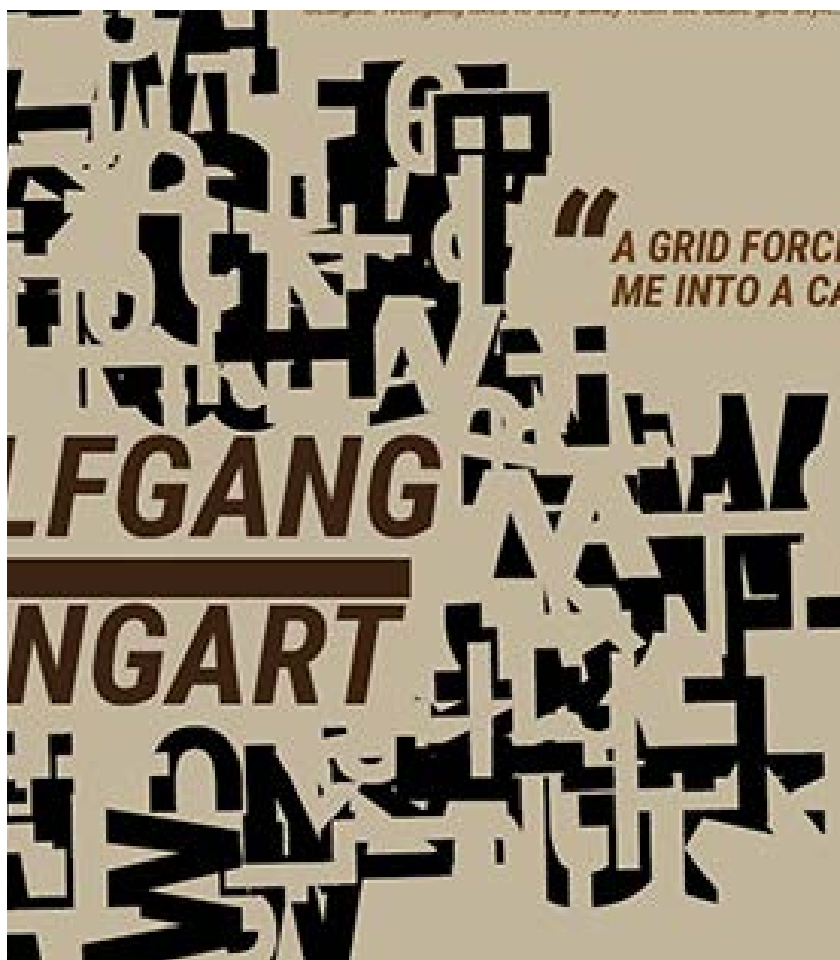




TYPÓ SÚTRA SIE

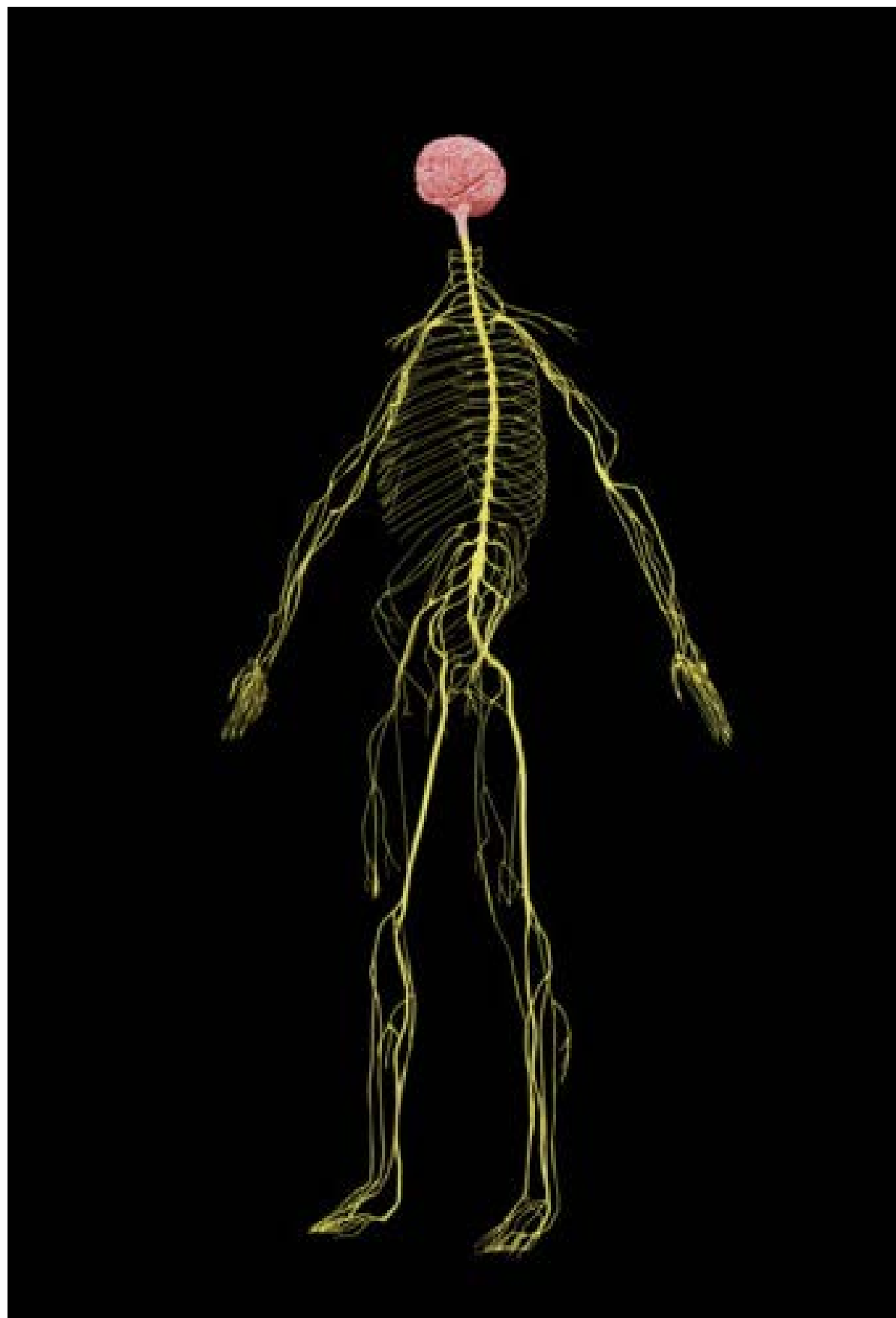


WOLFGANG WEINGART

nemecký
grafik
dizajnér
typograf



KOMPOZÍCIE
FAREBNOSŤ
FUNKCIA

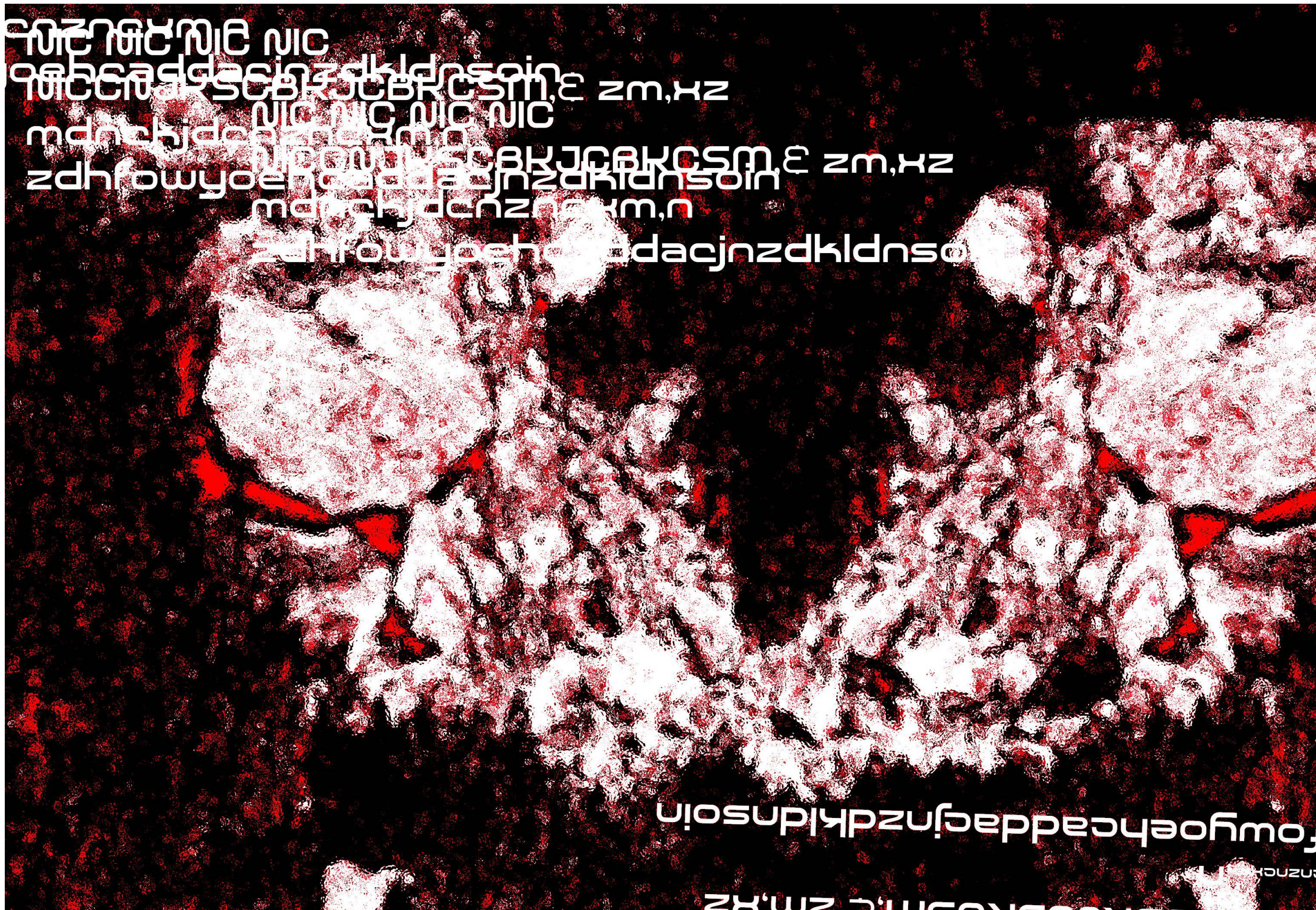


NEURÓNY MOZOG

MIECHA

NERVY

FUNKCIA
TVAR
PREPOJENIE

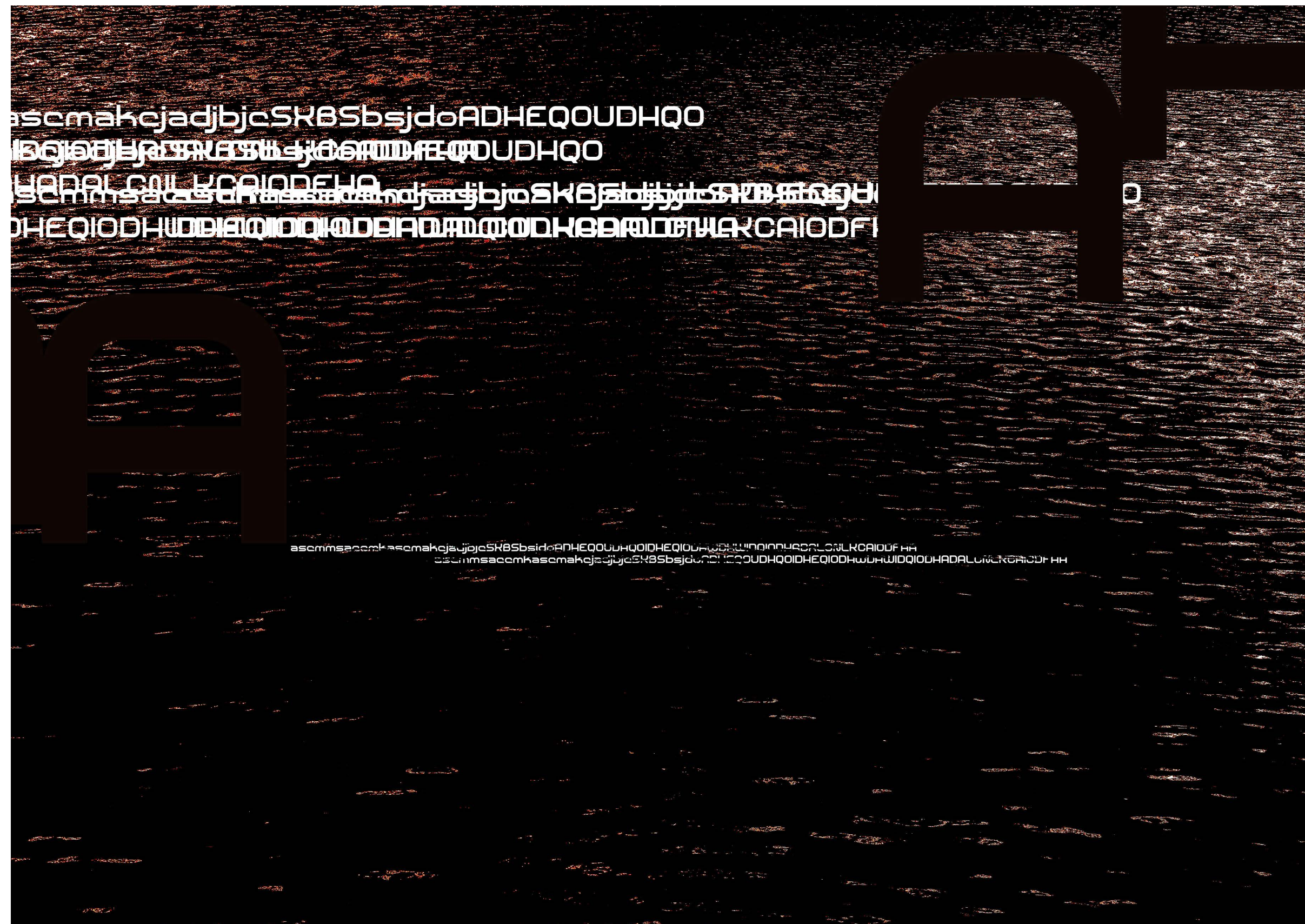


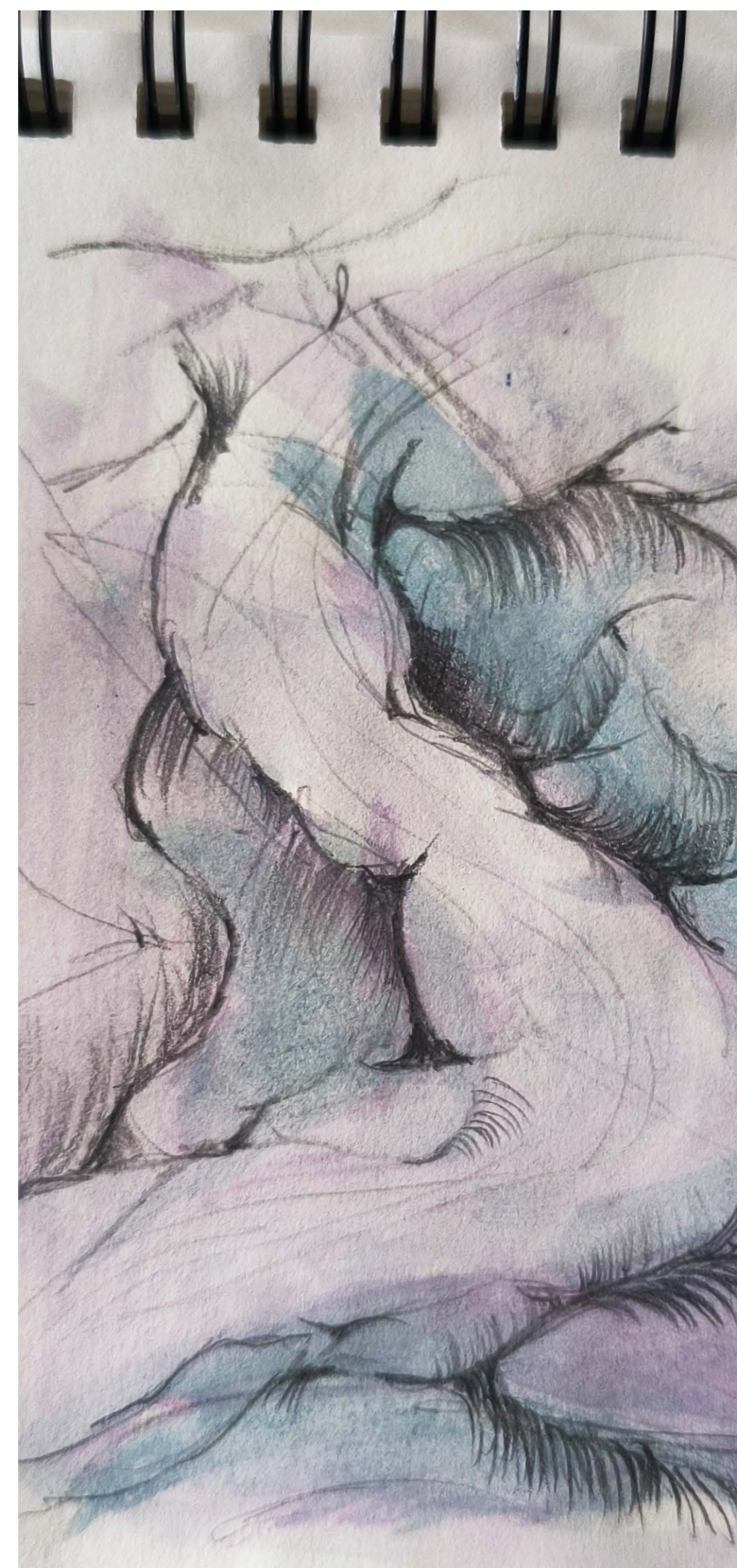
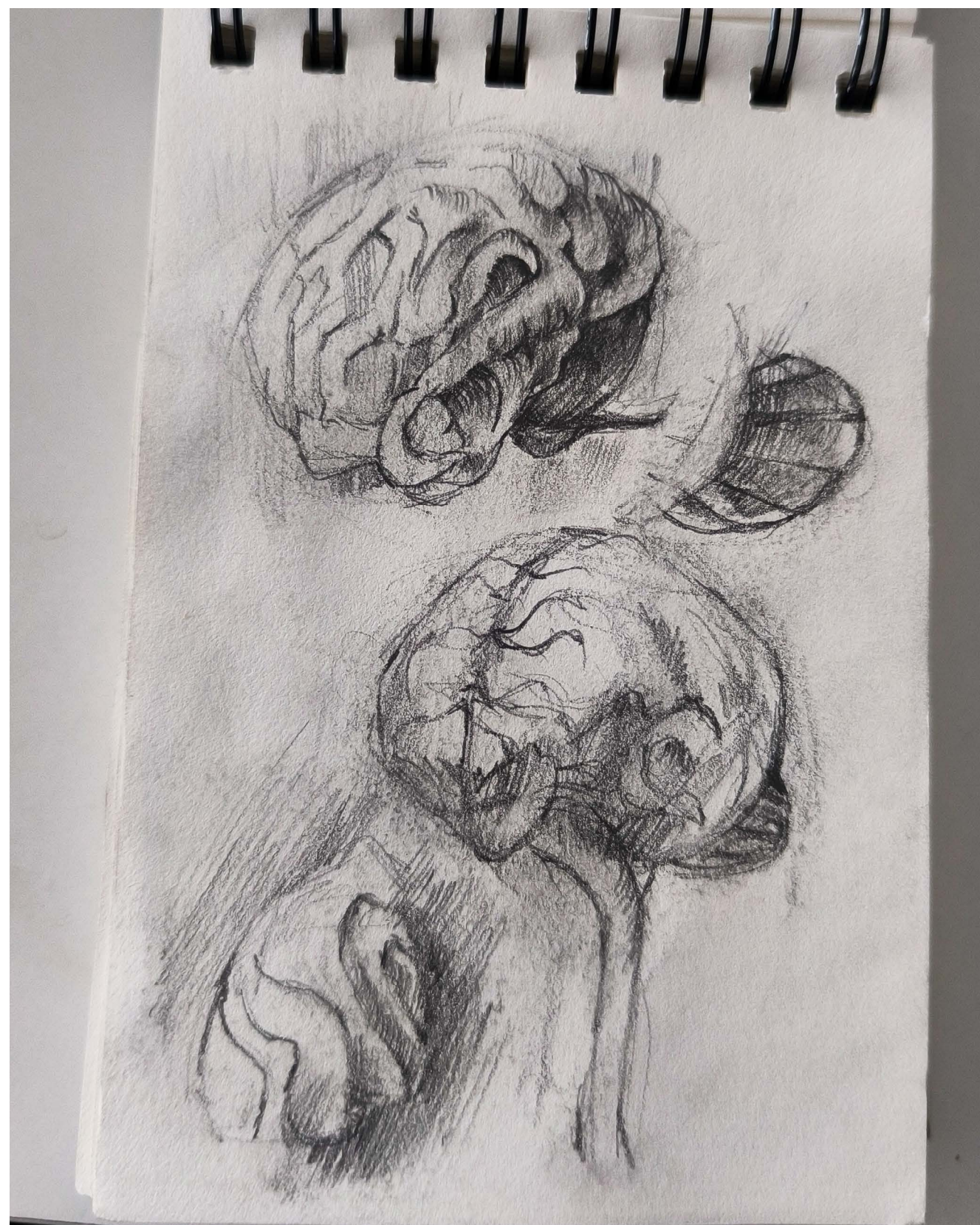
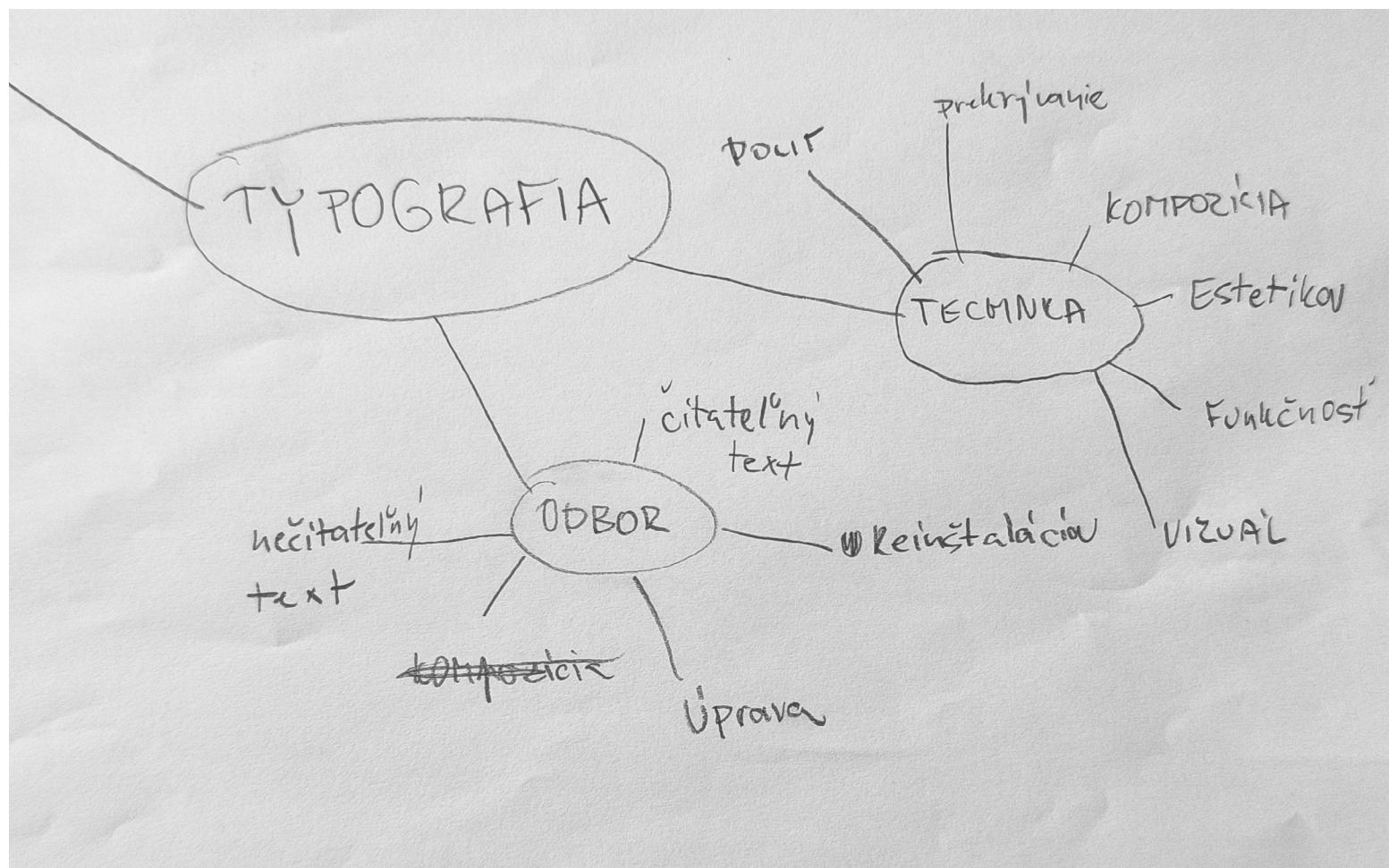
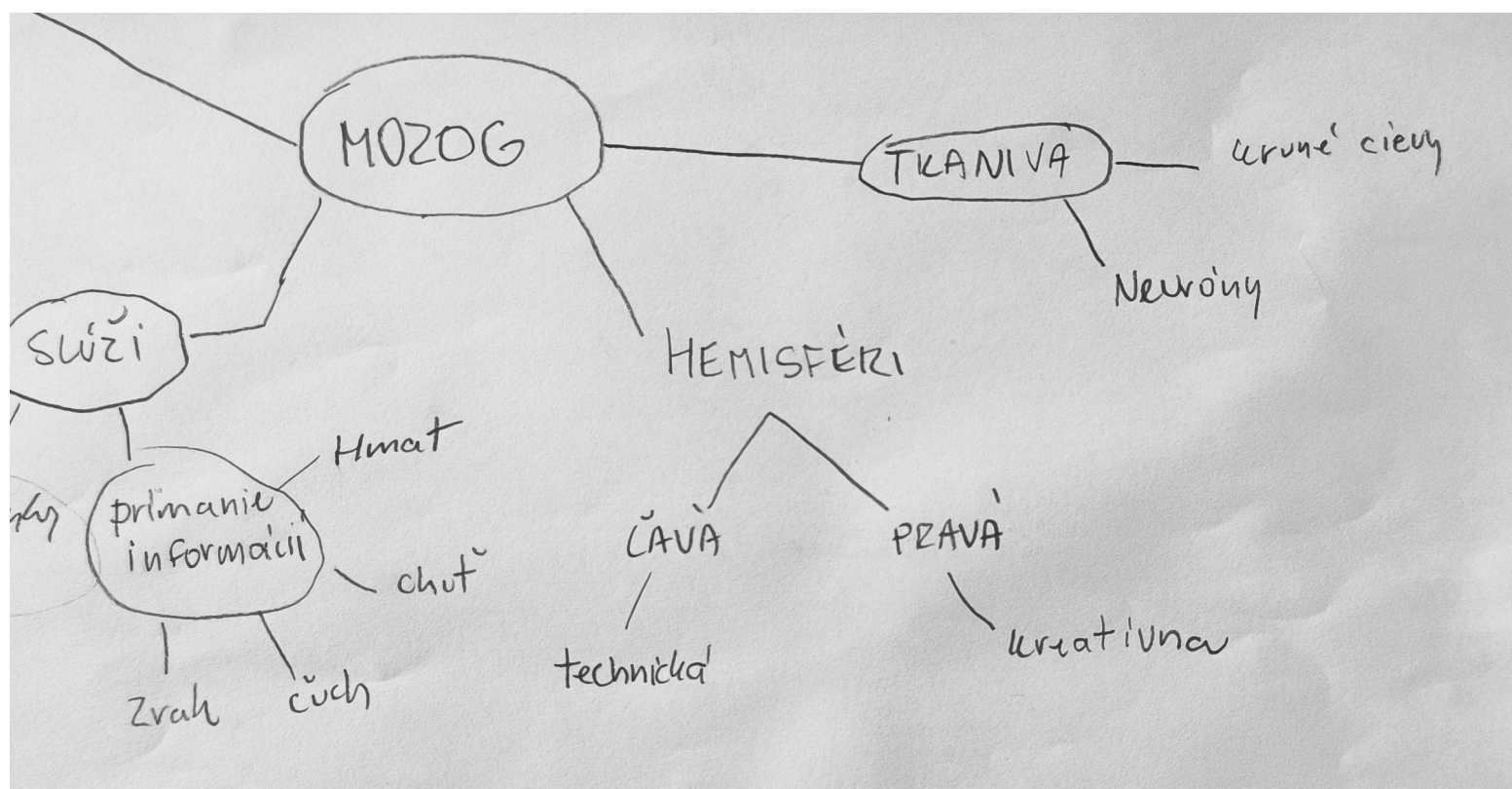
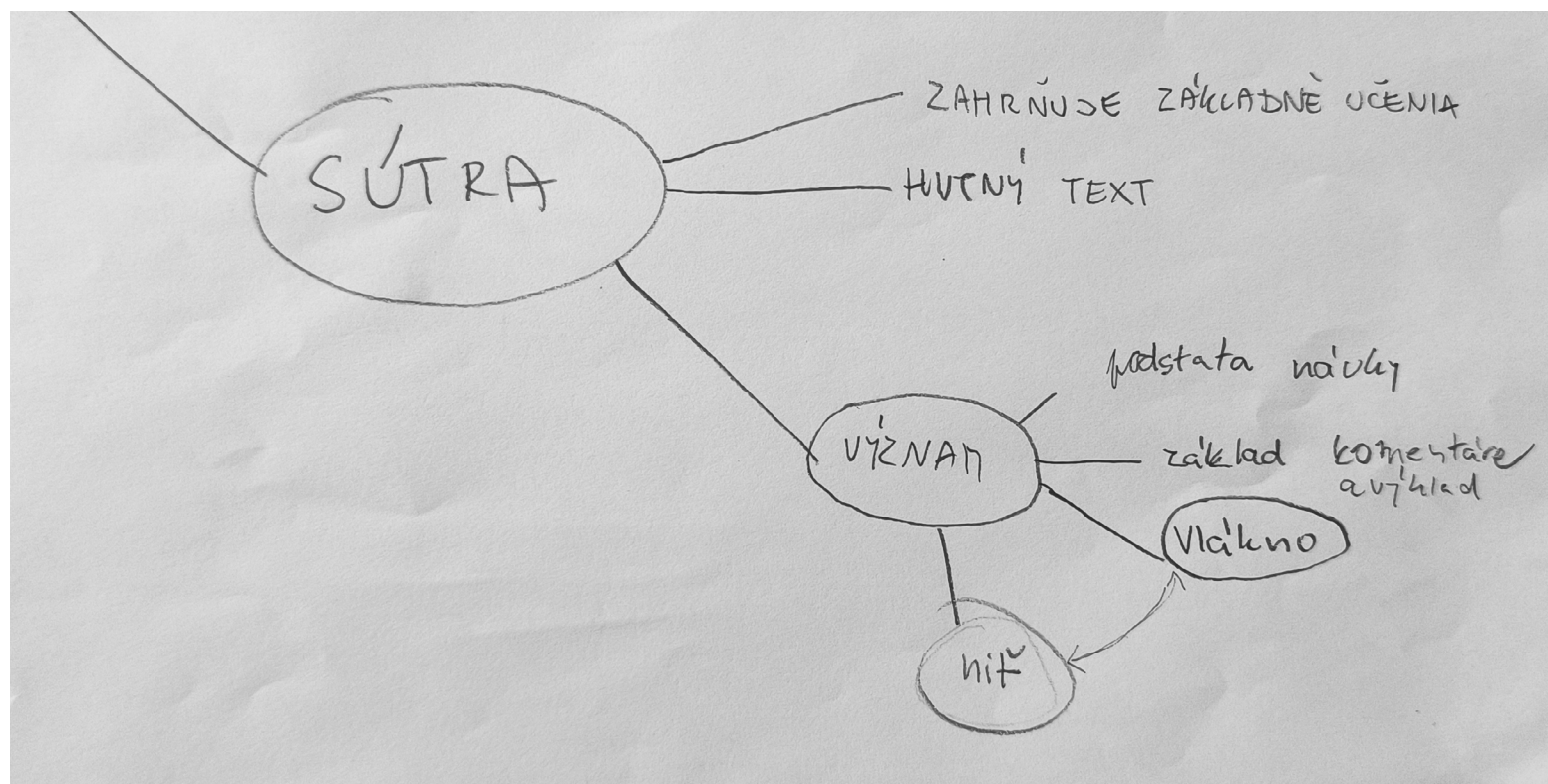
**ŠTRUKTÚRY
POZADIE
FOTOGRAFIA
PREKRÝVANIE
NÁSOBENIE**



1. Koncept

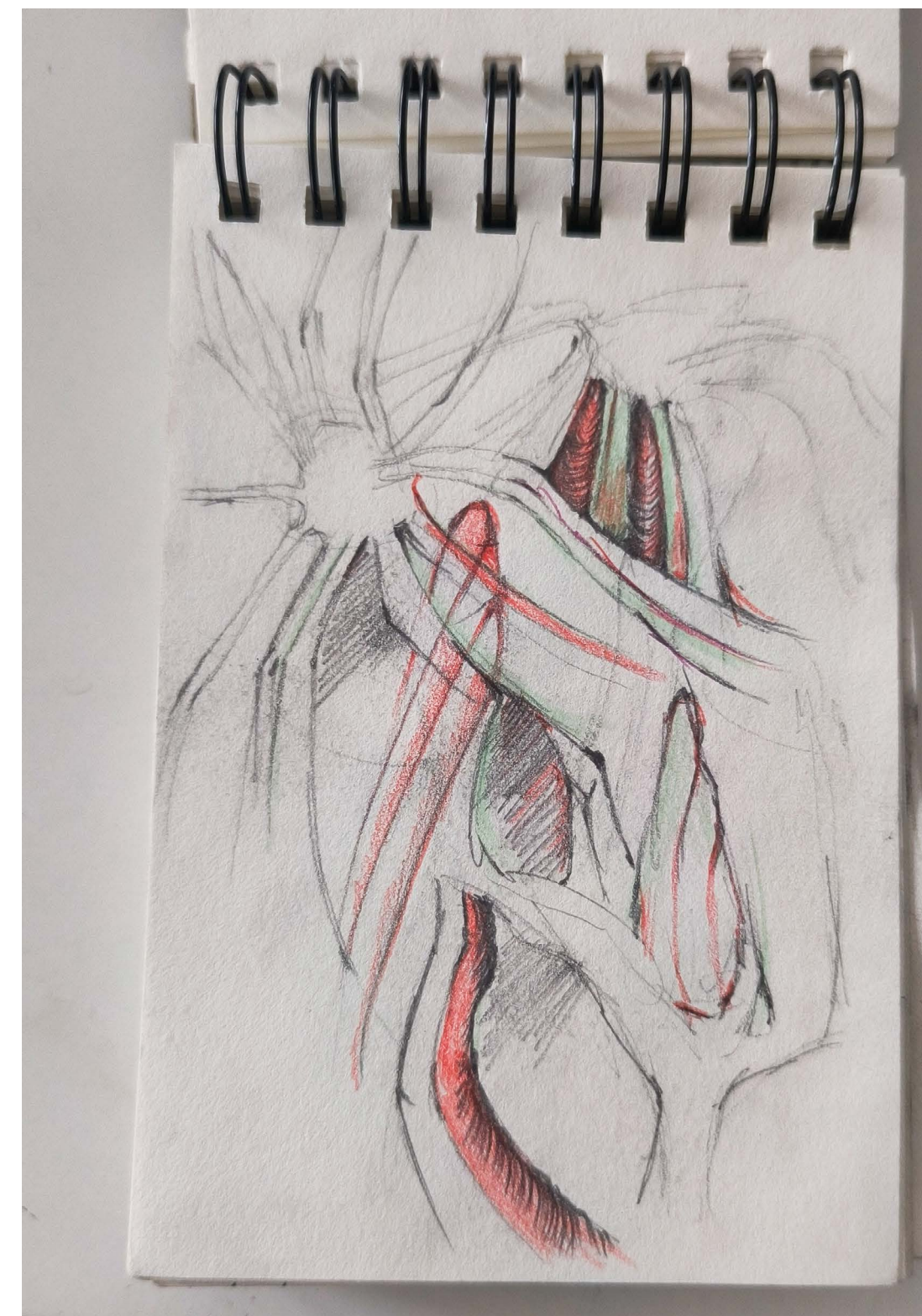
Prvé nápady a skúšky, ktoré som mala. Nepracovala som so žiadnou myšlienkou, iba čisto s estetickými úpravami.



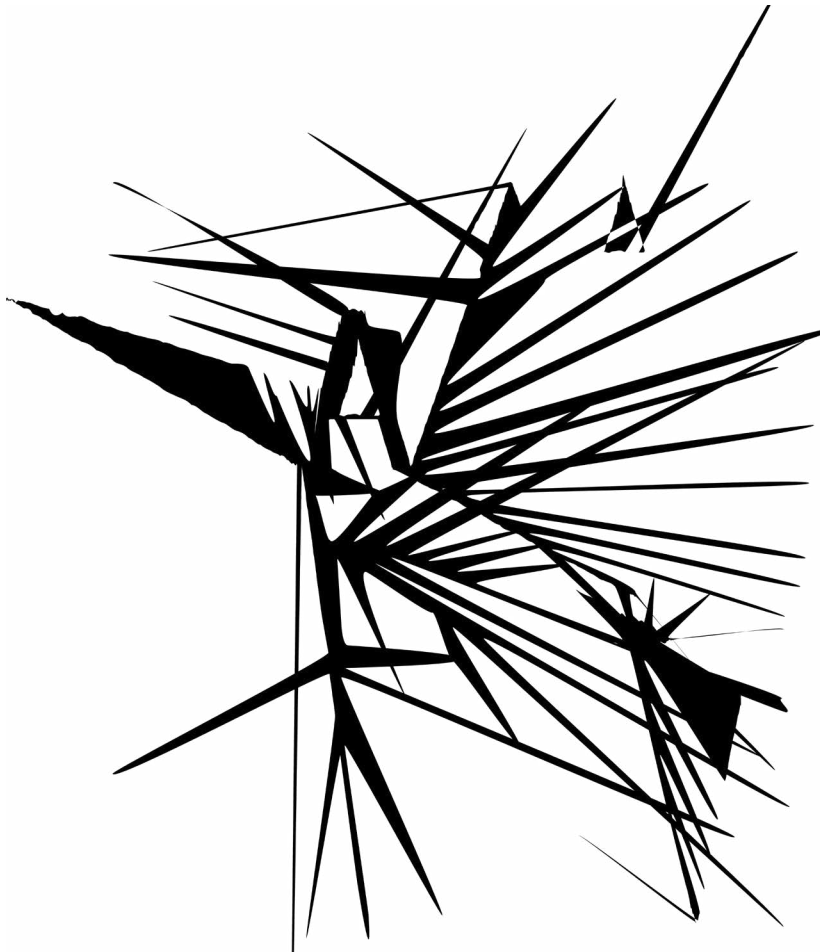
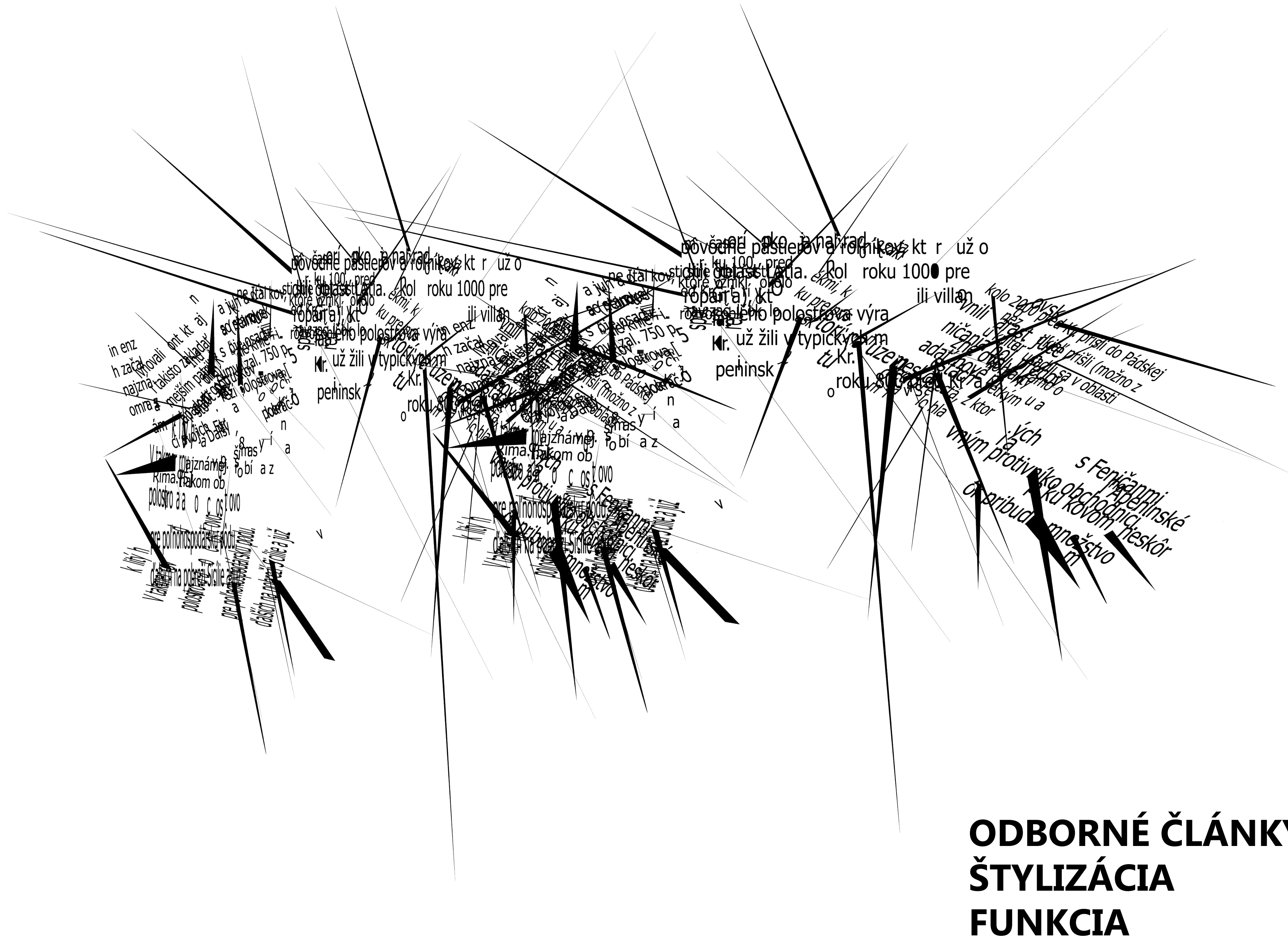


POJMOVÉ MAPY HĽADANIE INFORMÁCIÍ POMOCNÉ ILUSTRÁCIE SPOLOČNÉ ZNAKY

2. Koncept
Vymyslená myšlienka, hľadanie
funkcie a spoločných znakov.
Využívanie AI.

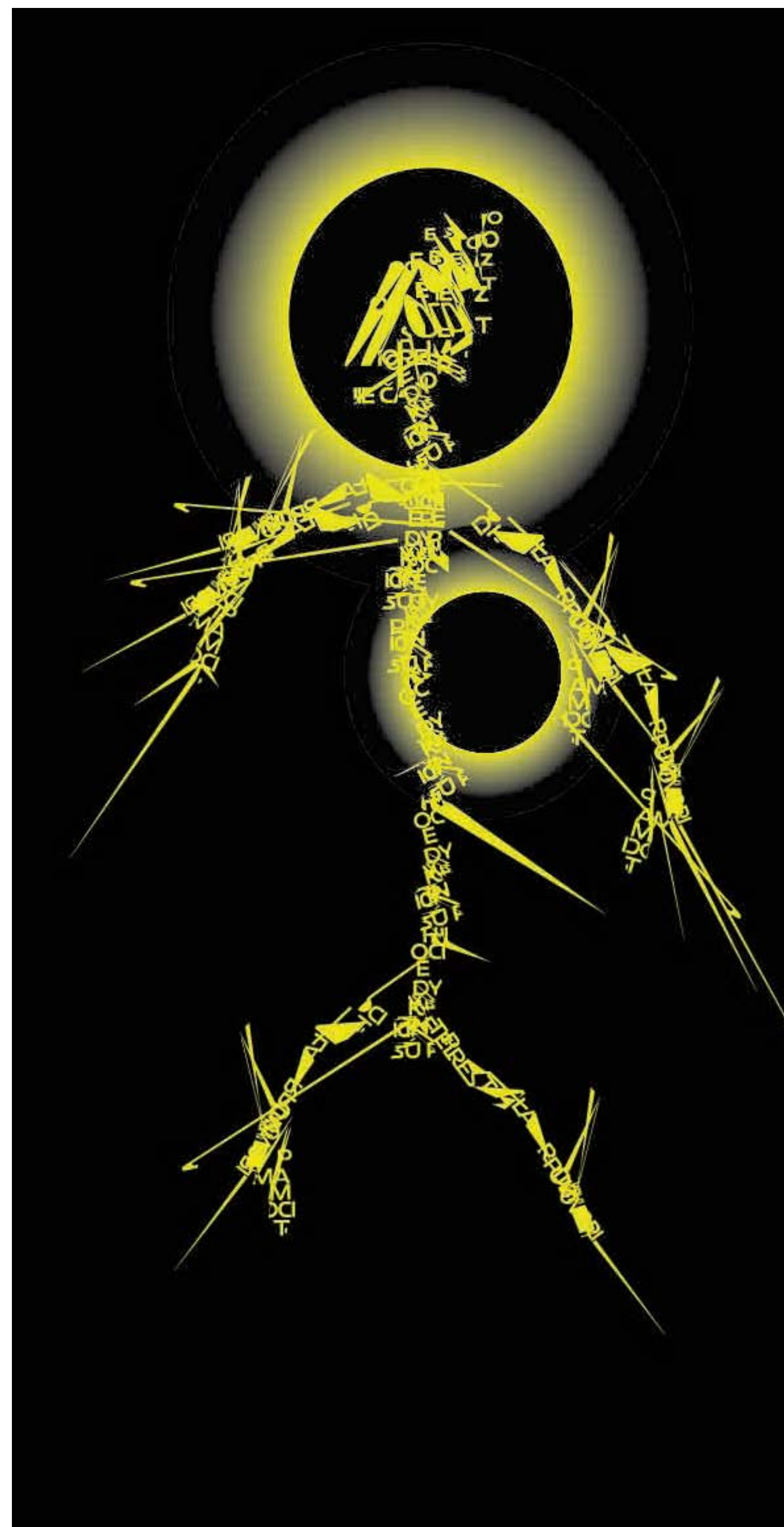
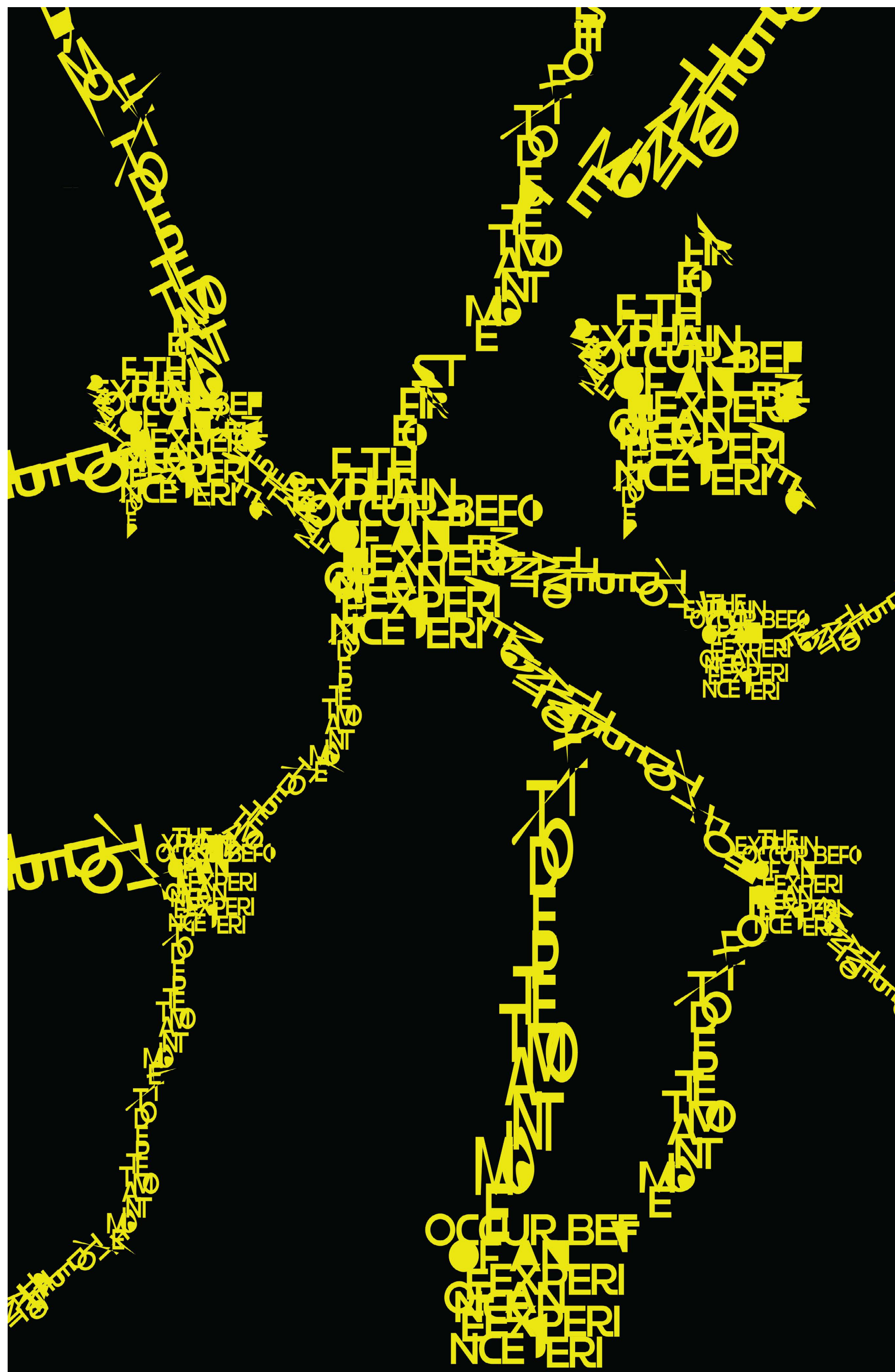


3. Koncept
Skúška funkcie.



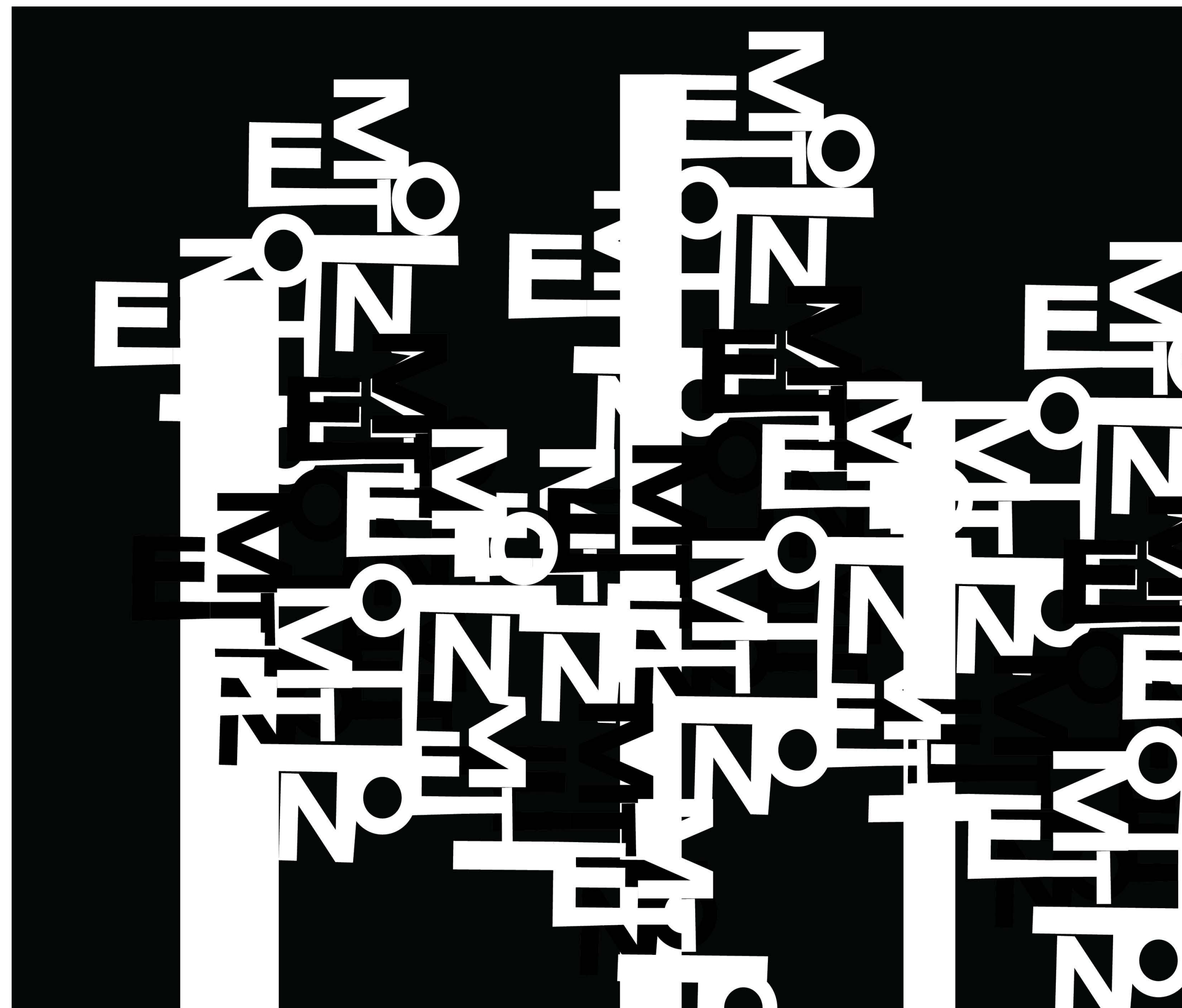
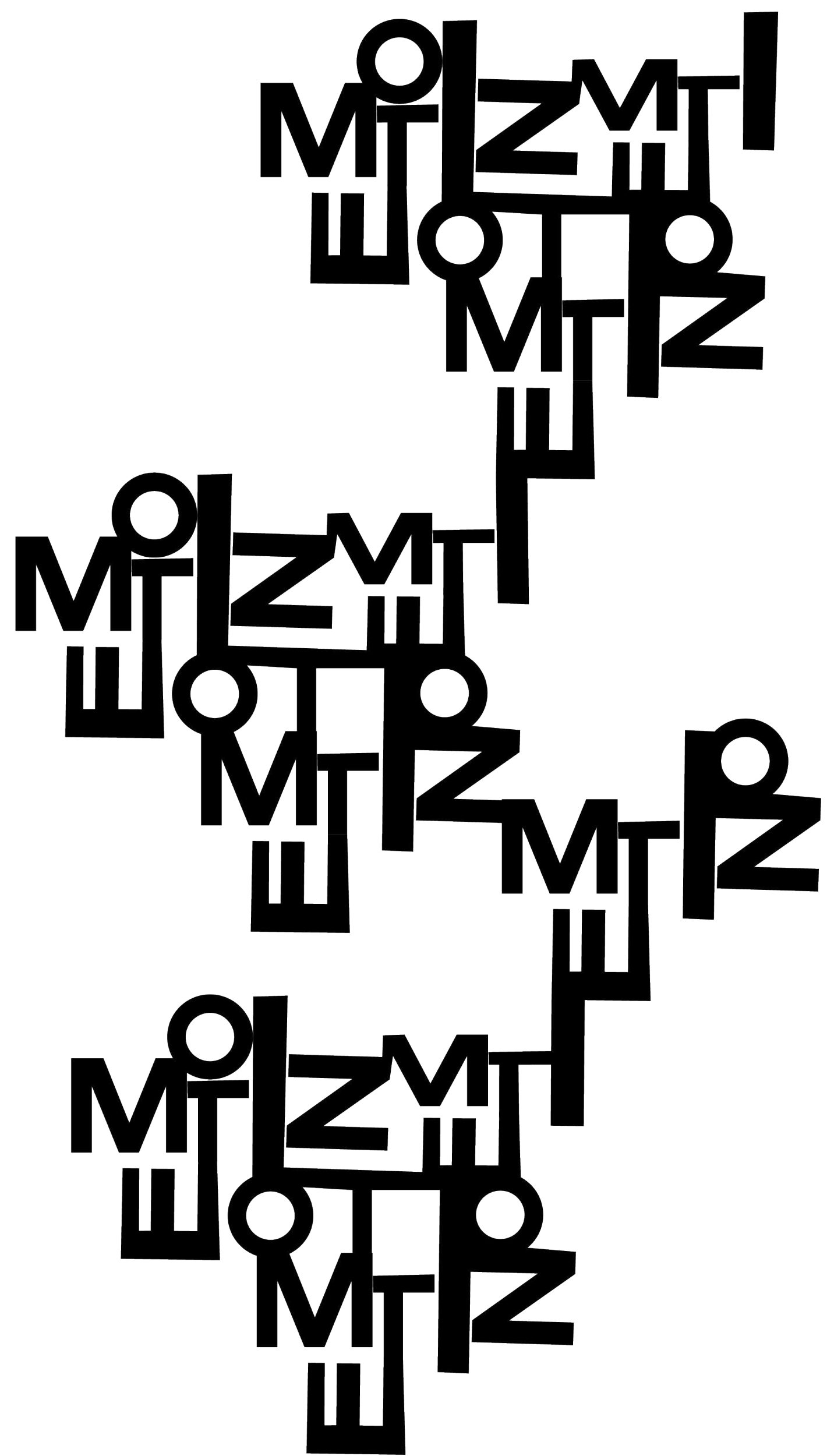
4. Koncept

Odklonenie sa od pôvodného nápadu, skúšanie novej kompozície a farebnosti.



4. Koncept

Návrat k pôvodnej inšpirácii, čierno biele kompozície a hľadanie prepojenia.
Používanie iba jedného slova.





3. Koncept

IMPULSE
IMPULSE

IMPULSE
IMPULSE
IMPULSE
IMPULSE

IMPULSE

IMPULSE

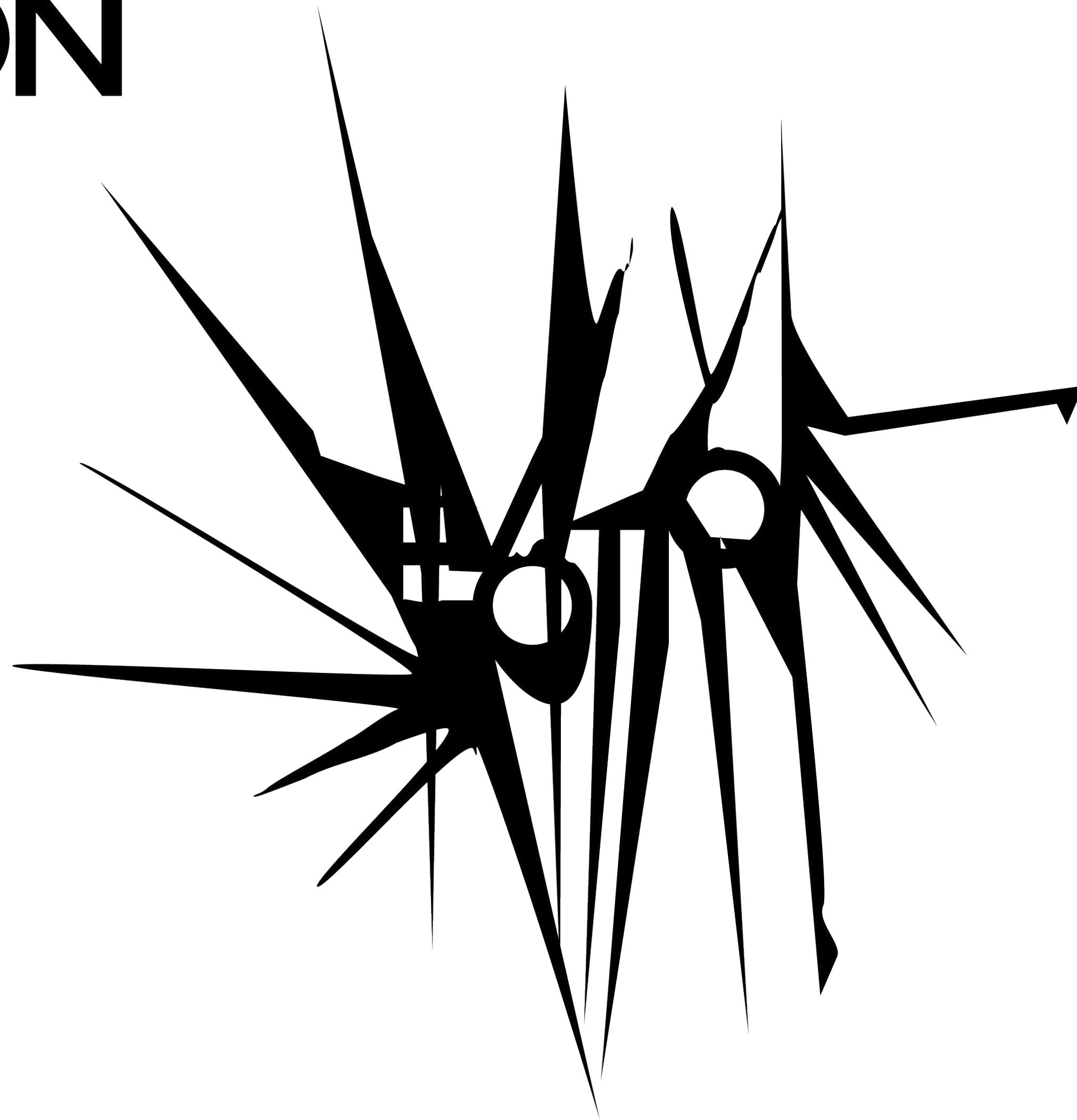
EMOTION

EMOTION

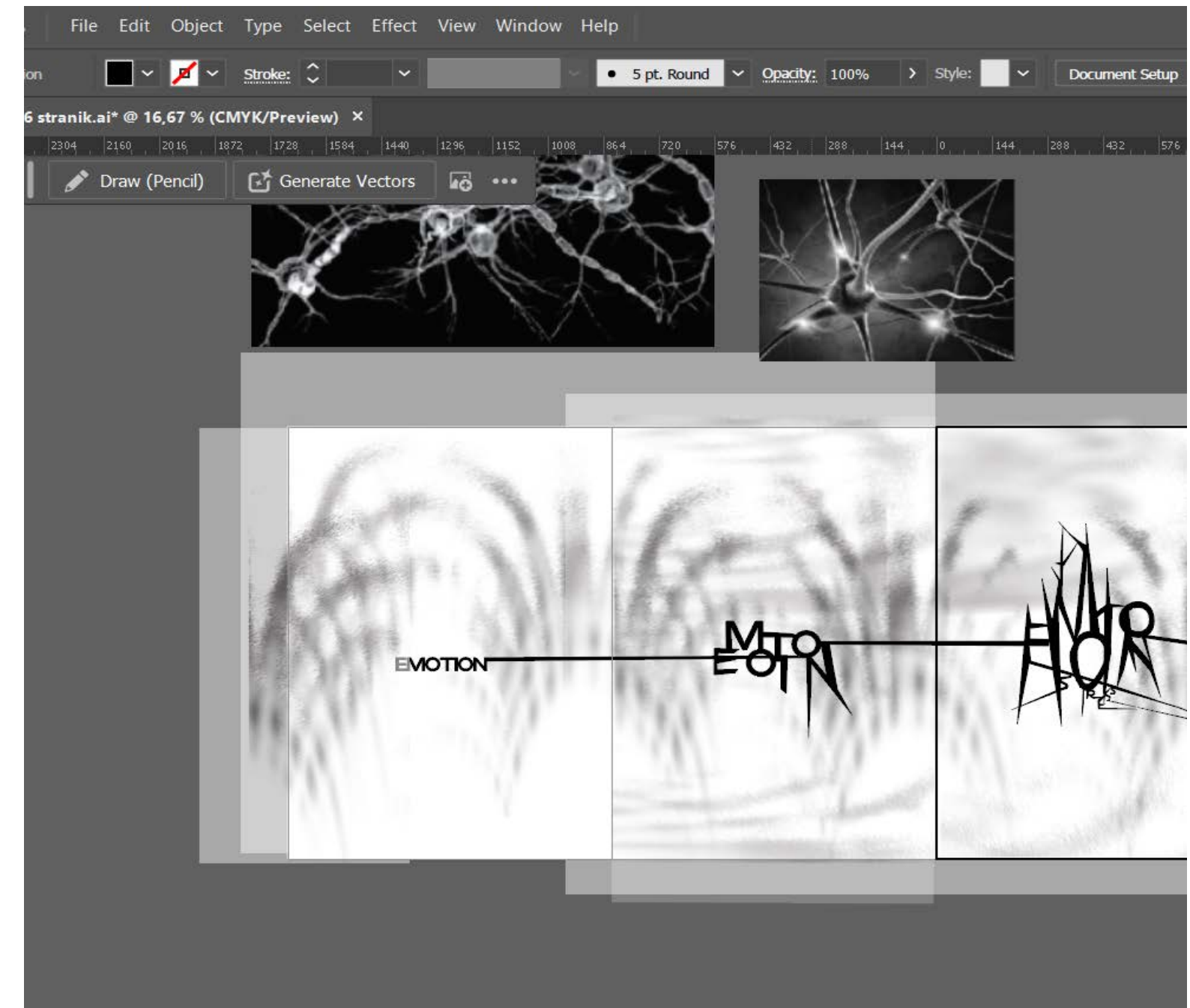
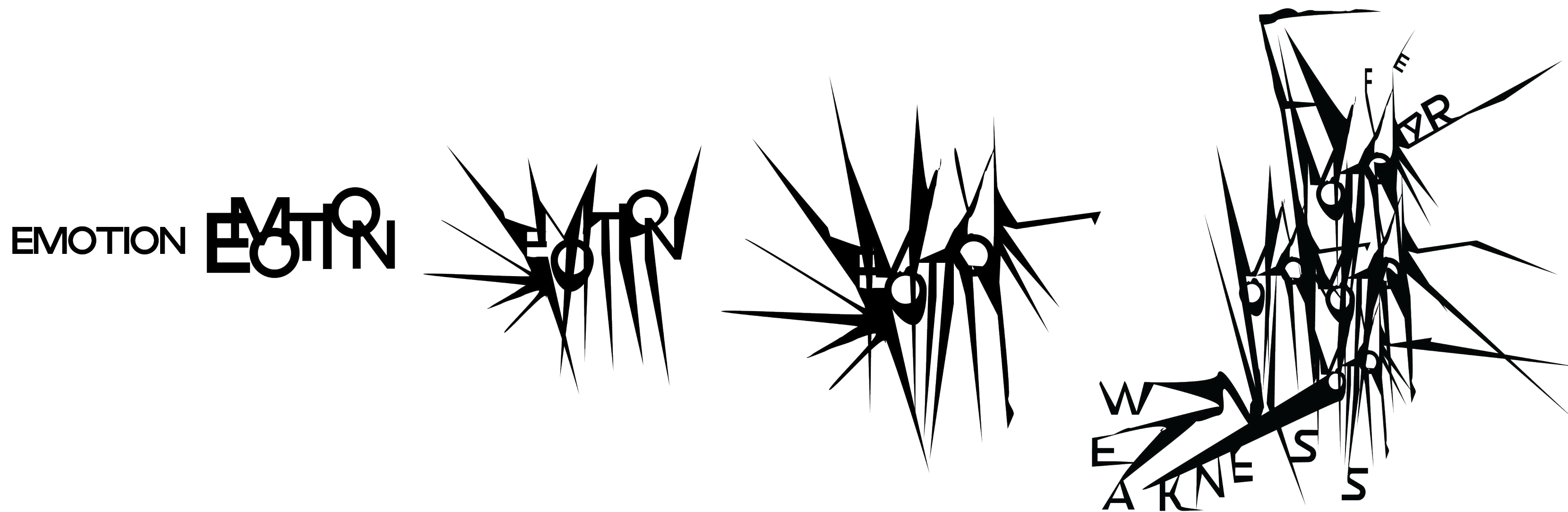


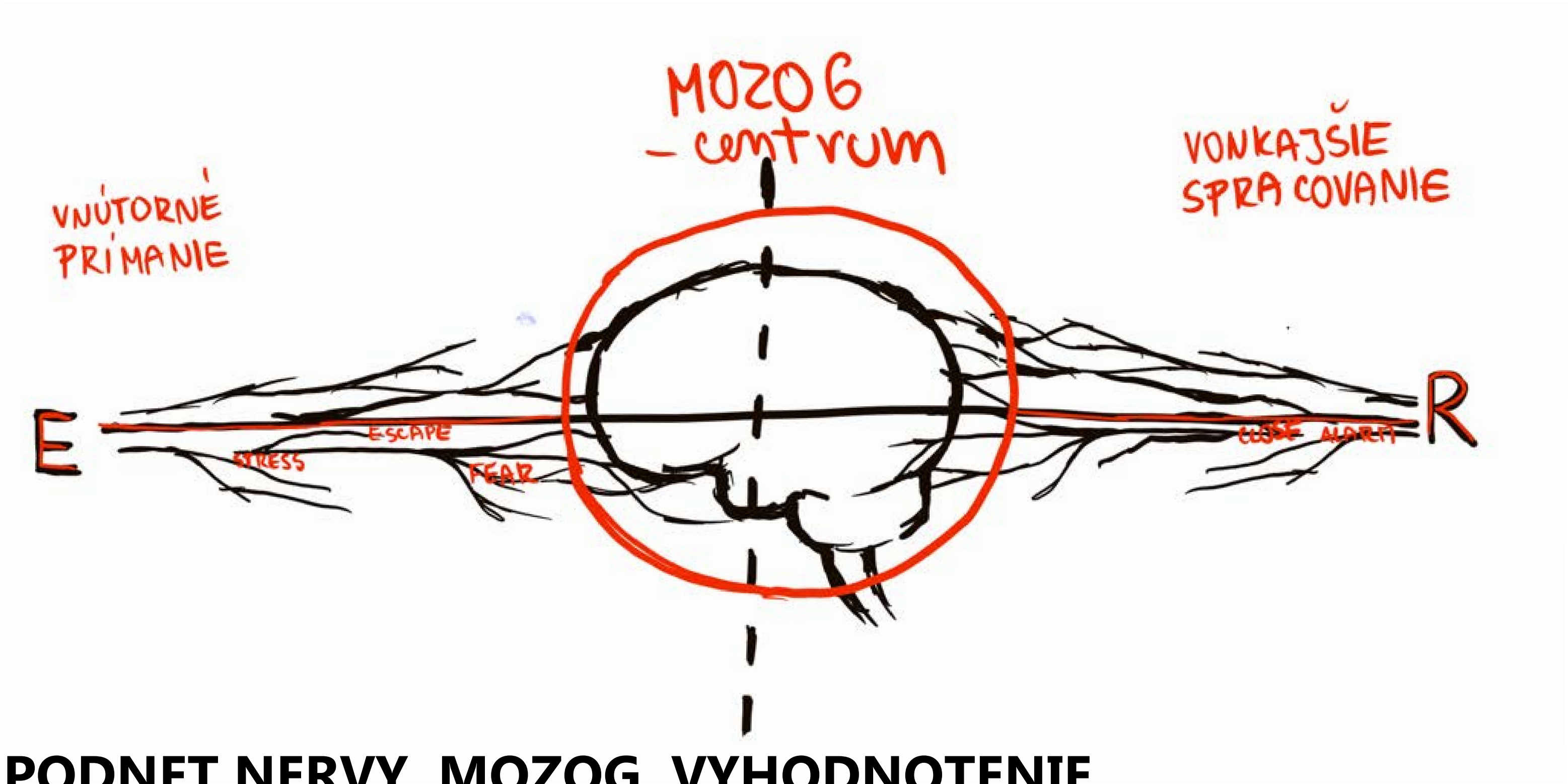
5. Koncept

Návrat ku konceptu 3, presnejšia forma funkcie. Používanie umelej inteligencie.



NÁVRHY





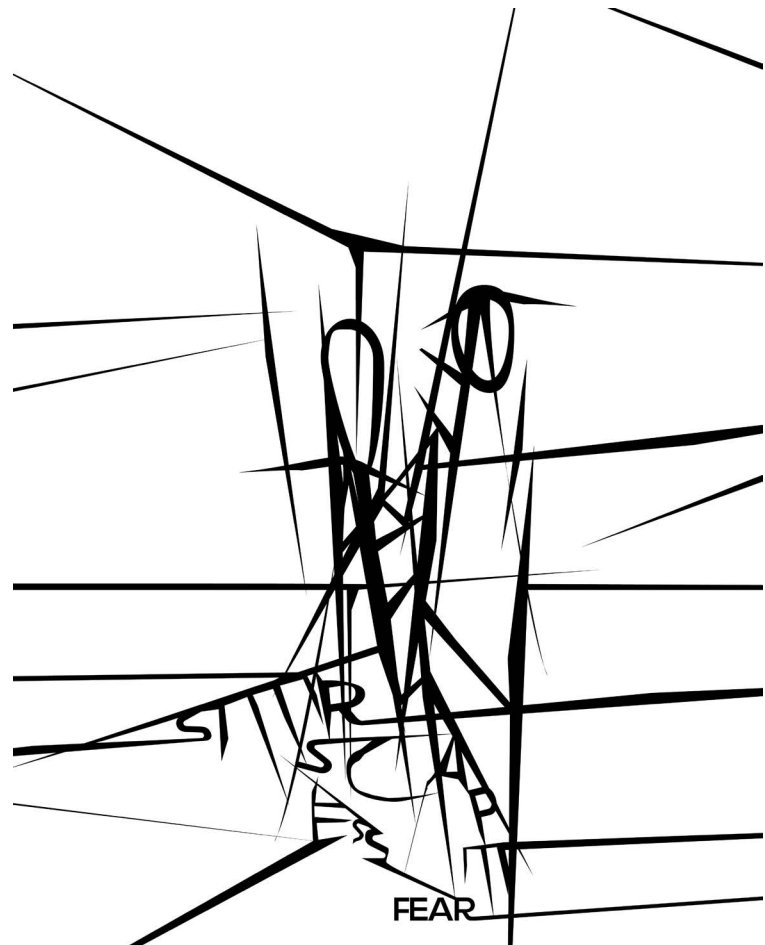
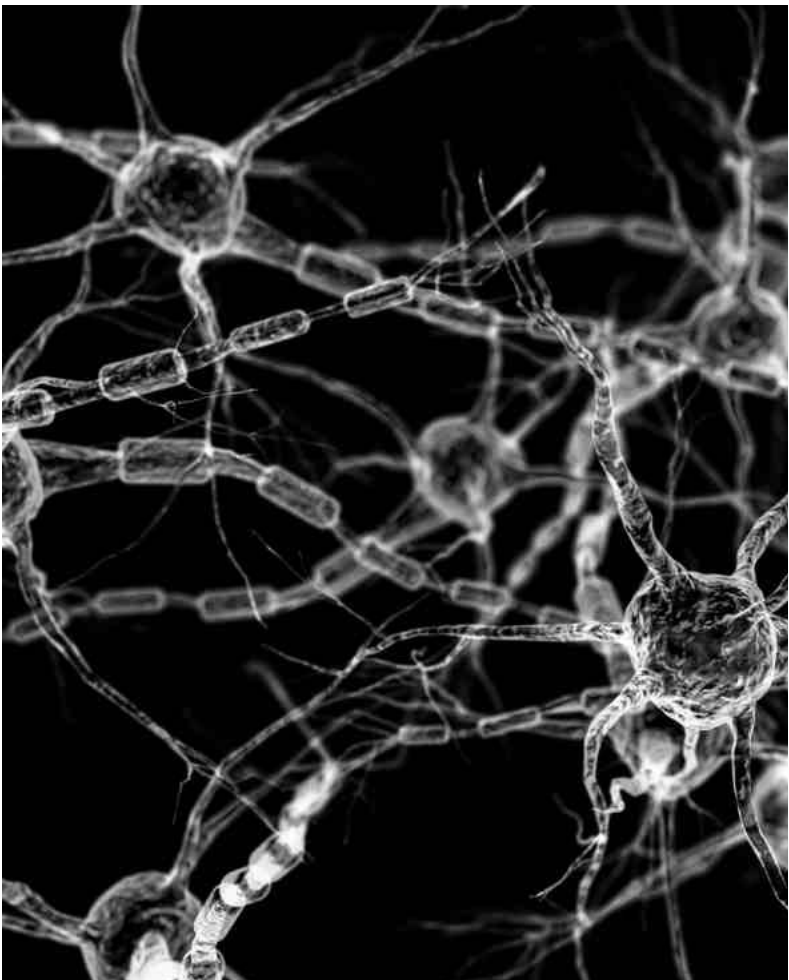
PODNET NERVY MOZOG VYHODNOTENIE
VÝSLEDOK MOZOG NERVY REAKCIA

Tu je prehľadná tabuľka pre vnútorné podnety a ich možné reakcie:

Typ vnútorného podnetu	Príklad	Možná reakcia
Emócie	Strach, radosť, smútok	Plač, smiech, únik, objatie

AI- Pomoc pri výbere slov, hľadanie základnej štruktúry

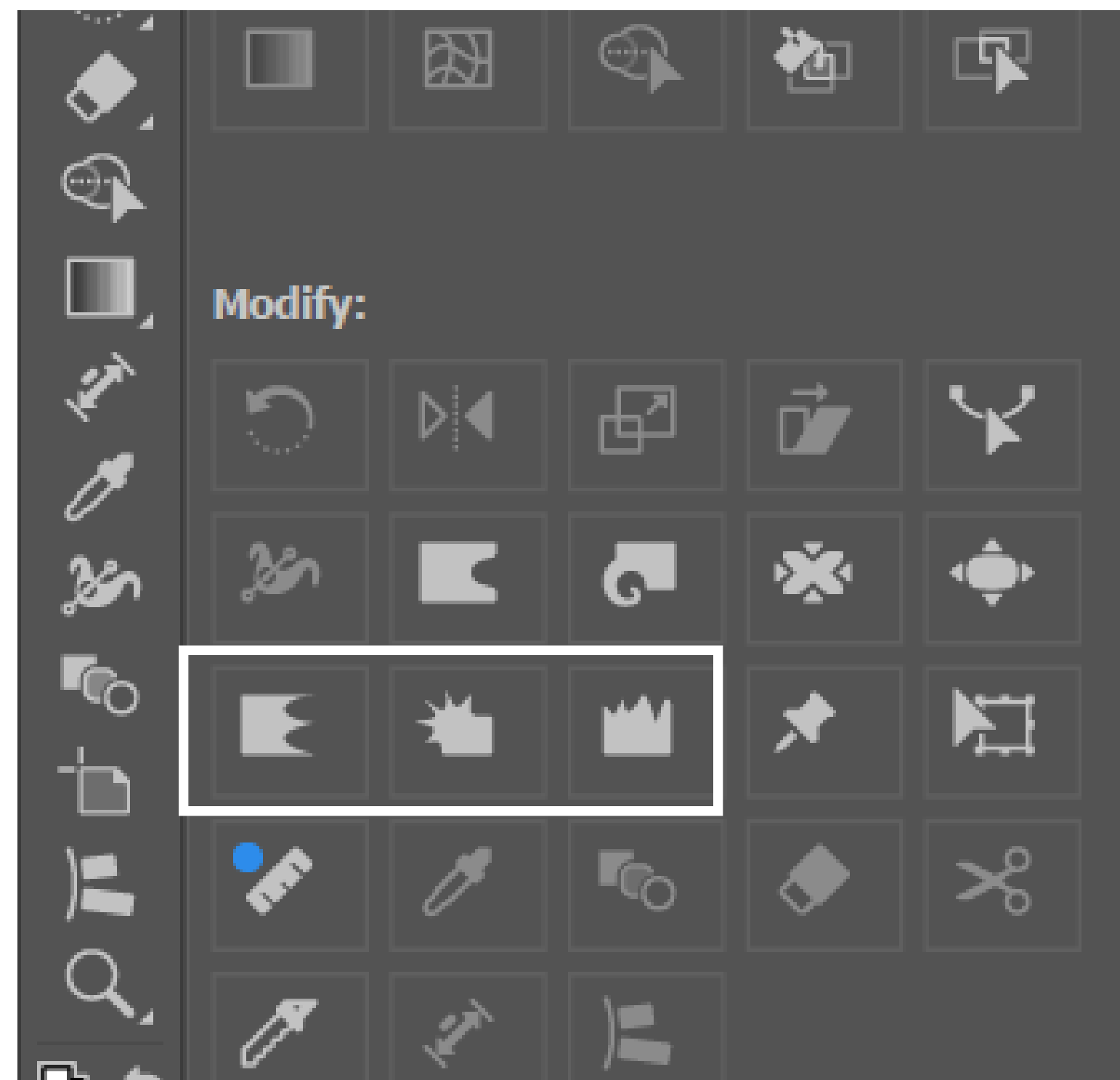
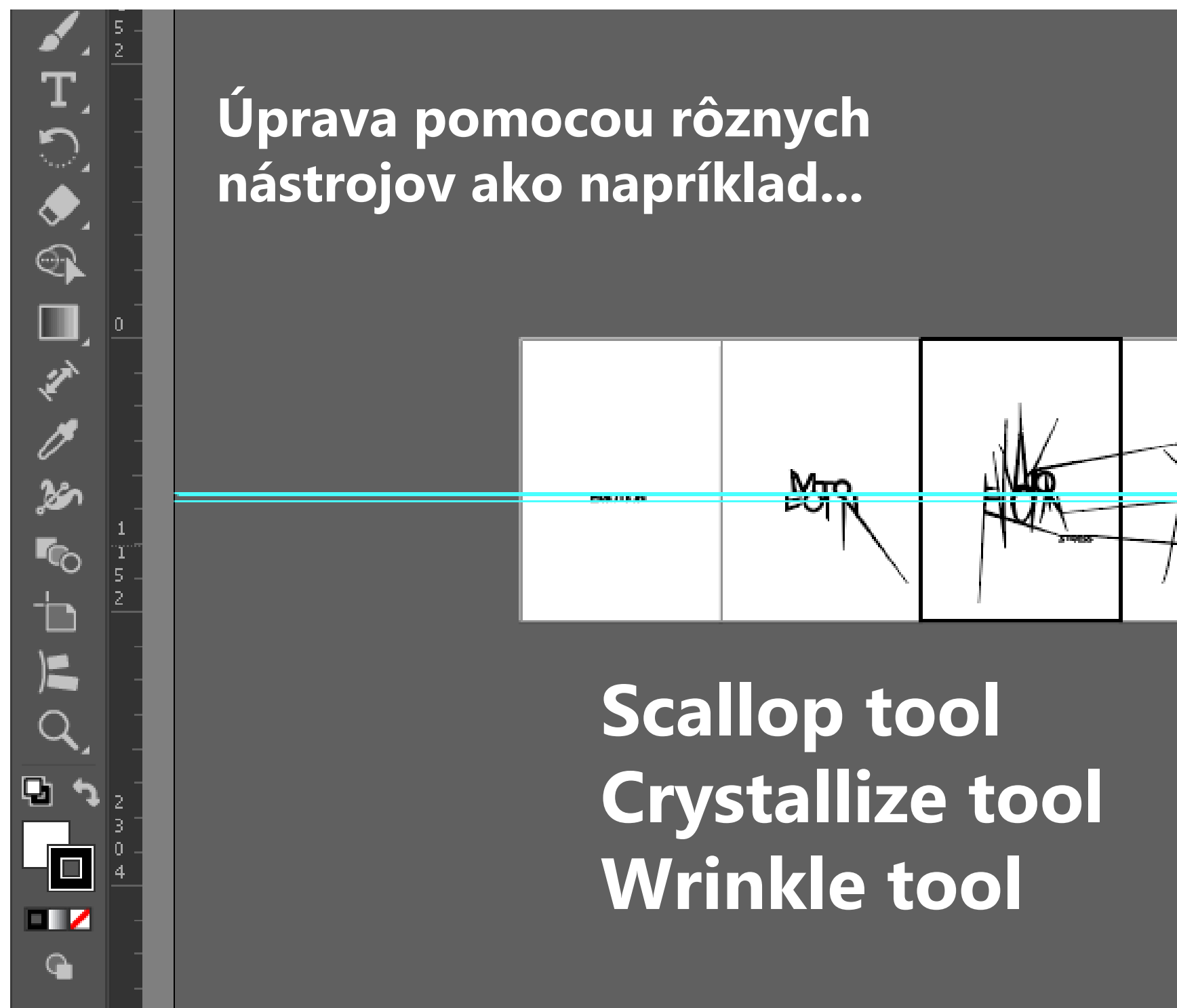
REALIZÁCIA



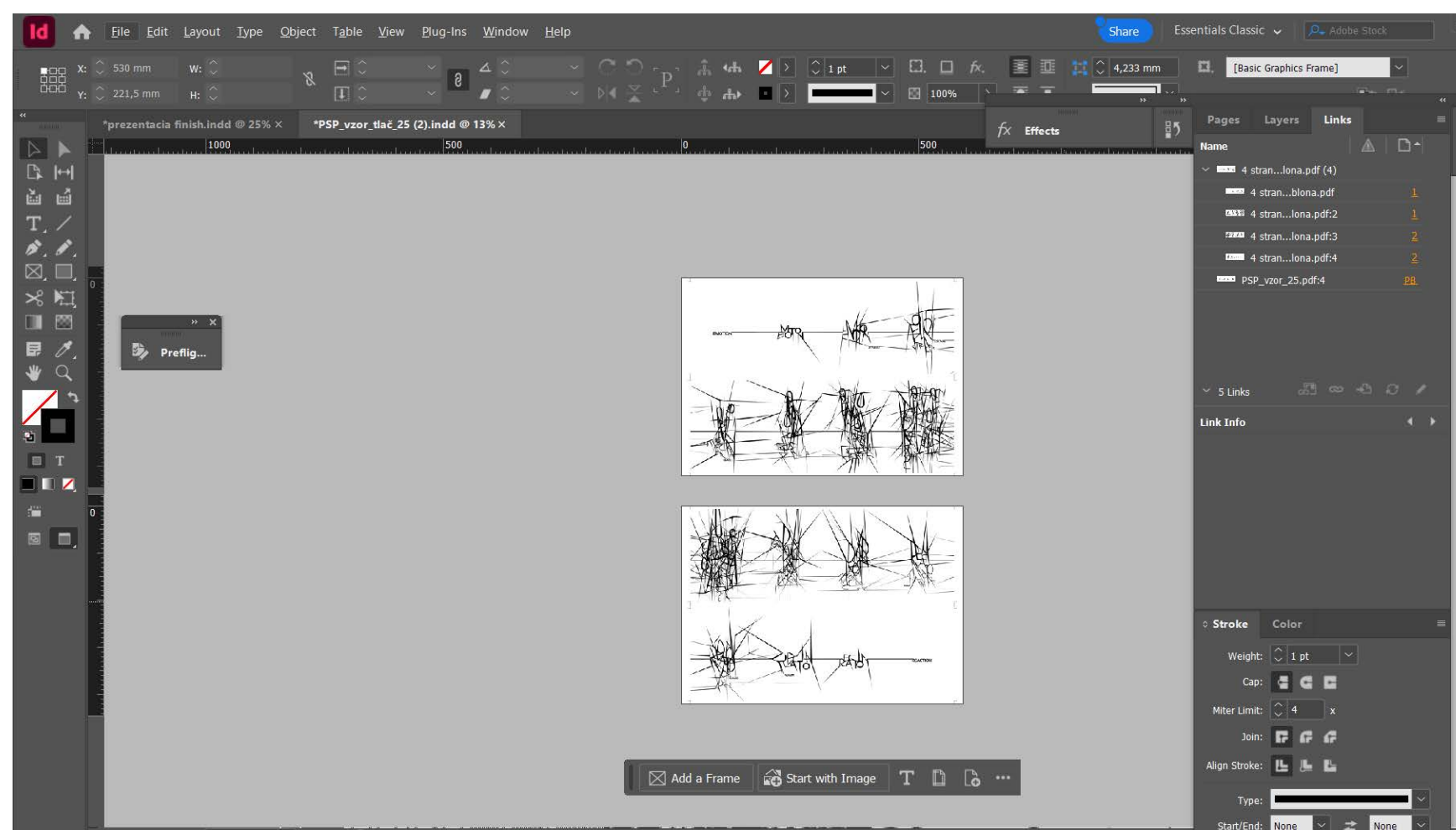
Štylizácia podľa nervou a neurónov.

Štylizácia obálky podľa mozgu.



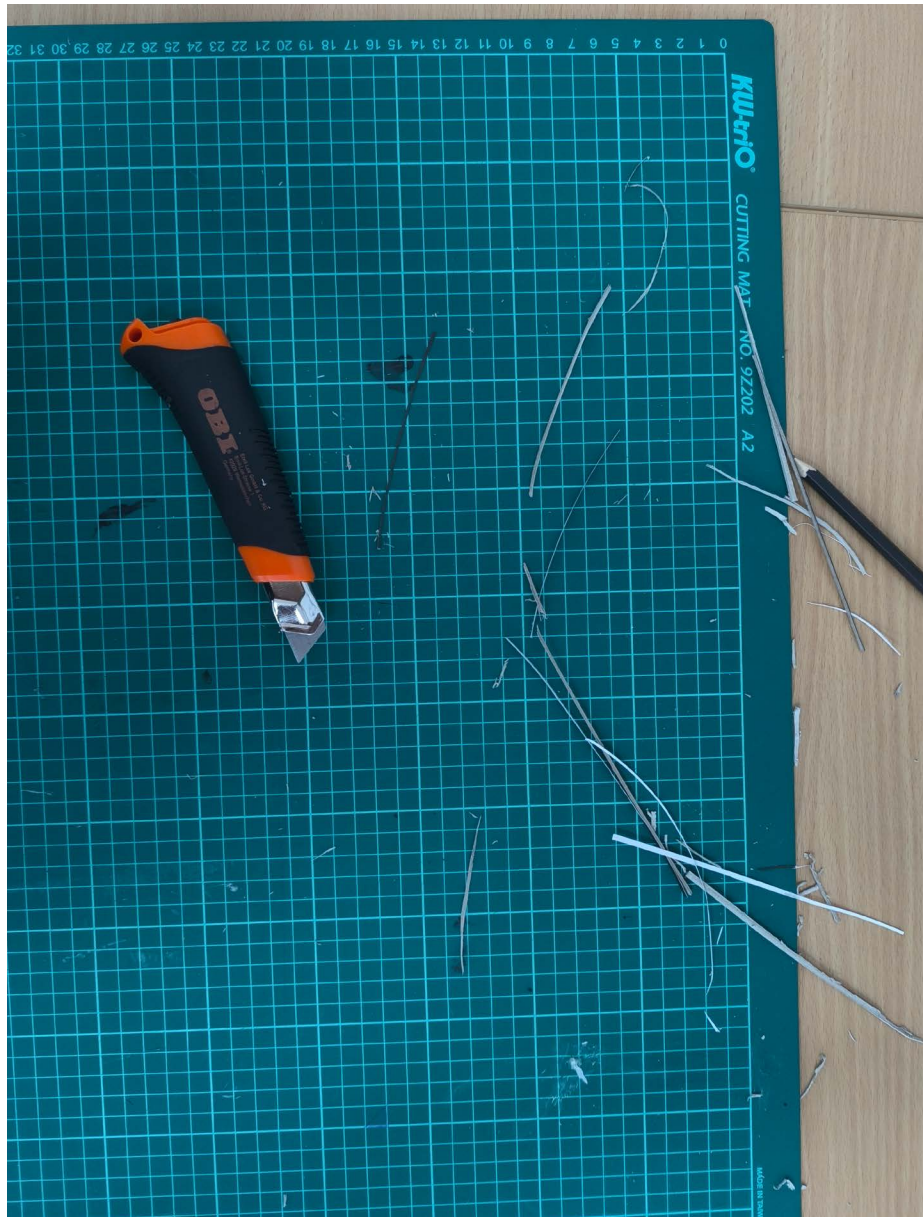
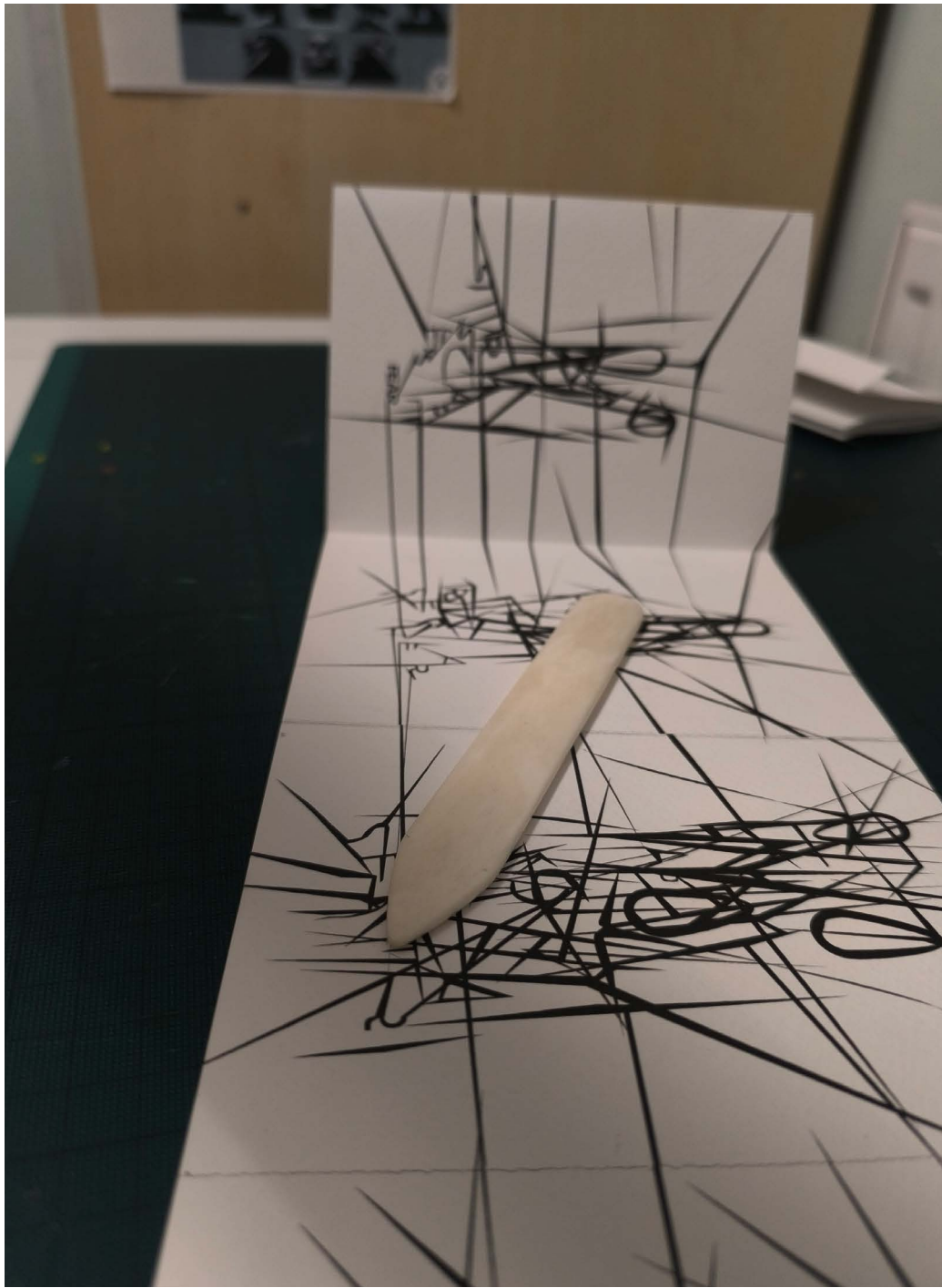


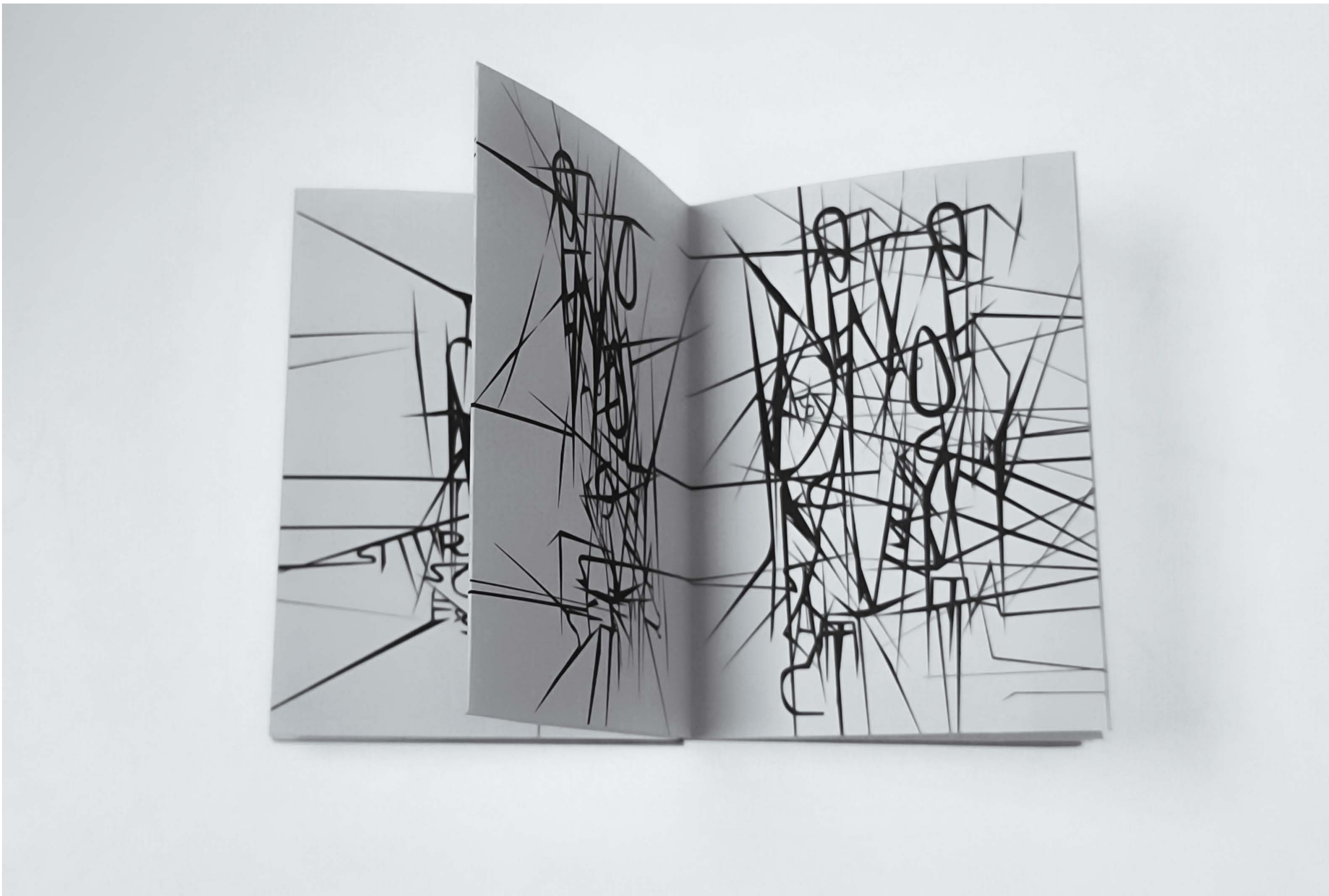
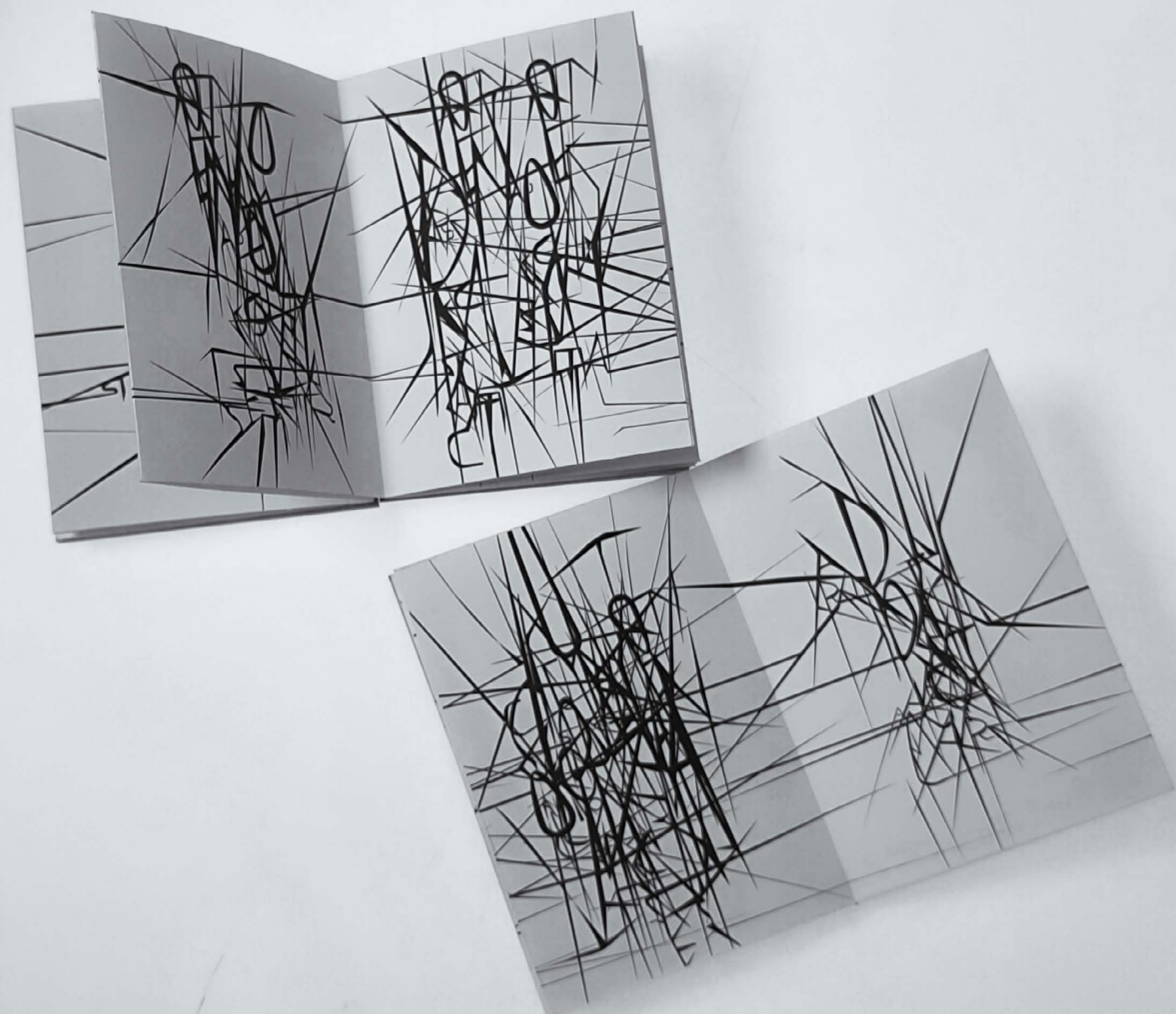
Adobe Illustrator: A5, 16 strán, 300dpi, CMYK

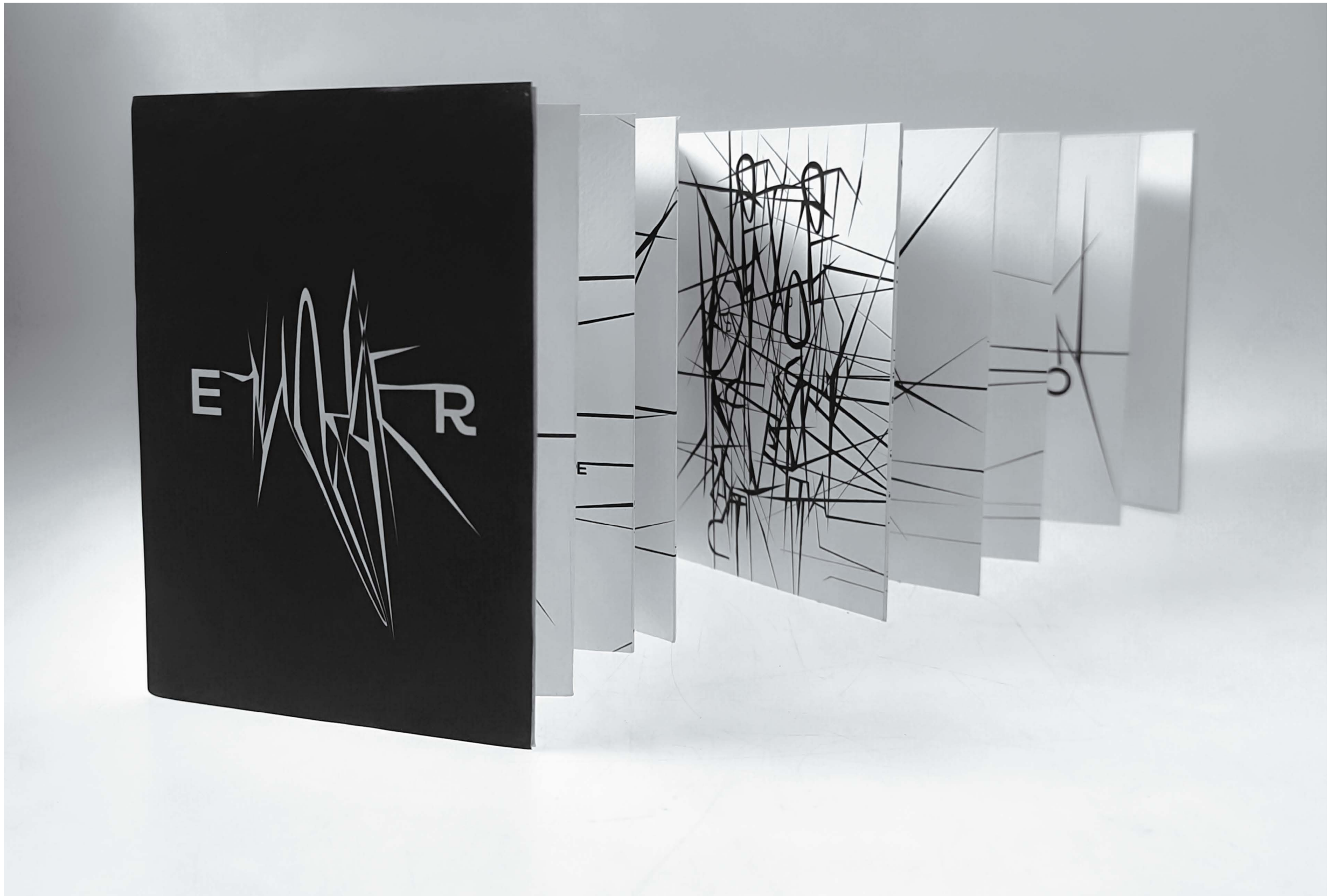
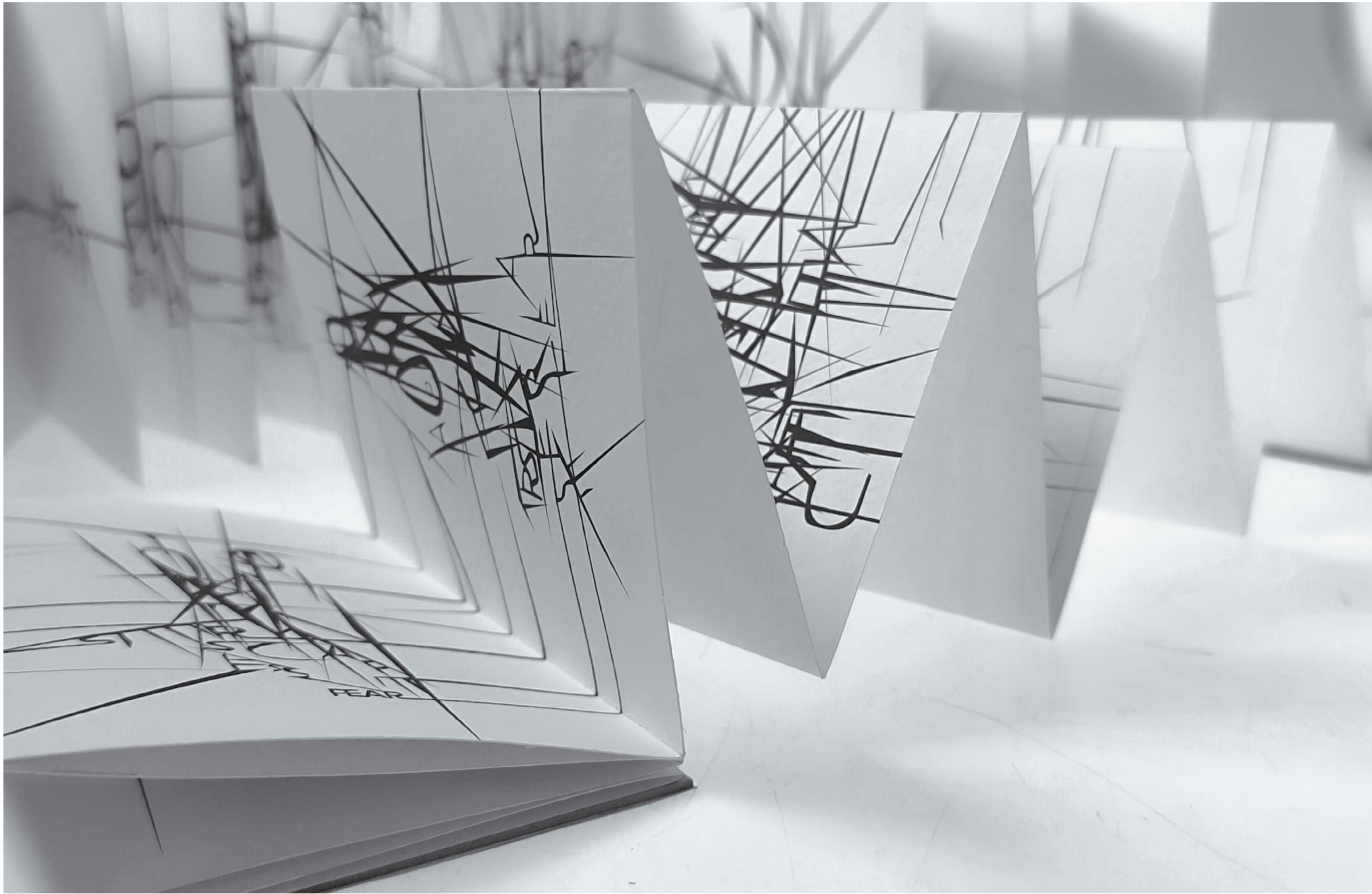


Adobe In Design: Príprava šablóny, vloženie motívu, tlač

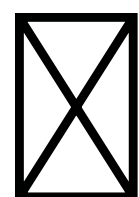








ĎAKUJEM ZA POZORNOST



ANNA SVRČKOVÁ
3.A GRA 2025

ZDROJE:

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