

Фундаментально

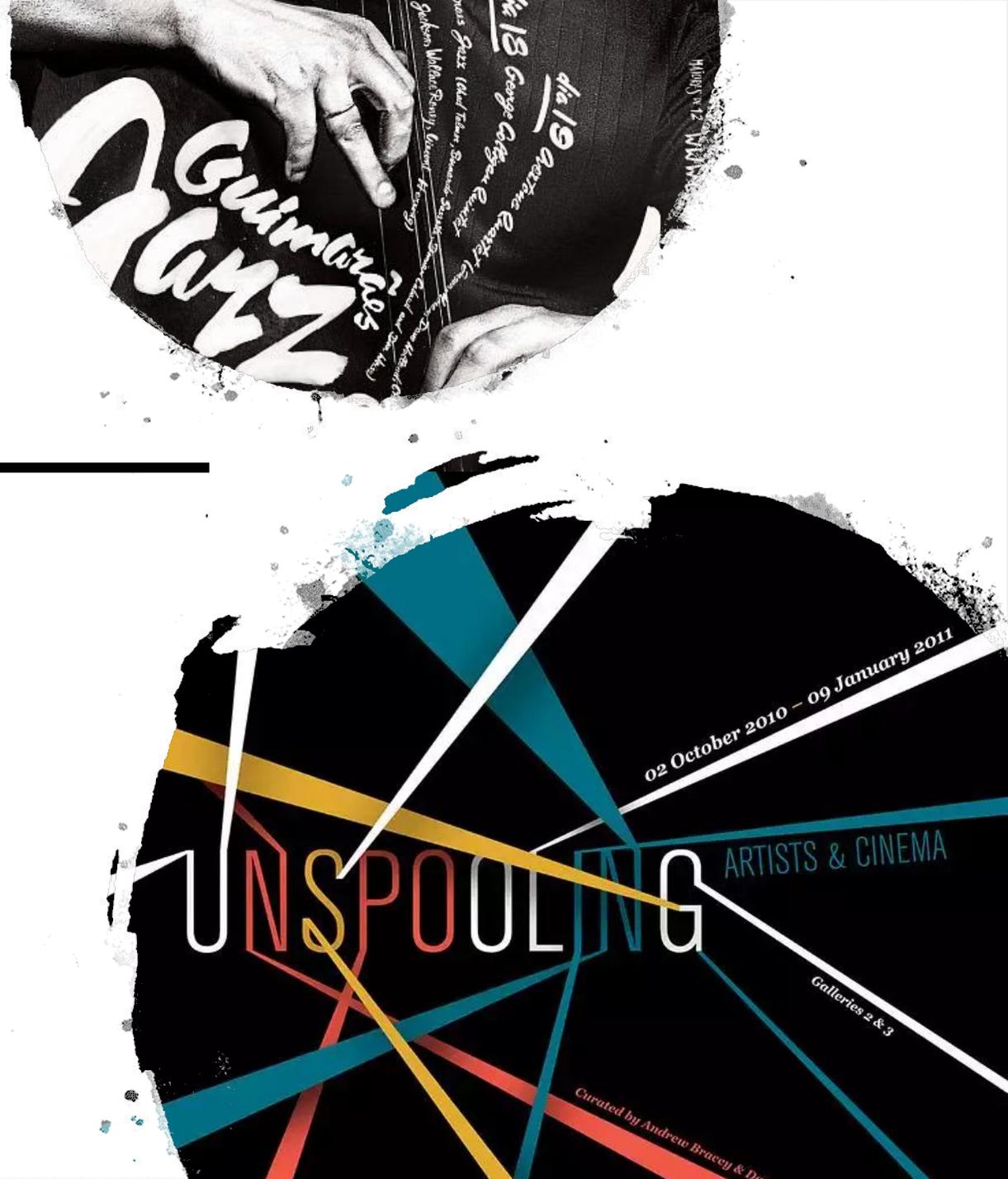
Поговорим об основах визуального дизайна, основных инструментах для создания хорошей композиции.

МЕДИА
06.11-
-07.12 **DAYS**



Линия Направление

МЕДИА
06.11-
-07.12 **DAYS**



триада



положительный



сб



ДВ

аналогии



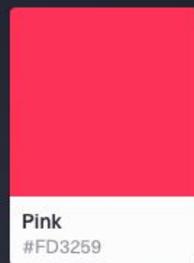
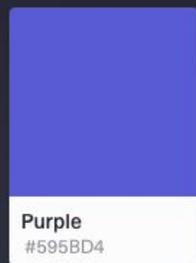
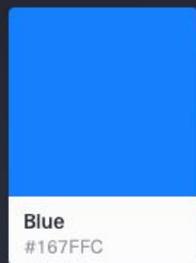
матрица



ВН



ВН



Палитра

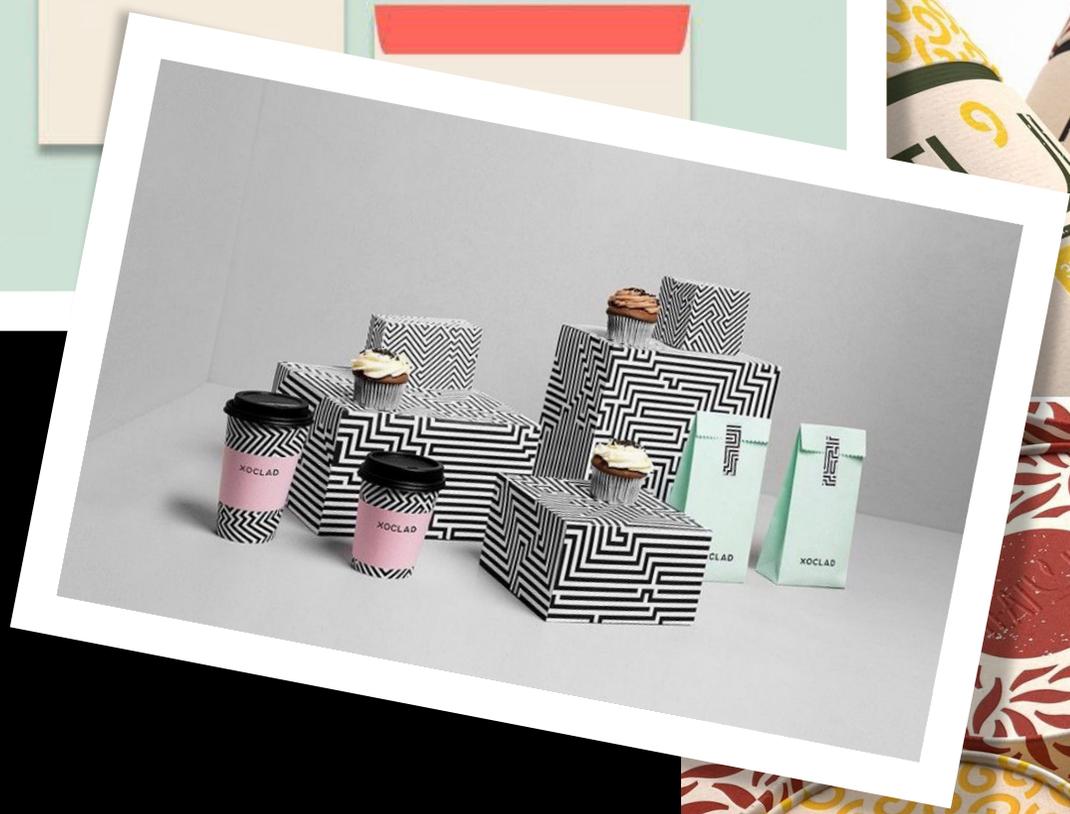
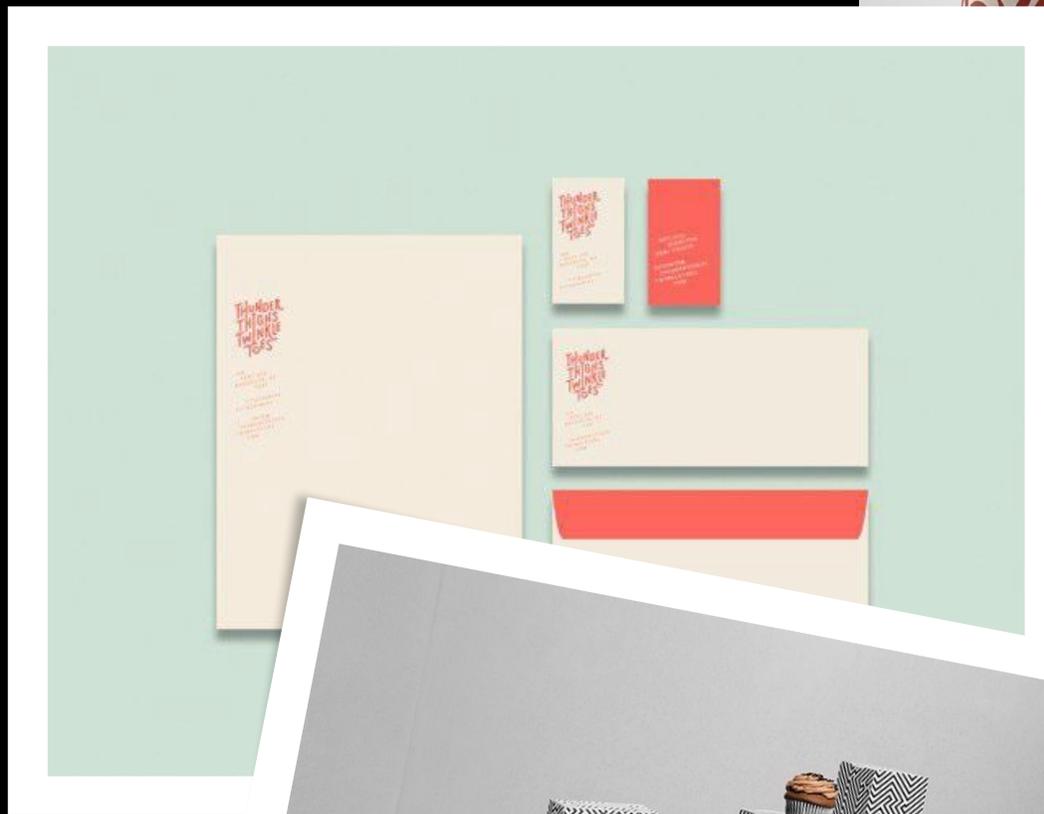
Составляющие:

- Основной цвет
- Вторичный цвет
- Акцентирующий цвет
- Цвет заднего фона
- Цвет фона

Алгоритм:



Повторение
обеспечивает
согласованный образ
бренда, и логически
связывает все элементы
воедино







Прозрачность/Текстура

МЕДИА
06.11-
-07.12 **DAYS**

БАЛАНС

SAVE THE DATE

Audrey
and
Grant

04.21.13

Dallas, Texas

WWW.MYWEDDING.COM/AUDREYGRANT

Formal invitation to follow



Making education pay

The U.K. government is pushing for all schools to be run like businesses. But how can schools pay for the extra costs of doing so? Words: *Justin Harvey*

Universities in the U.K. have long been seen as the main route to a better life. But now the government is pushing for all schools to be run like businesses. This means schools will have to pay for the extra costs of doing so. But how can schools pay for the extra costs of doing so? Words: *Justin Harvey*



TIME TO START PLANNING

Businesses need to start planning now for the future. The future is uncertain, and businesses need to be prepared for what might happen. Words: *Justin Harvey*

We know that many organisations have invested in business continuity planning but we believe that many of these systems need upgrading and integrating to ensure that they are more agile and sensitive to different types of threat.

Businesses need to start planning now for the future. The future is uncertain, and businesses need to be prepared for what might happen. Words: *Justin Harvey*

MADE IN BRITAIN.

The U.K. has lost over one million manufacturing jobs in the last five years. In the 1990s, 30% of the nation's work force were employed in manufacturing. Today that figure is just 13%. Is there a way back for British manufacturing? Words: *Justin Harvey*

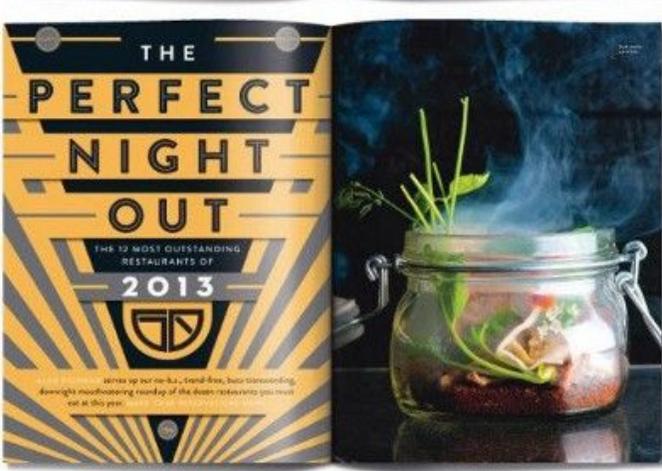
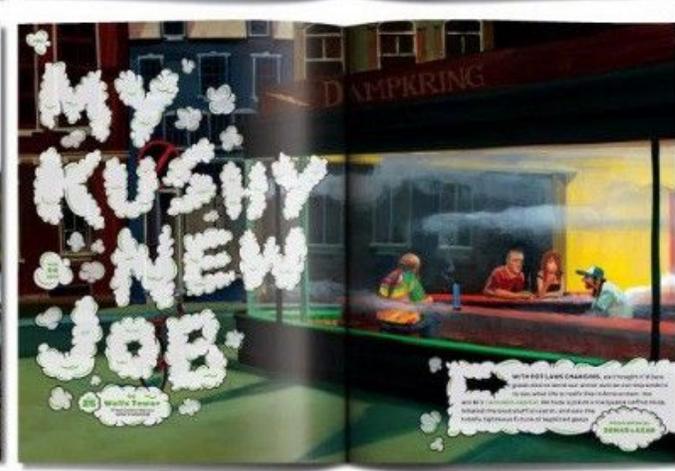
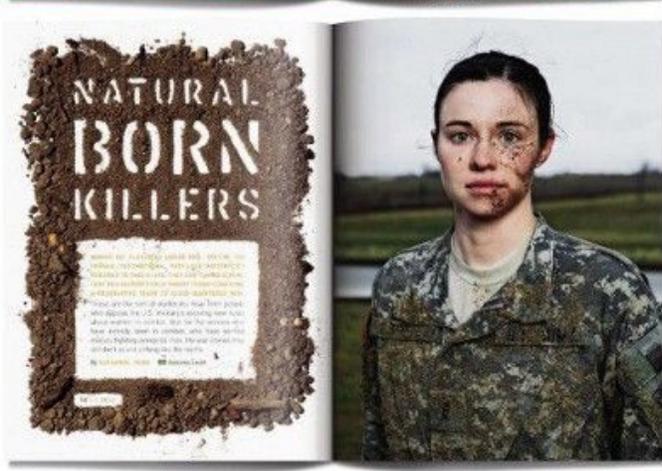
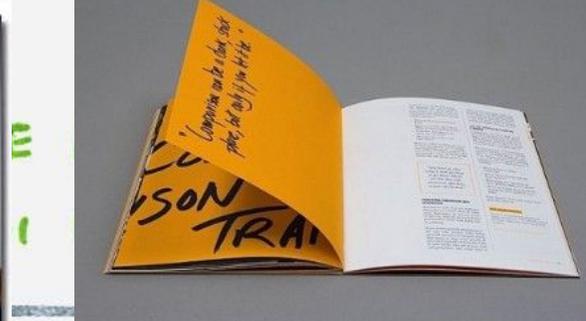
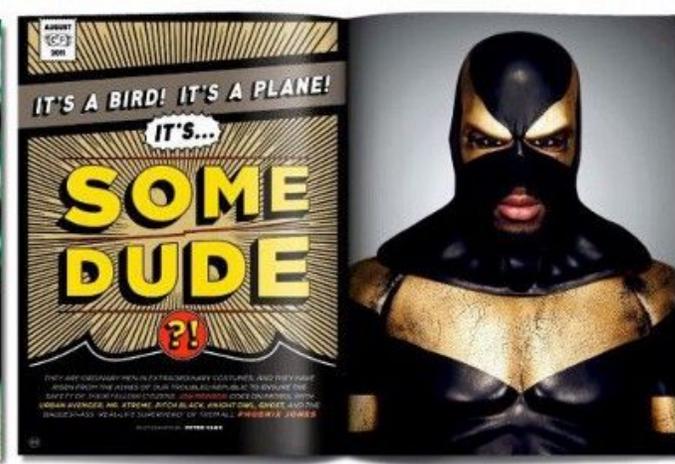
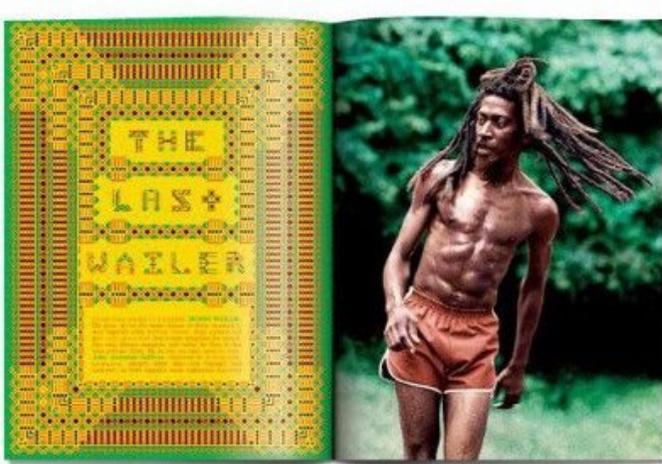
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**BIKE
EXPO**

**NEW
YORK**

Контраст



Спроси себя

- Сбалансирован ли дизайн?
- Логична ли иерархия в дизайне?
- Скользит ли глаз по странице легко и логично?
- Понятна ли аудитории основная идея дизайна?

Жирная точка.
Спасибо и все дела

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