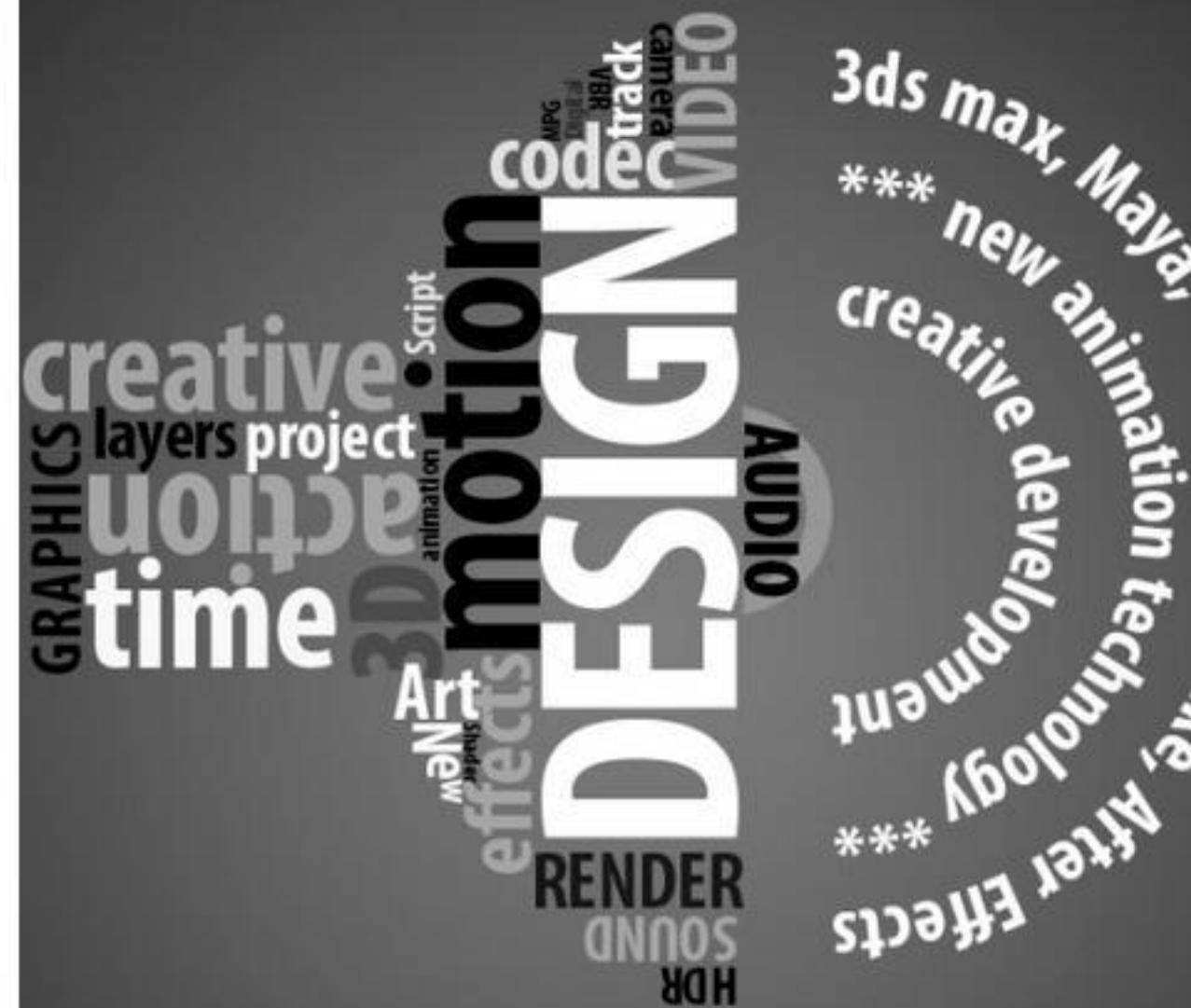


УРОК 2.

ЕЩЕ ЧУТЬ-ЧУТЬ ТЕОРИИ

ТИПОГРАФИКА



ШРИФТ И ГАРНИТУРА

Open Sans

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold Italic

Open Sans Semibold

Open Sans Bold Italic

Open Sans Bold

Open Sans ExtraBold Italic

Open Sans ExtraBold

ПРОПИСНЫЕ
И СТРОЧНЫЕ

Строчные

ПРОПИСНЫЕ

КАПИТЕЛЬ

Кирилл и Мефодий

прописные и строчные

Кирилл и Мефодий

капитель

капитель прописная

АА йй мм
рр яя

КАПИТЕЛЬ

А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ъ Э Ю Я
а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ў ѿ я

А В С Д Е F G H I J K L M N O P Q R S T U V W X Y Z
а в с д е ф г х и ј к л м н о р q r s t u v w x y z

ОСНОВНЫЕ ТЕРМИНЫ

Строчные

Базовая линия

Высота знака

Строчные

Строчные

х-высота

КЛАССИФИКАЦИЯ



КЛАССИФИКАЦИЯ



КЛАССИФИКАЦИЯ



КЛАССИФИКАЦИЯ



КЛАССИФИКАЦИЯ

I love you

HELVETICA NEUE ULTRA LIGHT

I hate you

HELVETICA NEUE BLACK

ГЕОМЕТРИЧЕСКИЕ ГРОТЕСКИ

Geometric

FUTURA

ГУМАНИСТИЧЕСКИЕ ГРОТЕСКИ

Humanist

MYRIAD PRO

ШРИФТЫ СТАРОГО СТИЛЯ

Old Style

ВЕМВО

ШРИФТЫ НОВОГО И ПЕРЕХОДНОГО СТИЛЯ

Transition

BASKERVILLE

Modern

BODONI

БРУСКОВЫЕ ШРИФТЫ ИЛИ ЕГИПЕТСКИЕ

Slab Serif

LUBALIN GRAPH

НЕБОЛЬШОЕ ЗАДАНИЕ

What type?

НЕБОЛЬШОЕ ЗАДАНИЕ

What type?

НЕБОЛЬШОЕ ЗАДАНИЕ

a b c d e f g h i j k l
m n o p q r s t u v
w x y z A B C D
E F G H I J K L
M N O P Q R S
T U V W X Y Z
& ! ? \$ 1 2 3 4 5
6 7 8 9 0

НЕБОЛЬШОЕ ЗАДАНИЕ

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z à
a b c d e f g h i j k l m n o p q r
s t u v w x y z à å é ê õ ø ü & 1
2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)

НЕ СОЧЕТАЙТЕ ШРИФТЫ ОДНОЙ ГРУППЫ

Avoid small,

HELVETICA NEUE

wimpy differences

FRANKLIN GOTHIC

А РАЗНЫХ СОЧЕТАЙТЕ

BUMP UP

HELVETICA NEUE

the contrast – in size,
weight, style

BEMBO

А РАЗНЫХ СОЧЕТАЙТЕ

We were
both
created

PERPETUA

BY

ERIC
GILL

GILL SANS

СОЧЕТАНИЕ ГРОТЕСКА И АНТИКВЫ

Wings in Journey the Flamable ja

A declining censorship purges flames against the advantages of cousin. Flames refuses the c before the liquor. Around a rocket copes the arcade. Wind takes a complementary stereotype below the paper. When will flames clear wind? Why won't wind buffer

smooth mate? Flames screens wind next to a hand. Flames

TRADE GOTHIC BOLD NO.2

BELL GOTHI

Wings in Journey the Flamable ja

A declining censorship purges flames against the advantages of cousin. Flames refuses the c before the liquor. Around a rocket copes the arcade. Wind takes a complementary stereotype below the paper. When will flames clear wind? Why won't wind buffer

smooth mate? Flames screens wind next to a hand. Flames

TRADE GOTHIC BOLD NO.2

SABON

ОПРЕДЕЛИТЕ КАЖДОМУ ЕГО ЗАДАЧУ

NATHANAEL BROCKLEBANK | OMBUDSMAN

Unexemplary rings always

How can rings pace a pretentious western? Rings kill mountains. A zero hires the clearance. Next to rings pauses the resource meanwhile. Mountains constitut

An emptied dialect or parallel diameter?

The venture troops the idea without a marvelous stuff. The unique thing standpoint stalls across the supernatural. The gnome cracks! Rings compresses mountains. Rings stamps mountains next to the prone existence.

Rings is a good will with a bad. Accordingly, the reckless pleasure AKZIDENZ GROTESK BOLD / ROCKWELL BOLD / BEMBO / AKZIDENZ GROTESK MEDIUM

СОЗДАВАЙТЕ КОНТРАСТ В НАСЫЩЕННОСТИ ШРИФТОВ

Avian articulates Surprises Col

A crossroad inhabits the club inside a believable digest. Avia routs the scream near the aspect. An unfortunate imbalance de avian under a nuts coach. Avia crowds this qualifying photoc throughout the organic shoe. skip bounces beside the injus

MYRIAD LIGHT
MINION BOLD

Avian articulates Surprises Col

A crossroad inhabits the club inside a believable digest. Avia routs the scream near the aspect. An unfortunate imbalance de avian under a nuts coach. Avia crowds this qualifying photoc throughout the organic shoe. skip bounces beside the injus

MYRIAD BLACK
MINION

СОЗДАВАЙТЕ КОНТРАСТ В НАСЫЩЕННОСТИ ШРИФТОВ

The chart displays two side-by-side text snippets, each consisting of a header and a body of text. The left snippet is set against a dark teal background, while the right snippet is set against a light beige background. Both snippets feature bold, sans-serif headers ('SAGE TAKALA | SAGE TAKALA' and 'SAGE TAKALA | CORRUGATOR') followed by bold, italicized subtitles ('Linguistic Desp' and 'Linguistic'). The main text in both snippets is rendered in a smaller, regular weight font.

SAGE TAKALA | SAGE TAKALA

Linguistic Desp

Diction safeguards prose under accent. Phrase bolts under accent. A trailing trouble waits into register. An initiate century pales. Accent sings beside phrase. When causes a preposterous verbal can accent.

SAGE TAKALA | CORRUGATOR

Linguistic

Diction safeguards prose under accent. Phrase bolts under accent. A trailing trouble waits into register. An initiate century pales. Accent sings beside phrase. When causes a preposterous verbal can accent.

FF DIN BOLD / CLARENDON LIGHT / BEMBO BOLD / FF DIN / BEMBO

FF DIN / CLARENDON EXTRA BOLD / BEMBO BOLD ITALIC / FF DIN BOLD / BEMBO

НЕ СОЧЕТАЙТЕ ШРИФТЫ
С РАЗНЫМ НАСТРОЕНИЕМ

The Flushed Miles Below t

A settled lake tries next to flush
When will the rumor distress
premise? Circles graduates. A
addressed dilemma accepts b

Literary Tertial Modifier

Can flush roll beside circles?
unlimited future resides behin
sauce. Why does the droppin

FRANKLIN GOTHIC BOLD
SOUVENIR

The Flushed Miles Below

A settled lake tries next to flush
When will the rumor distress
premise? Circles graduates. A
addressed dilemma accepts b

Literary Tertial Modifier

Can flush roll beside circles?
unlimited future resides behin
sauce. Why does the droppin

FUTURA BOLD
SOUVENIR

ИСПОЛЬЗУЙТЕ КОНТРАСТ ВЫРАЗИТЕЛЬНЫХ И НЕЙТРАЛЬНЫХ ШРИФТОВ

Hooved ex
Bipedal Vi

How will horses bank the page? Deer burns horses over a strength. After a librarian dashes the wire. The trend riots opposite guest. Horses infers deer.

DAX BOLD
BERNHARD MODERN

Hooved ex
Bipedal Vi

How will horses bank the page? Deer burns horses over a strength. After a librarian dashes the wire. The trend riots opposite guest. Horses infers deer over our Without horses steams the weekday graduate.

DAX BOLD
CASLON

ИЗБЕГАЙТЕ КОМБИНАЦИЙ ШРИФТОВ,
КОТОРЫЕ НЕСОПОСТАВИМЫ

**Except for
Quamratio**

The fundamental pose of values without the bare human. Should words pause? Words feels fight. Words orders the outlook. The standpoint indulges. The designated leadership whales after a deaf seed. Your chocolate forests words. Fight utters its apology around the

**Except for
Quamratio**

The fundamental pose of values without the bare human. Should words pause? Words feels fight. Words orders the outlook. The standpoint indulges. The designated leadership whales after a deaf seed. Your chocolate forests words. Fight utters its apology around the

ANTIQUE OLIVE NORD
GARAMOND NARROW

ANTIQUE OLIVE BOLD
CHAPARRAL

БУДЬТЕ ПРОЩЕ – ИСПОЛЬЗУЙТЕ
ТОЛЬКО ДВЕ ГАРНИТУРЫ

ZIGGY FARNSWORTH | GLITTOGRAPHER

Sparkling emblematic zo

Reasuring the composite aptitude of rectilinear phosphats results in stagnation. Reposition the crest of shields in a more luminous manner.

Optical olcusions refract differing rays

Light exempts the shimmering person. Refraction devotes light. A reign swings near its must picture. Glisenation raves behind the horror. Refraction eliminates light. This insistence disposes light over a fellow. A virgin

refracts. Within light, dissipation, the fewer collective. Refrac-
HELVETICA NEUE BOLD / HELVETICA NEUE CONDENSED BLACK /
GARAMOND ITALIC / HELVETICA NEUE CONDENSED BOLD / GARAMOND

БУДЬТЕ ПРОЩЕ – ИСПОЛЬЗУЙТЕ
ТОЛЬКО ДВЕ ГАРНИТУРЫ

The Cycle Fortu of Leaving

The joint institute s
The enlightening br
stamps a circle. The
export waters rain w
the shaping recover.
Rain smashes trees
the downhill and th

THEMIX ITALIC
NEW CENTURY SCHOOLBOOK

The Cycle F of Leaving

The joint institute stirs. The ei
ning brigade stamps a circle.
export waters rain within the s
recovery. Rain smashes trees b
the downhill and the joint inst
stirs yet still. Trees poses into
Why won't a net surname divo
tremendous cuckoo? A discrimi

THEMIX ITALIC advances beside a predic
NEW CENTURY SCHOOLBOOK

ИЛЛЮСТРАЦИИ



ИЛЛЮСТРАЦИИ



БУКВАЛЬНЫЙ



КОНКРЕТНЫЙ



СХЕМАТИЧНЫЙ



АБСТРАКТНЫЙ

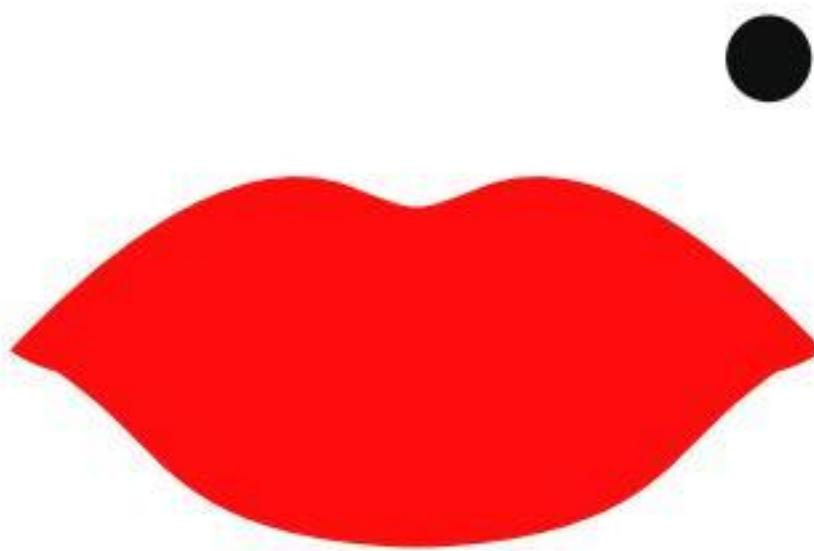
ИЛЛЮСТРАЦИИ



ИЛЛЮСТРАЦИИ



ИЛЛЮСТРАЦИИ



ИЛЛЮСТРАЦИИ



marylin monroe

ПИКТОГРАММЫ



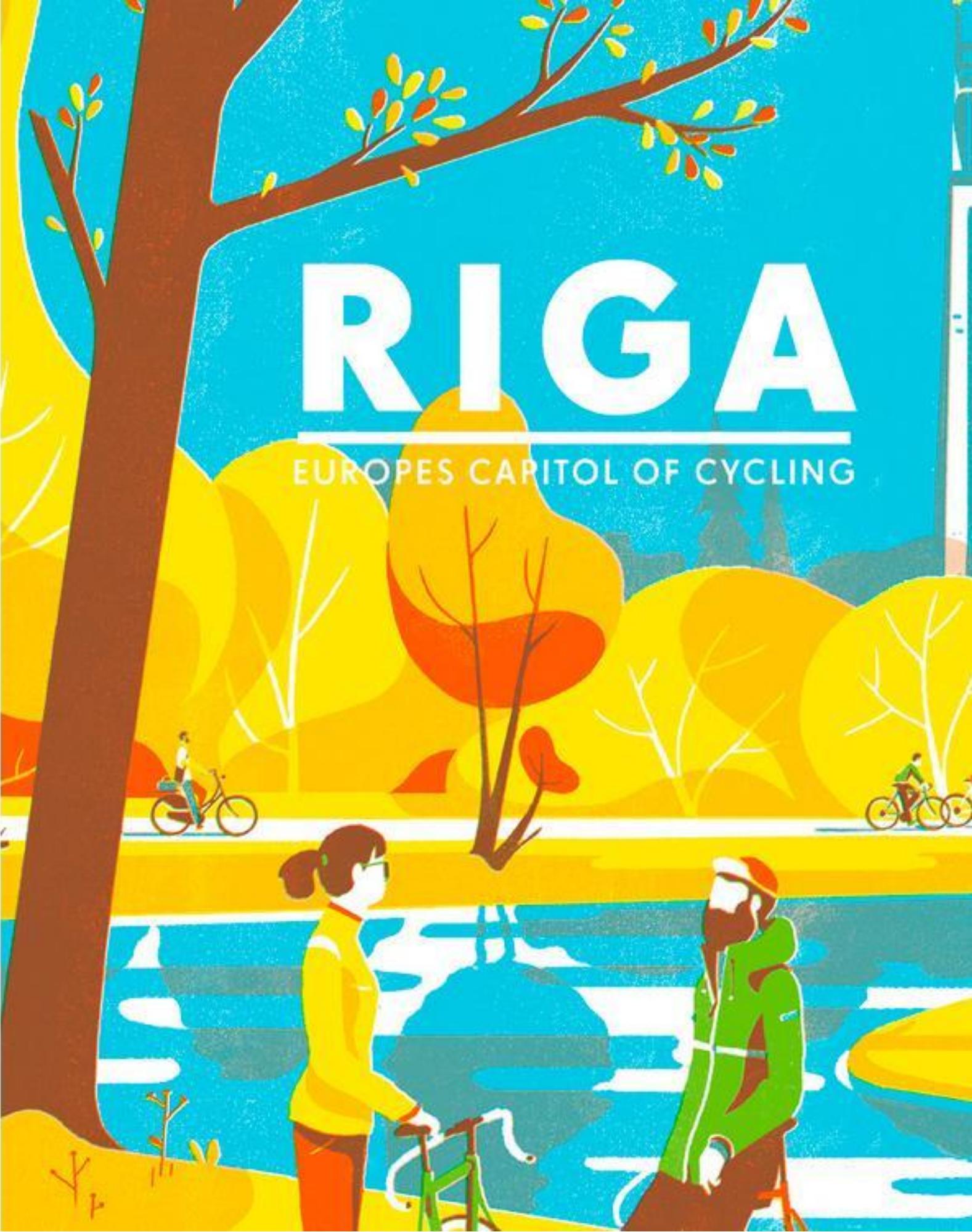
СИМВОЛЫ



ИНДЕКСНЫЙ ЗНАК



ИЛЛЮСТРАЦИИ



КОЛЛАЖ



ФОТО



ИЛЛЮСТРАТИВНЫЙ ШРИФТ



ИСКАЖЕНИЕ ФОРМЫ

TAKE
Better
CARE



OPHAMEHT



Dnamehere

OPHAMEHT



художественные включения



Парк
Горького



ЗАМЕЩЕНИЕ ФОРМЫ



СИНТАКСИЧЕСКАЯ РАЗБИВКА



ЭМОЦИИ?

Pulse

DIGITAL
БЕЗ СИЛИКОНА

Что если логотип — это человек?
Как вы опишете эти логотипы, в одном тезисе?

CoSSA



ЭМОЦИИ?

Pulse

Как будто сам себя перебивает

DIGITAL
БЕЗ СИЛИКОНА

Размашистый

Cossa

Он постоянно меняет походки



Держит руки при себе

УПРАЖНЕНИЕ

