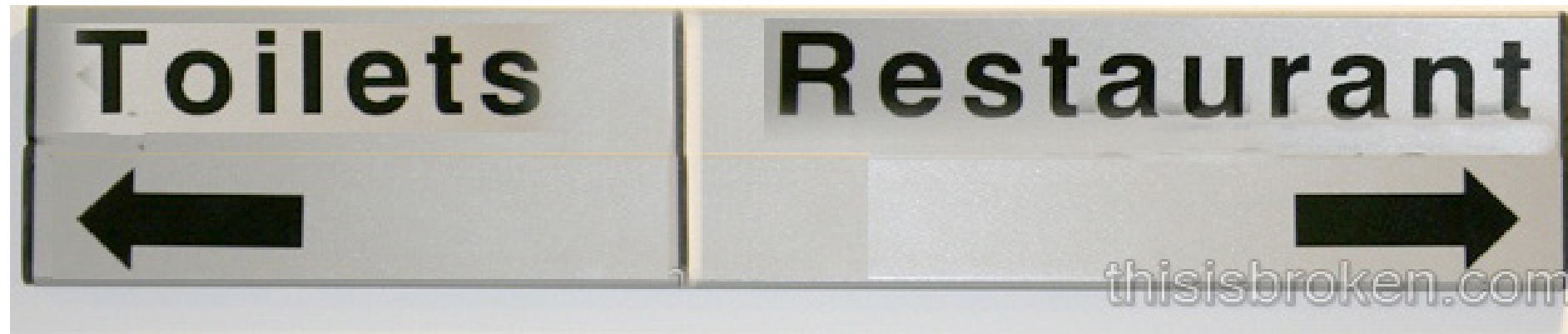
■ Space



■ Proximity

■ Line

■ Space



Proximity

Shape

Color



CAR
PRODUCTS
ON

CARE
NOW
SALE

■ Similarity





■ Similarity

■ Shape

■ Space

■ Color

Symmetry

Line

Space

Color

HANS HAACKE
AN ARTIST SELECTS OBJECTS
FROM THE V&A'S
COLLECTIONS

SERPENTINE GALLERY

GIVE & TAKE

1 EXHIBITION 2 SITES 30 JANUARY – 1 APRIL 2001

VICTORIA AND ALBERT MUSEUM

WORKS BY 15 CONTEMPORARY
INTERNATIONAL ARTISTS

KEN APTEKAR
XU BING
NEIL CUMMINGS &
MARYSIA LEWANDOWSKA
WIM DELVOYE
JEFF KOONS
LIZA LOU
ROXY PAINE
J. MORGAN PUETT &
SUZANNE BOCANEGRA
MARC QUINN
ANDRES SERRANO
YINKA SHONIBARE
HIROSHI SUGIMOTO
PHILIP TAAFFE

EDWIN C. COHEN AND THE BLESSING WAY FOUNDATION

www.colour

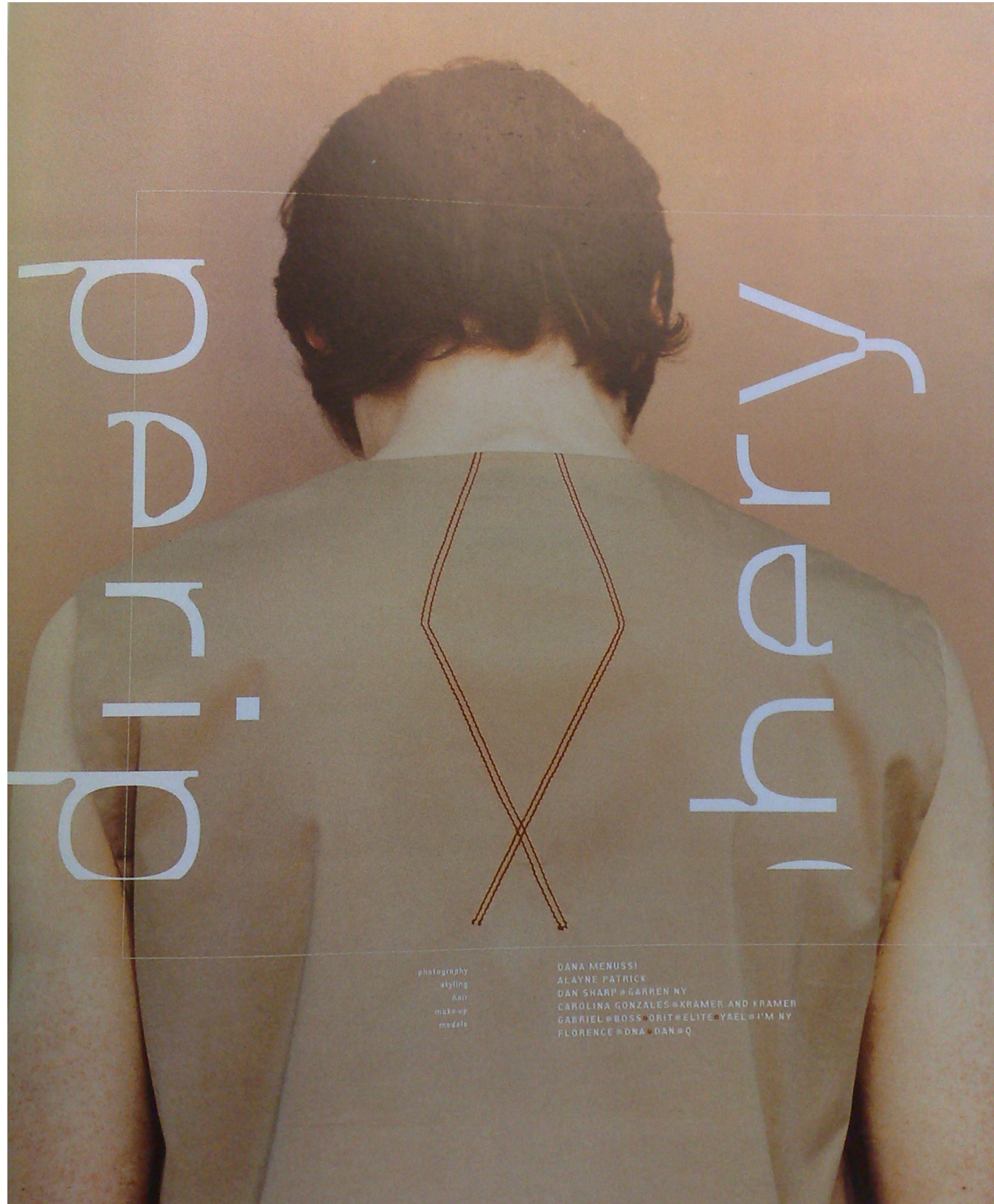
K2

Standard

■ Symmetry

■ Shape

■ Color



photography
styling
hair
make-up
models

DANA MENUSSI
ALAYNE PATRICK
DAN SHARP @ GARREN NY
CAROLINA GONZALES @ KRAMER AND KRAMER
GABRIEL @ BOSS @ ORIT @ ELITE @ Yael @ I'M NY
FLORENCE @ DNA @ DAN @ Q

Symmetry

Shape

Color



anthony burrill

1895

Symmetry

Shape

Color

Line

charles mackintosh



■ Modularity

■ Space

■ Color

■ Line



■ Modularity

■ Space

■ Color

Line



Modularity

Space

Value

Line

jan tschichold



mitteilungen

typographische

sonderheft
elementare
typographie

- nelson altman
- otto baumbarger
- herbert layer
- max burchartz
- ol kletzky
- ledeleus moholy-nagy
- mihaly f. ferkes
- johannes molzahn
- kurt schwitters
- mari slam
- van tssichold

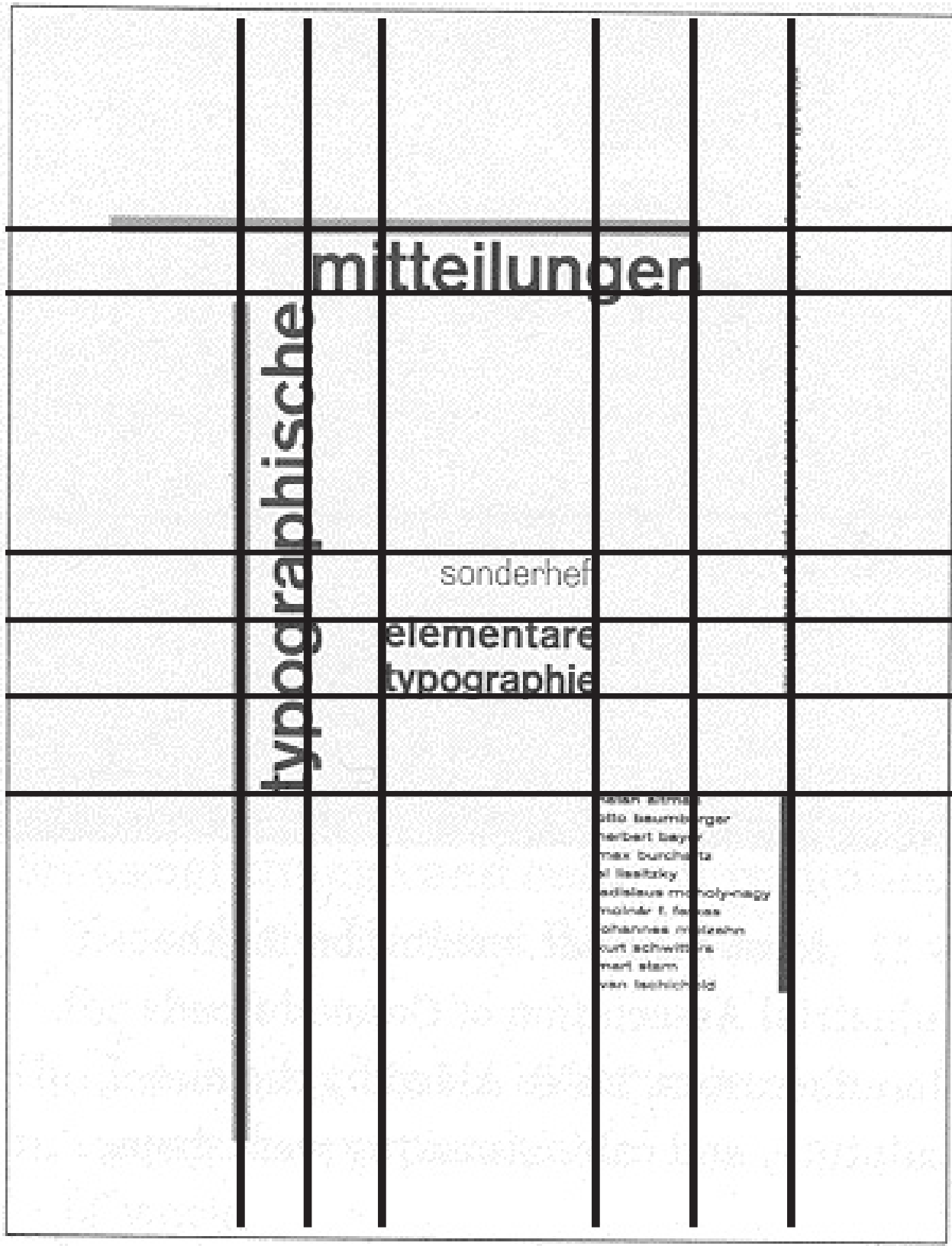
zeitchrift des städtischen-bundes der deutschen buchdrucker leitung • oktoberheft 1929

Modularity

Space

Value

Line



Interactive Drama and User Centered Product Concept Design

Topic: Interaction Design
 Applied Methods in Information Technology 2017, P.O. Box 5000, 00051 HUT, Finland, helsinki@cs.helsinki.fi

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Drama Workshops

Drama workshop is a means for collaboration, where doing using a variety of different methods and exercises together with others.

It has many games and physical exercises (for example as a warm-up), discussion in general and in small groups, improvisation and creating and acting out small scenes which are observed, reflected and modified.

The exercises are planned by the instructor to suit the object (theme or question) and the group of participants.

The main goal is to activate participants, let them describe their thoughts, emotions and experiences and let them substitute and view perspectives in problematic situations.



Abstract

We combine the skills of designers and theater professionals in a methodology project, in which user centered design and drama methods are simultaneously applied to study the same user group. One of the goals is to develop a set of design tools, with which user experience and group dynamics are revealed simultaneously, and to establish a design process based on these findings.

We will compare the results produced by traditional user centered method (user Design (UCD)) and drama methods by conducting research in parallel using both approaches.

The project started in 2004 and ended in 2006. The first year we studied drama methods and applied them to a group of 50+ teachers and nurses, facing the transition to telemedicine in health-care system. Total of 100 persons participated in drama exercises, and at the same time parallel to that 12 of them took part in user centered design sessions.

Helsinki Institute for Information Technology HIIT is a joint research institute of the best leading research universities in Finland, University of Helsinki (UH) and Helsinki University of Technology (HUT). HIIT conducts internationally high-level strategic research in information technology.

The faculty of performing arts in the Helsinki University studies how the degree programs affect creative students with a broad range of skills for working in the field of theater and applied theater. The faculty has been developing new ideas and practices of how to create action-based in digital theater and storytelling.

user study

Amateur product study
 Field focus groups
 Field interviews
 Charms with transcripts
Play-back Theater

Increasing findings by focusing on

alternative concepts

Brainstorming, Role playing,
 Scenario building,
 Sketching
Drama workshop

Alternative scenarios
 Alternative visualizations
 Alternative mock models

evaluation

Focus groups
 Co-discovery
Forum theater

User values
 User priorities regarding concepts

refinement

Combining concepts
 Developing concepts
Forum workshop

Scenario
 Mock models

selection

Play-Back theatre

This drama theatre is improvisation. The starting point are the individual stories of the participants.
 The workshop is a free rehearsal-theatre and the actors.
 The aim is to working from the stories included in the main scenario problems of the workshop and proceed to a free action, which represents each participant's experience depending on what aspects of the story he/she chooses.



Forum-theatre

A tool for exploring and exploring solutions to problems of oppression and power in society and in communities.
 The main goal is to test conditions to systems, scenarios and transform general relations of situations in stage.
 The aim is to establish a change of situations in the "real world", whether social, political, ideological or personal.
 The focus is a story play presented to audience by the first actor.
 The play should have a clear theme together with a clear opposition where audience and goals are opposed by other characters (oppressing).
 The workshop of the play is collaborative to apply to the real situation.
 The play is followed by the interactive session.
 The audience is asked, in which situations the main characters of the play could have some different solutions.
 The scenes is played again and the audience has the possibility to interrupt the scene to try an alternative solution.
 The actors then describe the conflict with supported alternative solution scenario where it takes place.
 The questions, formed in other scenes, suggestions, etc.



Modularity

Space

Color

Line

Size



Interactive Drama and User Centered Product Concept Design

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Drama Workshops

Drama workshop is a means for collaboration, where doing using a variety of different methods and exercises together with others.

It uses various games and physical exercises (for example as a warm-up), discussion in general and in small groups, improvisation and creating and acting and visual scenes which are observed, reflected and modified.

The exercises are planned by the instructor to suit the object, theme or question and the group of participants.

The main goal is to activate participants, let them describe their thoughts, emotions and experiences and let them substitute and view perspectives to problematic situations.



Abstract

We combine the skills of designers and theater professionals in a methodology project, in which user centered design and drama methods are simultaneously applied to study the same user group. One of the goals is to develop a set of design tools, with which user experience and group dynamics are revealed simultaneously, and to establish a design process based on these findings.

We will compare the results produced by traditional user centered method (concept Design (UCPD)) and drama methods by conducting research in parallel using both approaches.

The project started in 2004 and ends in 2006. The first year we studied drama methods and applied them to a group of 50+ teachers and nurses, facing the transition to telepresence or full-employment. Total of 100 persons participated in drama exercises, and at the same time parallel to that 12 of them took part in user centered design sessions.

Helsinki Institute for Information Technology HIIT is a joint research institute of the best leading research universities in Finland, University of Helsinki (UH) and Helsinki University of Technology (HUT). HIIT conducts internationally high-level strategic research in information technology.

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user study

- Amateurish product study
- Field focus groups
- Field interviews
- Diaries with transcripts
- Play-back Theater**

Increasing findings by focusing on

alternative concepts

- Brainstorming
- Role playing
- Scenario building
- Sketching
- Drama workshop**

evaluation

- Focus groups
- Forums theater

- User values
- User priorities regarding concepts

- Alternative scenarios
- Alternative visualizations
- Alternative block models

refinement

- Combining concepts
- Developing concepts
- Forum workshop**

- Scenarios
- Block models

selection

Play-Back theatre

- This drama theatre is improvisation.
- The starting point are the individual stories of the participants.
- The structure is a free keyword-the structure and the actors.
- Stories can be working from the words included in the main scenario problems or the.
- The stories are played back by actors, who experience with different behaviours depending on other aspects of the story like their status.



Forum-theatre

- A tool for exploring and exploring solutions to problems of oppression and power in society and in communities.
- The main goal is to test conditions in systems, scenarios and transform general relations of situations in stage.
- Intended to establish a change of situations in the "real" world, whether social, political, ecological or personal.
- The focus is a short play prepared by spectators in the first scene.
- The play should have a clear theme together with a clear opposition where spectators and goals are opposed by other characters (oppressing).
- The structure of the play is improvisable to apply to the real situation.
- The play is followed by the interactive session.
- The audience is asked, in which situations the main characters of the play could have some different solutions.
- The scene is played again and the audience has the opportunity to interrupt the scene to try an alternative solution.
- The actors then experience the script with supported improvisation during previous when it was there.
- The spectators formed a group during subsequent scenes.



Interactive Drama and User Centered Product Concept Design

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Drama Workshops

Drama workshop is a means for collaboration using a variety of different methods in cooperation with others.

It is used to create games and physical experiences as a warm-up, discussion in project groups, improvisation and creating and visualizing what are observed, felt, needed.

The exercises are planned by the leader, the object, theme or question and the participants.

The main goal is to activate participants, activate their thoughts, emotions and try out new work situations and new perceived problematic situations.



user study

Amateur product study
 Field focus groups
 Field interviews
 Character-rich interviews
Play-back Theater

Increasing findings by focusing on

alternative concepts

Brainstorming, Role playing,
 Scenario building,
 Storytelling
Drama workshop

Alternative scenarios
 Alternative visualizations
 Alternative blank models

evaluation

Focus groups
 Surveys
Forum theater

User values
 User priorities regarding concepts

Abstract

We combine the skills of designers and theater professionals in a multidisciplinary project, in which user centered design and drama methods are simultaneously applied to study the same user group. One of the goals is to develop a set of design tools, with which user experience and group dynamics are revealed simultaneously, and to establish a design process based on these findings.

We will compare the results produced by traditional user centered method (concept Design (UCPD)) and drama methods by conducting research in parallel using both approaches.

The project started in 2004 and ends in 2006. The first year we studied drama methods and applied them to a group of 50+ teachers and nurses, facing the transition to telepresence in health-care system. Total of 100 persons participated in drama sessions, and at the same time parallel to that 12 of them took part in user centered design sessions.

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The faculty of performing arts in the Helsinki University studies from the degree programs which provide students with a broad range of skills for working in the field of theater and applied theater. The faculty has been developing new ideas and practices of new theatrical culture based in directed theater and dramaturgy.

refinement

Combining concepts
 Developing concepts
Forum workshop

Scenario
 Blank models

selection

Play-Back theatre

This back theatre is a technique for creating scenes and the individual stories that are important in a life situation. The scenes are created by the actors and the director.

It is used to create scenes and physical experiences as a warm-up, discussion in project groups, improvisation and creating and visualizing what are observed, felt, needed.

The exercises are planned by the leader, the object, theme or question and the participants.

The main goal is to activate participants, activate their thoughts, emotions and try out new work situations and new perceived problematic situations.



Forum-theatre

A tool for exploring and exploring solutions to problems of oppression and power in society and in communities.

The main goal is to help participants to explore, understand and visualize their situations of situations in their lives.

It is used to create a change of situations in the "real world" whether social, political, ideological or personal.

The focus is to show how to change the situation by the actor's actions.

The play must have a clear theme together with a main character whose actions and goals are observed by other characters (audience).

The audience of the play is encouraged to help to the main character.

The play is followed by the improvisation session.

The audience is asked to which situations the main character of the play could face some different solutions.

The scene is played again and the audience has the possibility to interrupt the scene to try an alternative solution.

The scene then continues the scene with suggested alternative solutions and the actors take their own actions, which are observed by the audience.



Modularity

Space

Size



Interactive Drama and User Centered Product Concept Design

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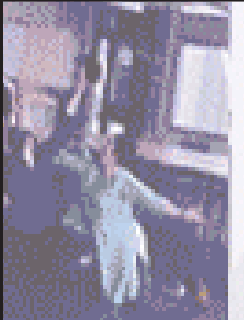
Drama Workshops

Drama workshop is a means for collaborating using a variety of different methods and approaches with others.

It uses creative games and physical space changes as a warm-up, discussion in pairs, small groups, improvisation and creating the most scenes which are observed, not written.

The exercises are planned by the trainer to elicit 'ideas in question' and the participants.

The main goal is to activate participants, elicit their thoughts, emotions and use all the work solutions and new proposed alternative solutions.



Abstract

It compares the skills of designers and theatre professionals in a methodology project, in an user centered design and drama methods and simultaneously applied to study the same user problem. One of the goals is to develop a set of design tools, with which user experience and group dynamics are explored simultaneously, and to establish a design process based on these findings.

It will compare the results produced by traditional User Centered Product Concept Design (UCPCD) and drama methods by conducting research in parallel using both approaches.

The research started in 2004 and ended in 2006. It involved ten student drama methods and applied them to a group of 50+ teachers and students, facing the situation for homework or full assignments. Theoretical persons participated in drama sessions, and the whole time parallel to that 12 of them took part in traditional design sessions.

User study

Assessing product needs
 Field focus groups
 Field interviews
 Character needs interviews
Play-back Theater

Increasing findings for focusing on:

alternative concepts

Brainstorming, Role playing,
 Scenario building,
 Sketching
Drama workshop

Alternative scenarios
 Alternative visualizations
 Alternative blank models

evaluation

Focus groups
 Conferences
Forum theater

User values
 User priorities regarding concepts

refinement

Combining concepts
 Developing concepts
Forum workshop

Conferences
 Blank models

Play-Back theatre

The starting point are the individual stories and experiences of a few people who work for the same company.

It is a way to bring these stories to life in a way that is meaningful to the whole organization.

The stories are shared with the audience, and the audience is encouraged to share their own experiences.



Forum-theatre

A way for exploring and expressing our self-experiences and stories in public and in a group.

The main goal is to help ourselves to understand our own situations of situation and to explore alternative solutions of situation.

It is a way to explore a change of situation, which is not possible in a traditional workshop.

The main goal is to help ourselves to understand our own situations of situation and to explore alternative solutions of situation.



Modularity

Space

Size

ValuPark →



Daily A & B



Shuttles



Taxis



Economy Parking



Door To Door






Rental Car Shuttles

Terminal 2



Modularity

-  ValuPark
-  Daily A & B
-  Taxis.
-  Economy Parking
-  Door To Door
-  Rental Car Shuttles
- 

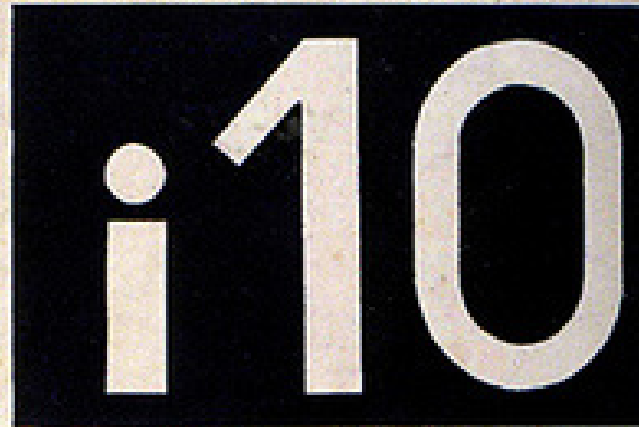
Terminal 2



Modularity

1928

AMSTERDAM 1928



PALEIS VOLKENBOND	STAM
KANDINSKY	GROTE
FRANSCH LITERATUUR	POULAILLE
VANZETTI	THOMPSON
ARCHITECTUUR	RIETVELD
STATISTIEK	GUMBEL
„BETT UND SOFA“	A. M. L.
„DE BRUG“	IVENS
FABRIEKSUITGANG	VAN DER LECK
FILM	TER BRAAK
REPRODUCTIES	

13

PR. FI. 1.10

Modularity

Space

Size

Line

Color

césar domela – De Stijl

1928

i10

PALEIS VOLKENBOND	STAM
KANDINSKY	GROTE
FRANSCH LITERATUUR	POULAILLE
VANZETTI	THOMPSON
ARCHITECTUUR	RIETVELD
STATISTIEK	GUMBEL
„BETT UND SOFA“	A. M. L.
„DE BRUG“	IVENS
FABRIEKSUITGANG	VAN DER LECK
FILM	TER BRAAK
REPRODUCTIES	

13

PR. FI. 1.10

césar dome

Modularity

Space

Size

Line

Color

1955



Modularity

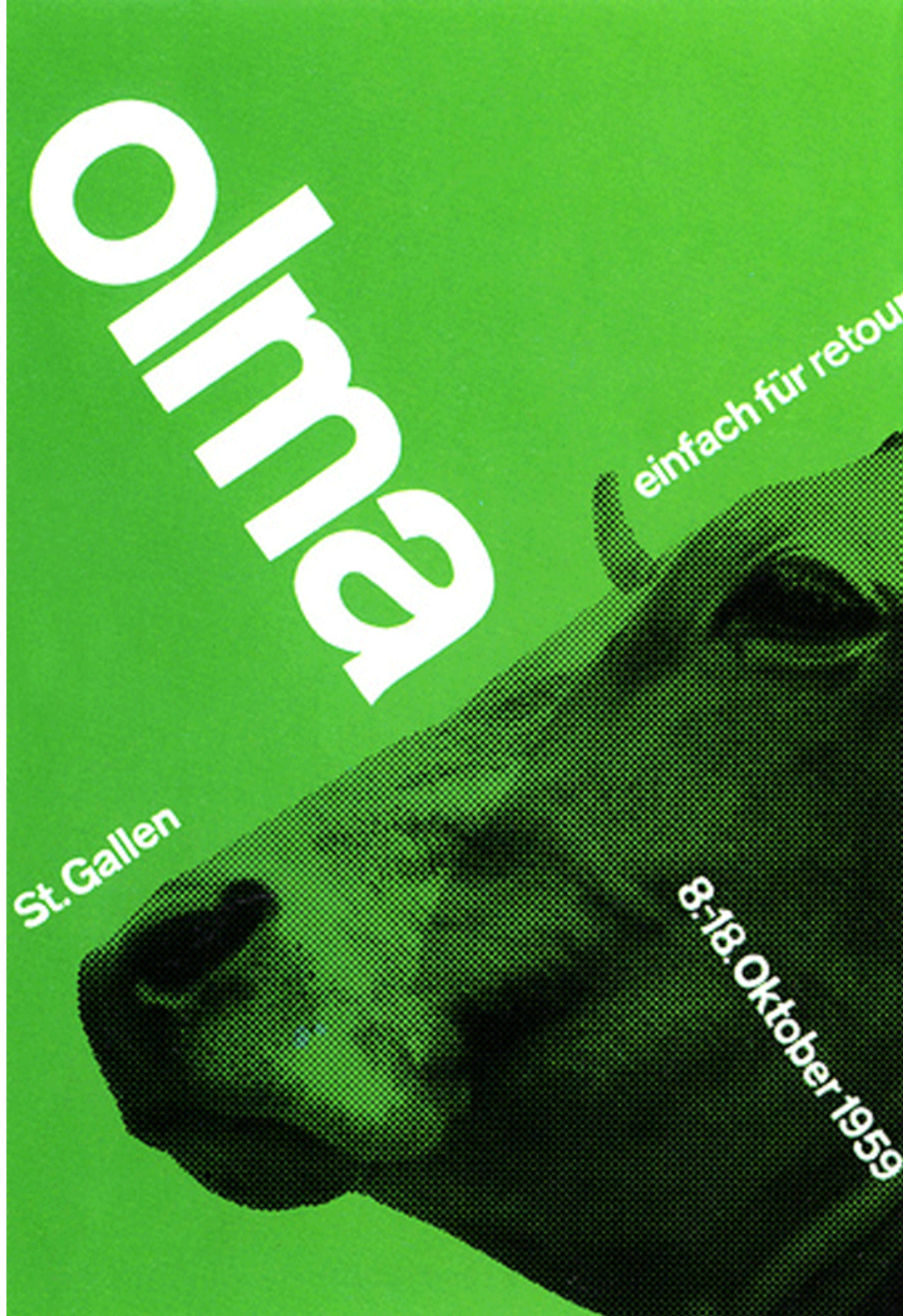
Space

Size

Line

joseph müller brockman

1955



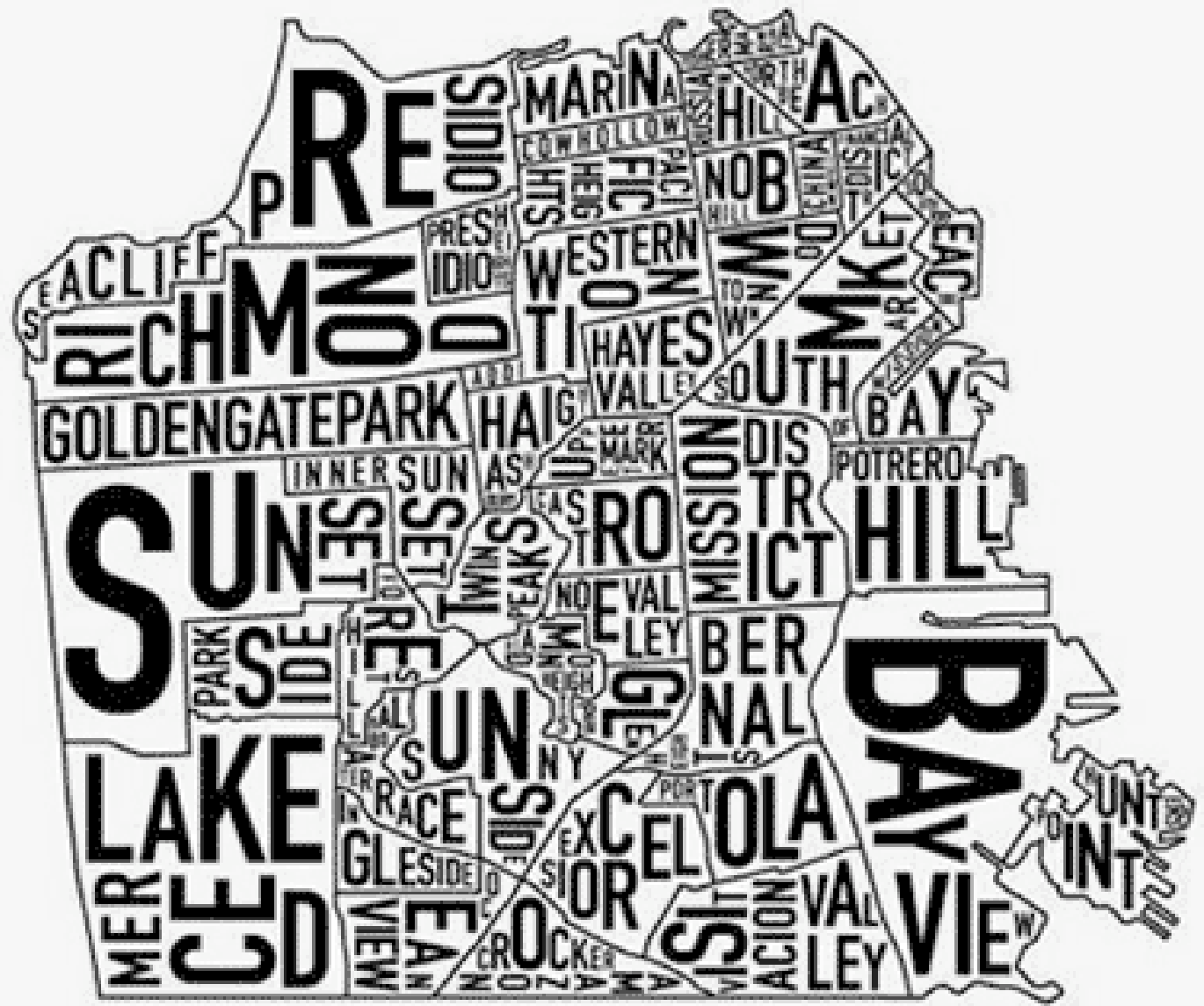
Modularity

Space

Size

Line

joseph müller brockman



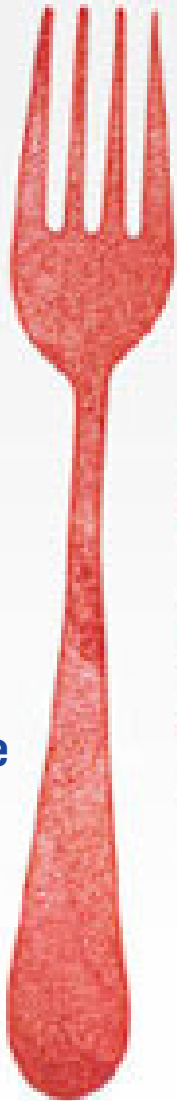
SAN FRANCISCO

Continuity/Closure

Space

Size

Line



MONKFISH! HANGER
 BRESAOL
 FOIEGRAS
 QUAIL'S EGGS?
 THE
 O
 OMNIVORES'S
 DELIGHT
 CASSOULET
 OYSTER
 HAMACHI
 SMOKED
 STURGEON
 SOPPRESSATA
 LA
 FANOUT
 STEAK
 LOBSTER
 BURRATA
 ANTI
 Waffles
 BUTTARGA
 PORK
 BELLY
 SALAMI

Continuity/Closure

Space

Size

Line

1974

Continuity/Closure

Space

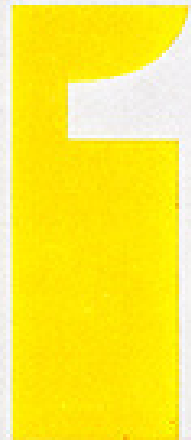
Size

Color

mb+co

Geschäftsgrundsätze der Wanner-Gruppe

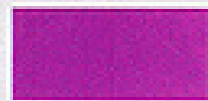
Wanner AG
C. Hoegger & Cie. AG
Texta AG



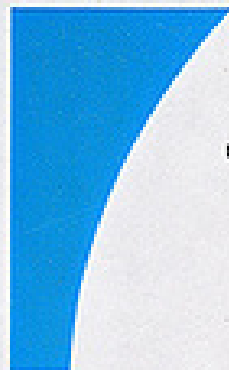
Wir wollen unseren Kunden bei der Lösung ihrer Probleme helfen, indem wir qualitativ anerkannte Produkte termingerecht zu marktkonformen Preisen liefern.



Wir wollen für unsere Mitarbeiter Arbeitsplätze schaffen, die sie mit Stolz und Genugtuung erfüllen und ihnen materielle Sicherheit bieten.



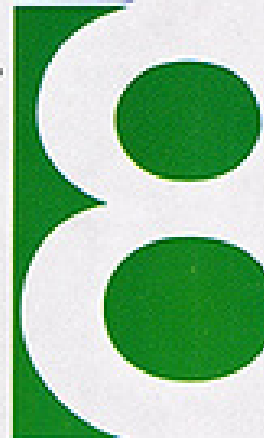
Wir wollen ein Betriebsklima schaffen, das auf gegenseitiger Achtung und Mithilfe beruht.



Wir wollen eine Organisation schaffen, die sich auf dem Markt als schlagkräftig erweist und intern reibungslos funktioniert.



Produkte so gestalten, dass sie ein Marktbedürfnis erfüllen.



Wir wollen mit unseren Lieferanten einen loyalen und offenen Kontakt pflegen.



Wir wollen unser Geschäft so führen, dass wir langfristig eine optimale Rendite erzielen.



auf das konzentrieren, was wir wirklich können.



Wir sind der Dynamik und dem Wachstum verpflichtet.

1981

AVANT
GARDE

Continuity/Closure

Space

Size

Line

herb Lubalin

2007

Oded Ezer

Time of the signs



Continuity/Closure

Space

Size

Line



■ Call for entries

3. Type Design Contest

3rd International
Digital Type
Design Contest.
Deadline:
October, 31, 1999

Put your own creations
to the test!
Send us your best
digital font(s).
An international jury
will choose the winners
in four font categories.

Categories:
1. Text Fonts
2. Headline Fonts
3. Experimental Fonts
4. Symbols

Jury:
Andrew Boag (UK)
Irma Boom (NL)
Adrian Frutiger (CH)
Gabriele Günder (D)
Bernd Möllenshätt (D)
Jean François Porchez (F)
Wolfgang Weingart (CH)

Winning awards
total of 40,000 DM
For detailed contest
conditions see reverse

Transparency

Size

Color

1928

Transparency

Size

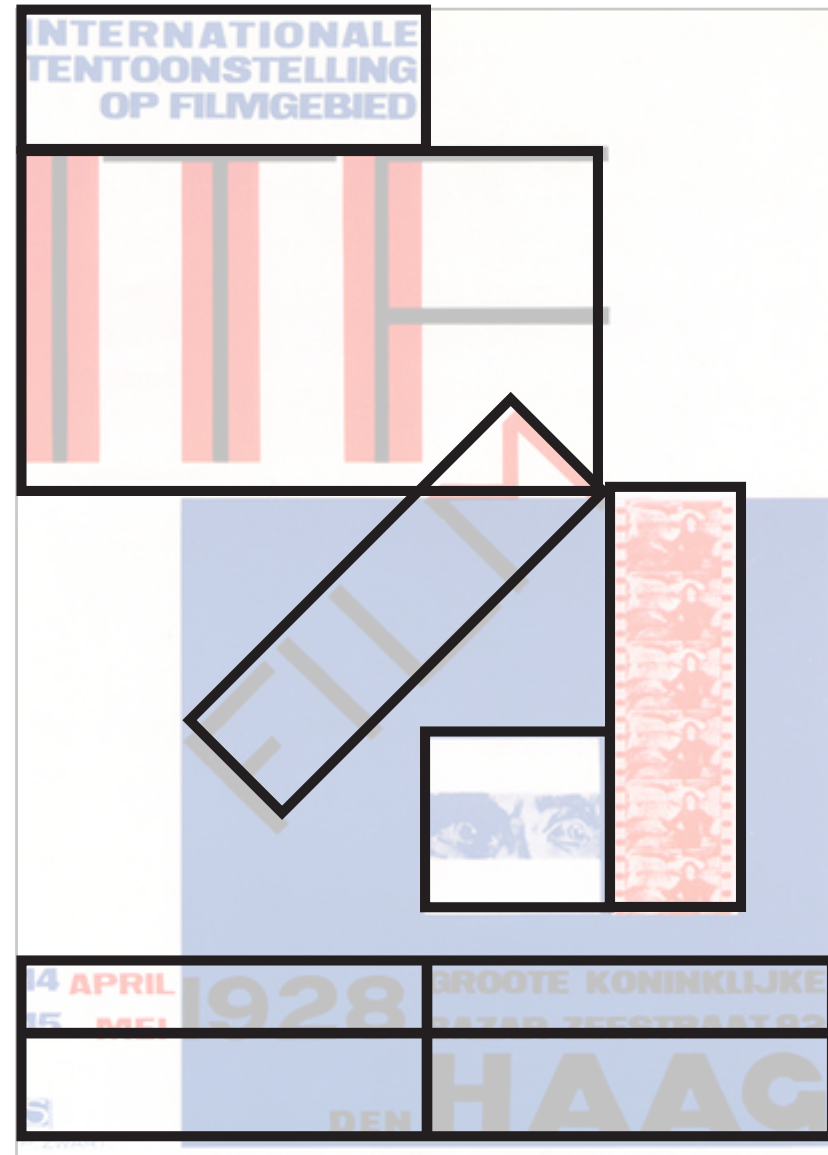
Color

césar domela – De Stijl

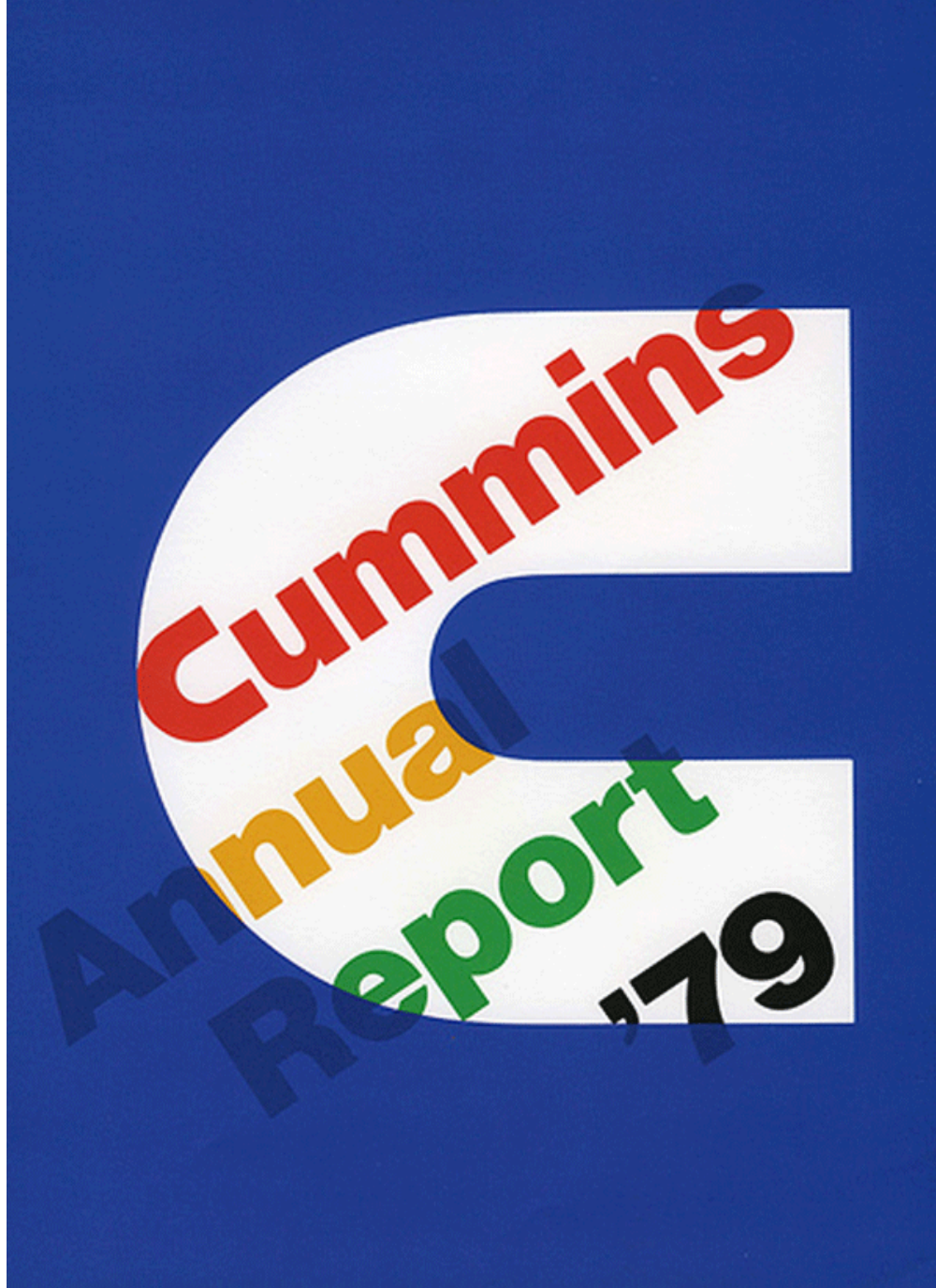


1928

■ Transparency



1979



■ Transparency

Size

Color

paul rand

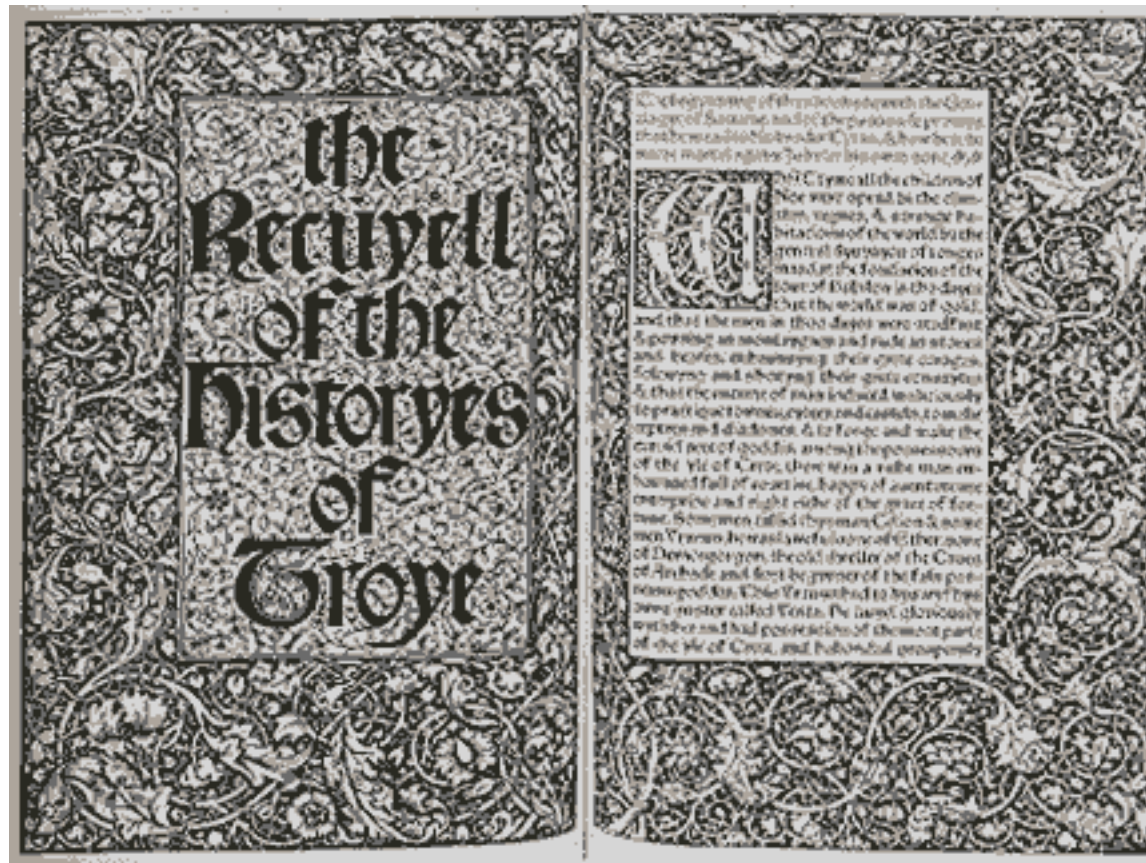
■ **Politics**

■ **Humor**

■ **Function in Form**

REFLECTIVE DESIGN

1892



william morris

1919



el lissitzky russia — Constructivism

1923

THⁱâtre MICHEL
40 rue Des Mathurins

vendredi 6 et samedi 7
JULIET
1923




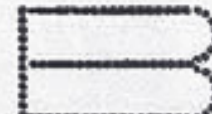
SOIRÉE
DU COEUR
A ARBE

la grande semaine
a été prolongée
jusqu'au 7 juillet

ORGANISÉE PAR !
PRIX

Location :

Bertheim Jeune, 25, Bd de la Madeleine
Durand, 4, Place de la Madeleine
Povolozky, 13, Rue Bonaparte
Au Sans Pareil, 37, Avenue Kléber
Six, 5, Avenue Lovendal
Paul Guillaume, 59, Rue la Boétie
Librairie Mornay, 37, Bd Montparnasse
Paul Rosenberg, 21, Rue la Boétie
et au Théâtre Michel. Tél. Gut. 63-30.

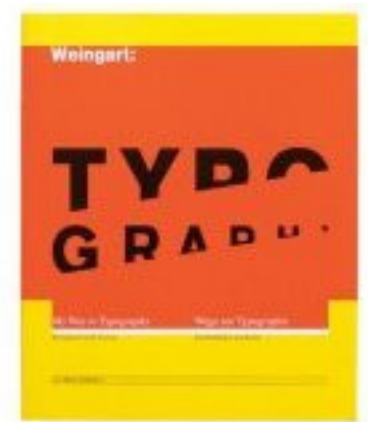





ilia mikhailovich france — Dada

1984



wolfgang weingart



2008



Everything about this logo says you can buy a car from this man.

— Sam Berlow and Cyrus Highsmith, Boston Globe, January 27, 2008

Presidential Campaign Logos

2008



The Hillary logo has the look of an '80s newspaper layout or an investment company.

— Sam Berlow and Cyrus Highsmith, Boston Globe, January 27, 2008

2008



The ever-present rising sun logo has the feeling of a hot new Internet company.

— Sam Berlow and Cyrus Highsmith, Boston Globe, January 27, 2008

2000



■ Humor



Black tie optional.



© 1989 Volkswagen of America, Inc.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shops. In fact, some people who drive our little

river don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.





angry
young
computer

Our B 200 can outdo any computer in its class. Any computer, regardless of name or initials. So naturally, when it sees a system being bought or leased on the basis of name or initials, the B 200 gets angry. Because it knows it can do a better job for fewer dollars. If you know anybody who's considering a computer, do him a favor. Mention the Burroughs B 200. The same goes for anybody who's angry at his present computer. And we hear a lot of people are. BURROUGHS—TM

Burroughs Corporation

See a Burroughs computer in action, Election Night, ABC-TV.





■ Function in Form



1981

MOTHER



herb lubalin

Assignment 3 Deconstructing Type

Due on the course website on Sunday March 1st

1. Choose one piece you created for the Layout assignment

If you are working digitally...

2. Create a digital color inverse of the original piece.

If you are working with paper...

2. Create a color inverse of the piece and create several (>30) copies of the inverse and original of that piece.
3. Using a copy of the original piece, create an original composition by adding line (.5–4 pt) to the original copies.
4. Using a copy of the original piece, create an original composition by adding the parts of the inverse copy to the original piece.

Create compositions that embody your sense of a visual chord with energy and harmony. While giving the page a sense of liveliness and poise, don't forget to give the reader a sense of direction.