

GRAPHIC DESIGN one

combining type and image

once upon a time,

type and image were the same thing







but as writing systems evolved,

type and image became separate systems





Auto
**SEAT
COVERS**
4017

TOOLS

UPHOLSTERY
BOAT
COVERS

Matt Siber
Untitled #30

contemporary design is inventive
in combining the two

separation

type and image operate separately

FORMAL QUALITIES

layering

border or frame

compartments or windows

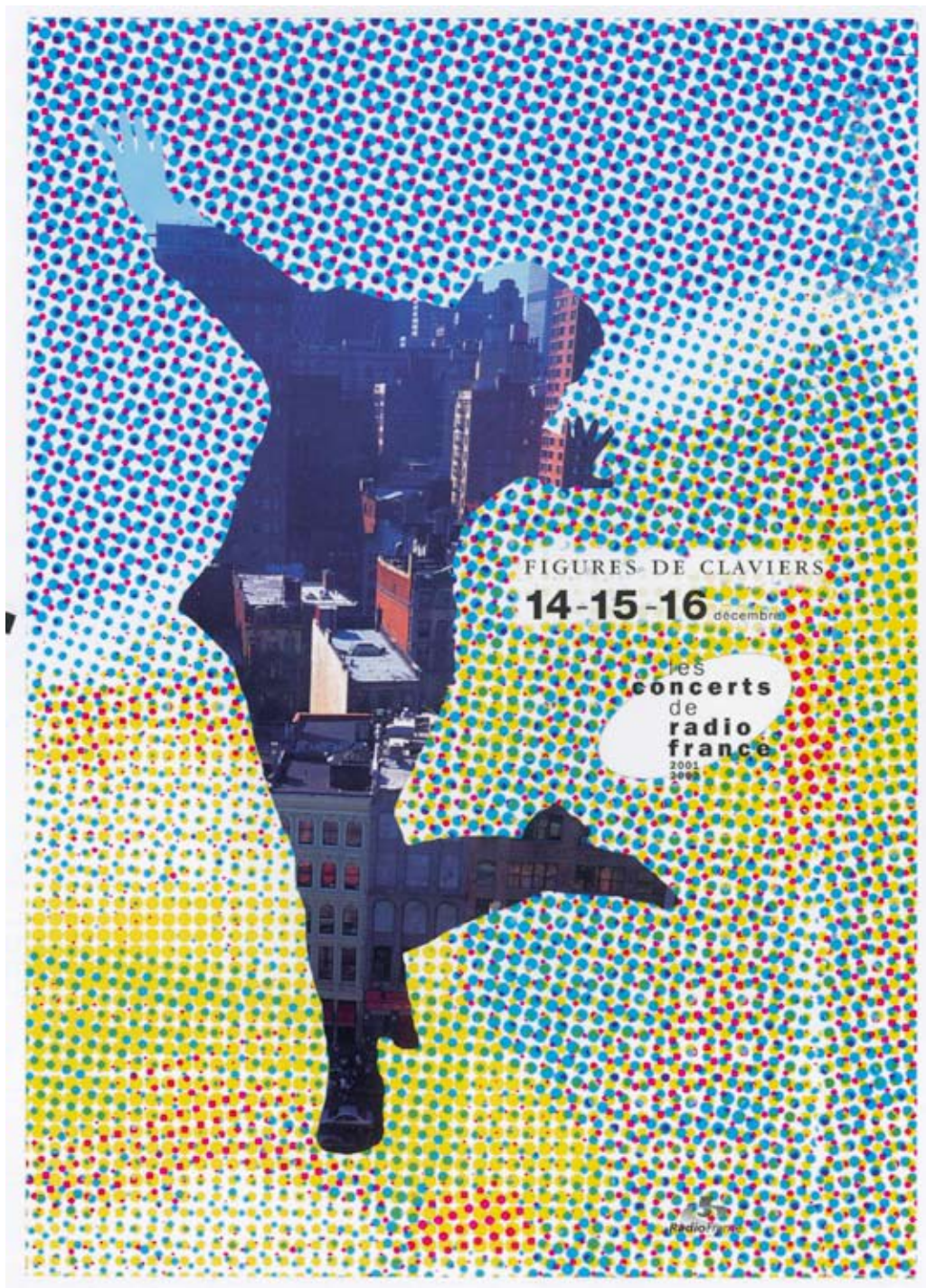
APPLICATIONS

play the type against the image

invite multiple meanings

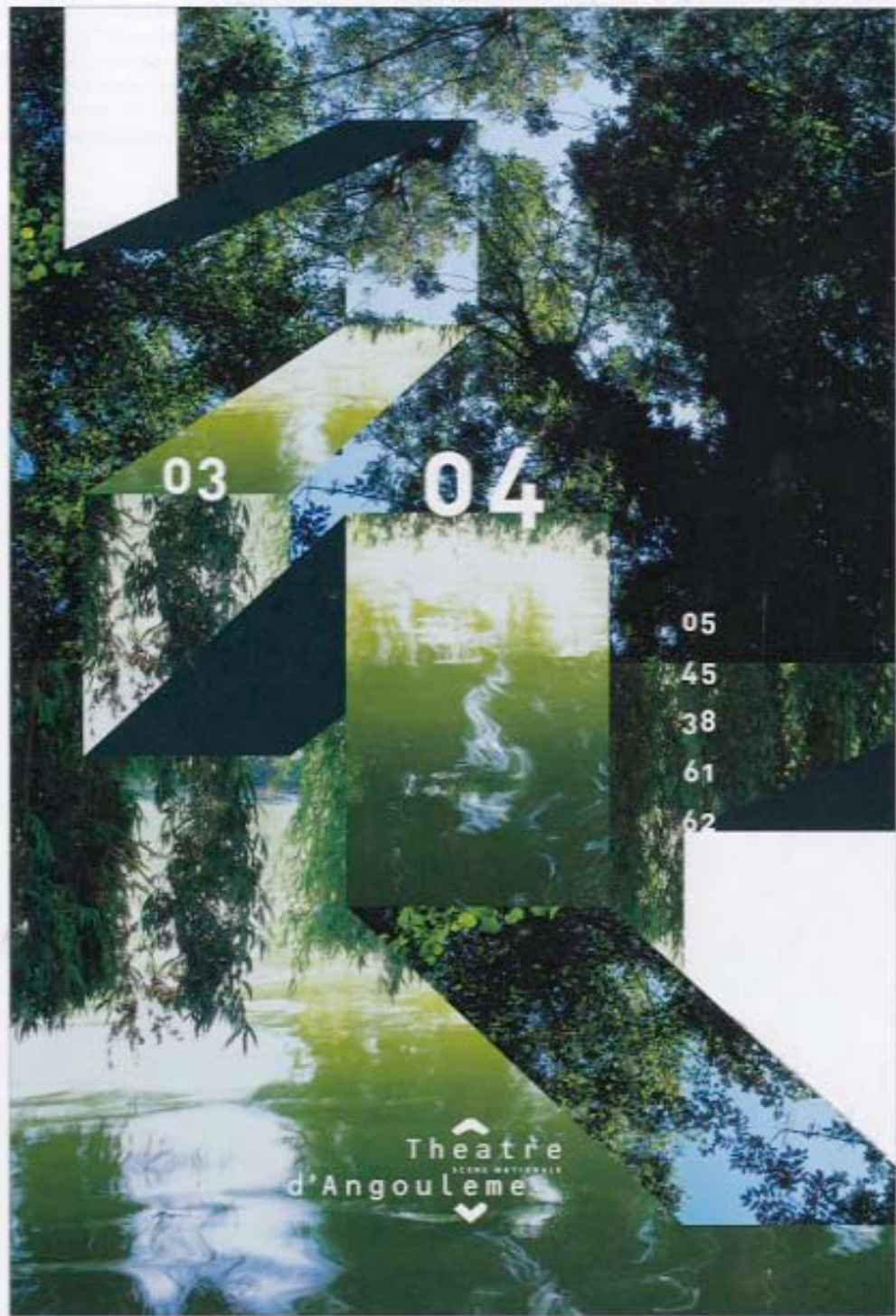
create a series

provide clarity



LAYERING

Radio France
Anette Lenz



WINDOWS FRAMES

Theatre Angouleme
Anette Lenz



LAYERING

***Bauhaus Dessau
Foundation
Daniela Haufe and
Detlef Fiedler***



OPTICAL LAYERS

*The British Council
Daniela Haufe and
Detlef Fiedler*



JUXTAPOSITION

*Museo Cantonale
d'Arte Lugano,
Switzerland
Bruno Monguzzi*



JUXTAPOSITION

LSE Rail

Melchoir Imboden



LAYERS

Kosaka-Giken Japan
Yasuhiro Sawada

fusion

type and image merge into one entity

FORMAL QUALITIES

optical effect: lens / filter

shared surface

motion or gesture

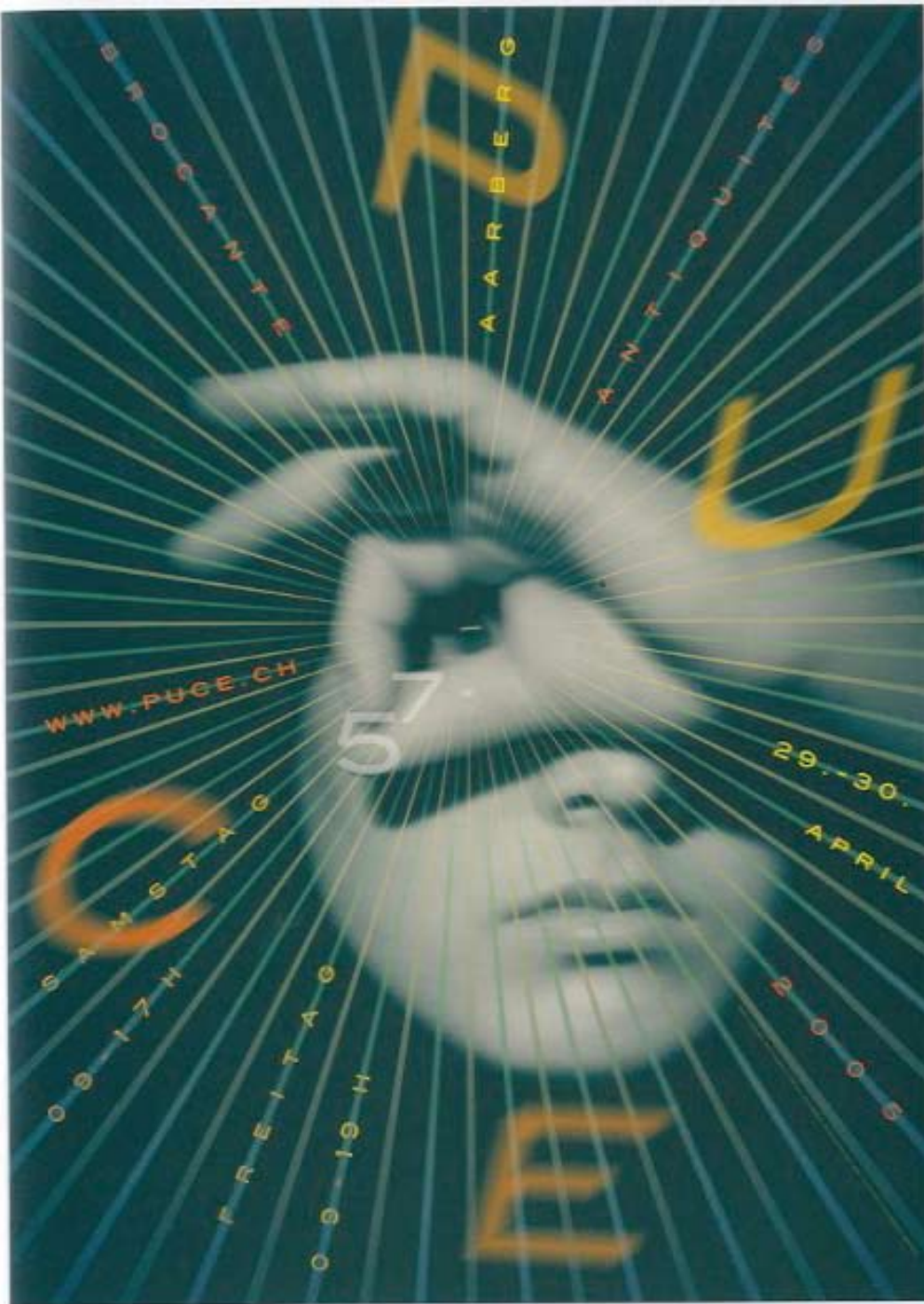
metaphor

APPLICATIONS

blend unlike things to make a strong connection

strengthen an existing conceptual connection

create an altered reality



OPTICAL EFFECT

*Organization Puce
Aarberg
Jean-Benoit Levy*



SURFACE FUSION

*Organization Puce
Aarberg
Ralph Schraivogel*



SURFACE FUSION

Leine Roebana

Alvin Chan





GESTURE

Iconrada

Pierre Bernard

fragmentation

type and image displace each other

FORMAL QUALITIES

irregularities

displacement

interruption

exaggeration

APPLICATIONS

animate a message

imply the passing of time

create a state of flux

construct multiple meanings

create a surreal scenario



ÜB LEB KR

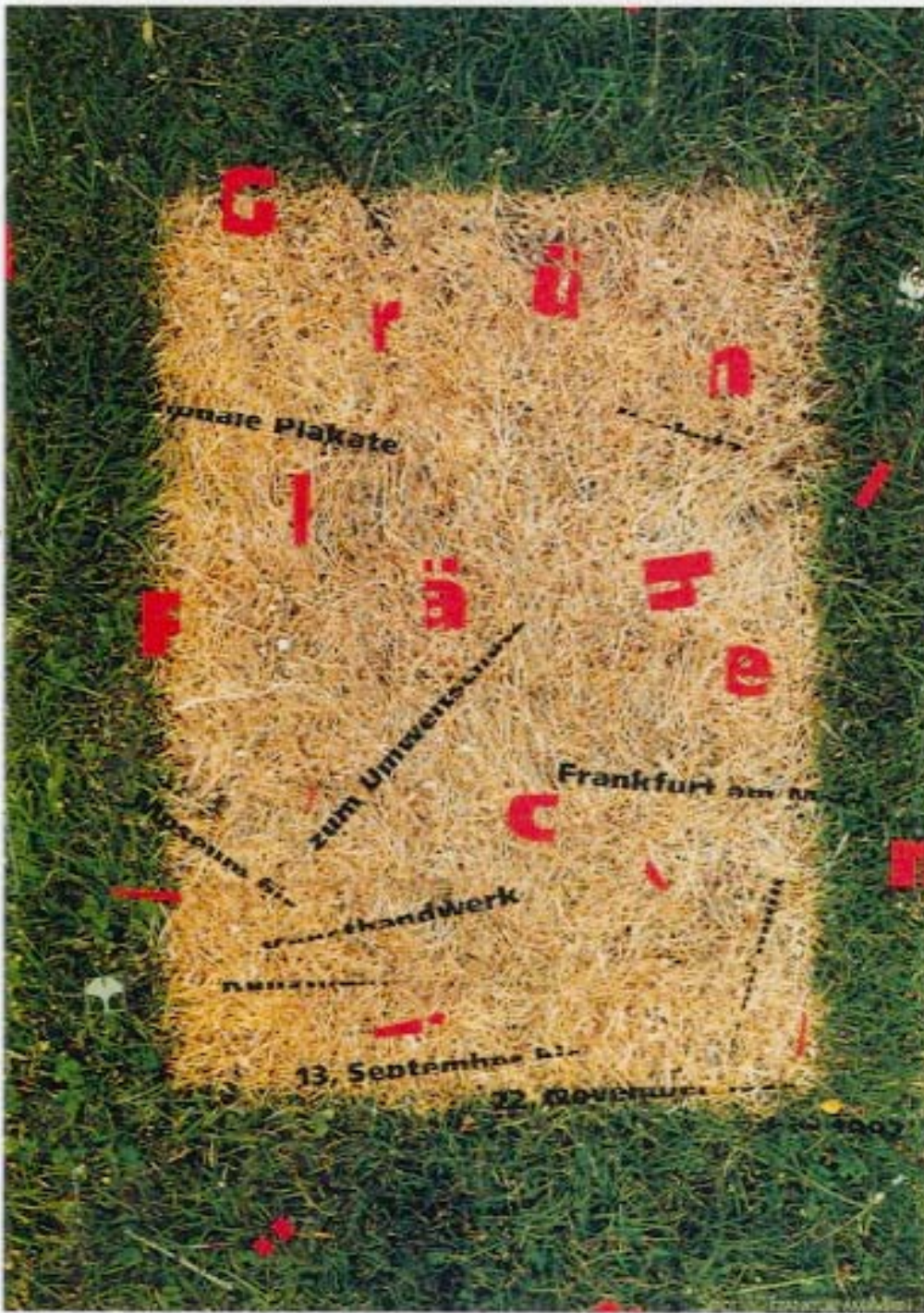
Kriegserfahrung
1939 bis 1945
Ruhrlandmuseum
im Museum für
Geschichte
Geleitstraße 4
vom 19. Novemb
Dienstag bis 5o
Donnerstag bis
Montag gesch

ER EN IM LEG

en im Ruhrgebiet
in Essen
Museum
er 1989 bis 4. März 1990
vom 30 bis 18 Uhr
11 Uhr
essen

DISRUPTION

Surviving at War
Uwe Loesch



FRAGMENTS

Green Spaces
Uwe Loesch



FRAGMENTS

Hangul Day
Ahn Sang-Soo

la luce incisa
critica

Presentazione

di Alfred Högler

di Wolfgang

Chlöe

Cinema Teatro e Sala Diego D'Almeida

15
11
31
2003

17-18
19-20

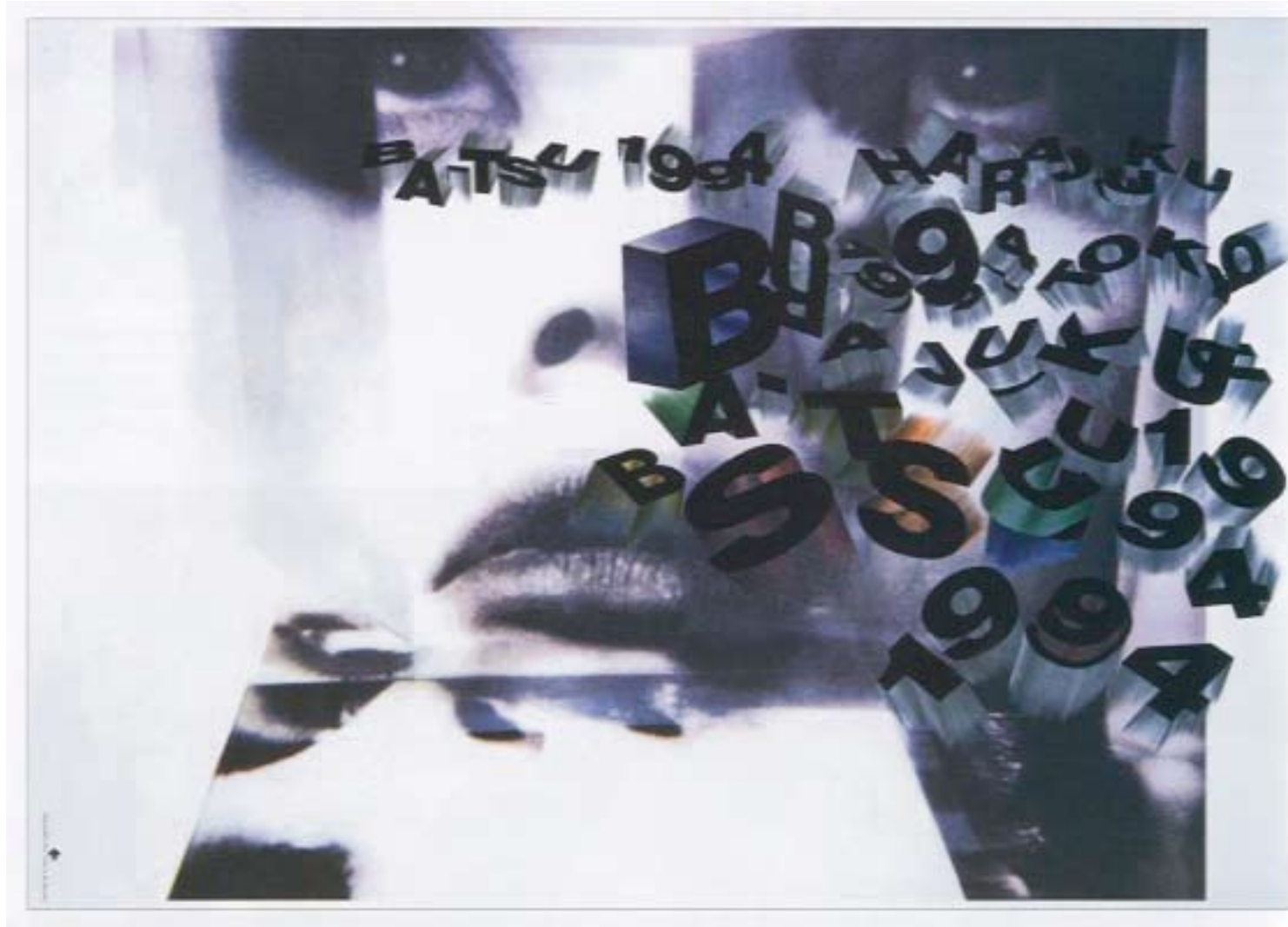


Chiacchierate



FRAGMENTS

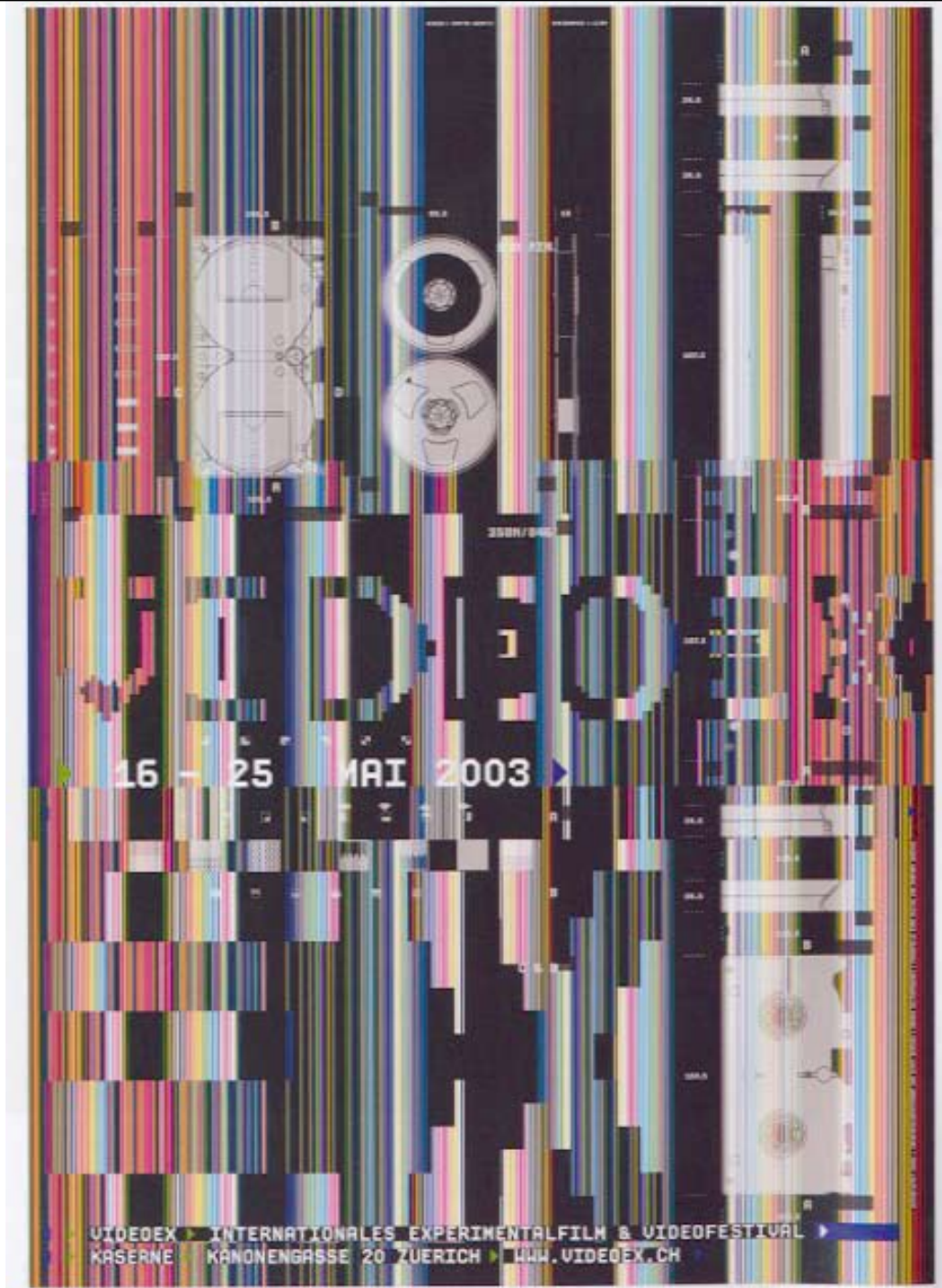
The Light Engraved
Bruno Monguzzi



BREAKING AWAY

*Ba-Tsu clothing
retailer*

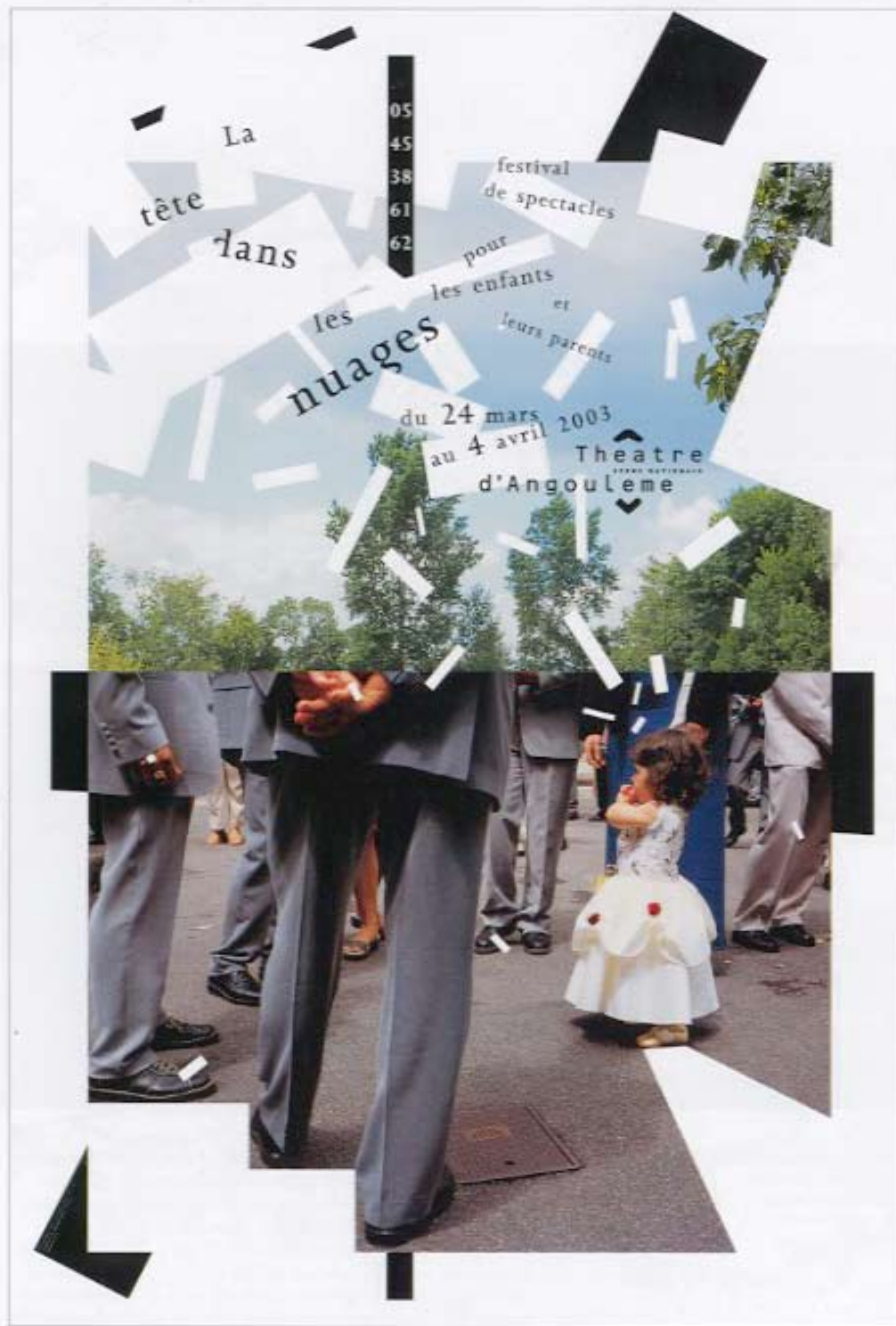
Makato Saito



ANIMATED

VideoEx

Martin Woodtli



ANIMATION

Head in the Clouds
Festival for Children
Anette Lenz

inversion

type and image trade roles

FORMAL QUALITIES

hyper-realism
building blocks
frames

APPLICATIONS

create harmony and integration
generate puns
invent fictional narratives
create strongest possible connections between type and image

Les Gêmeaux



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Le Centre National
des Opéras de France
100, rue de Valenciennes
75013 Paris
France

Renseignements
Réservations
01 46 61 31 31

92



SCEAUX



LES RENDEZ-VOUS

Ballet de l'Opéra National de Lyon 25 février → 28 mars 2003

VOUS

H. Cathala - F. Ramalingom Jean-Claude Ramseyer

CHORÉ

Maurice Béjart

GRAPHI

Joëlle Bouvier Michel Kélémenis

QUES

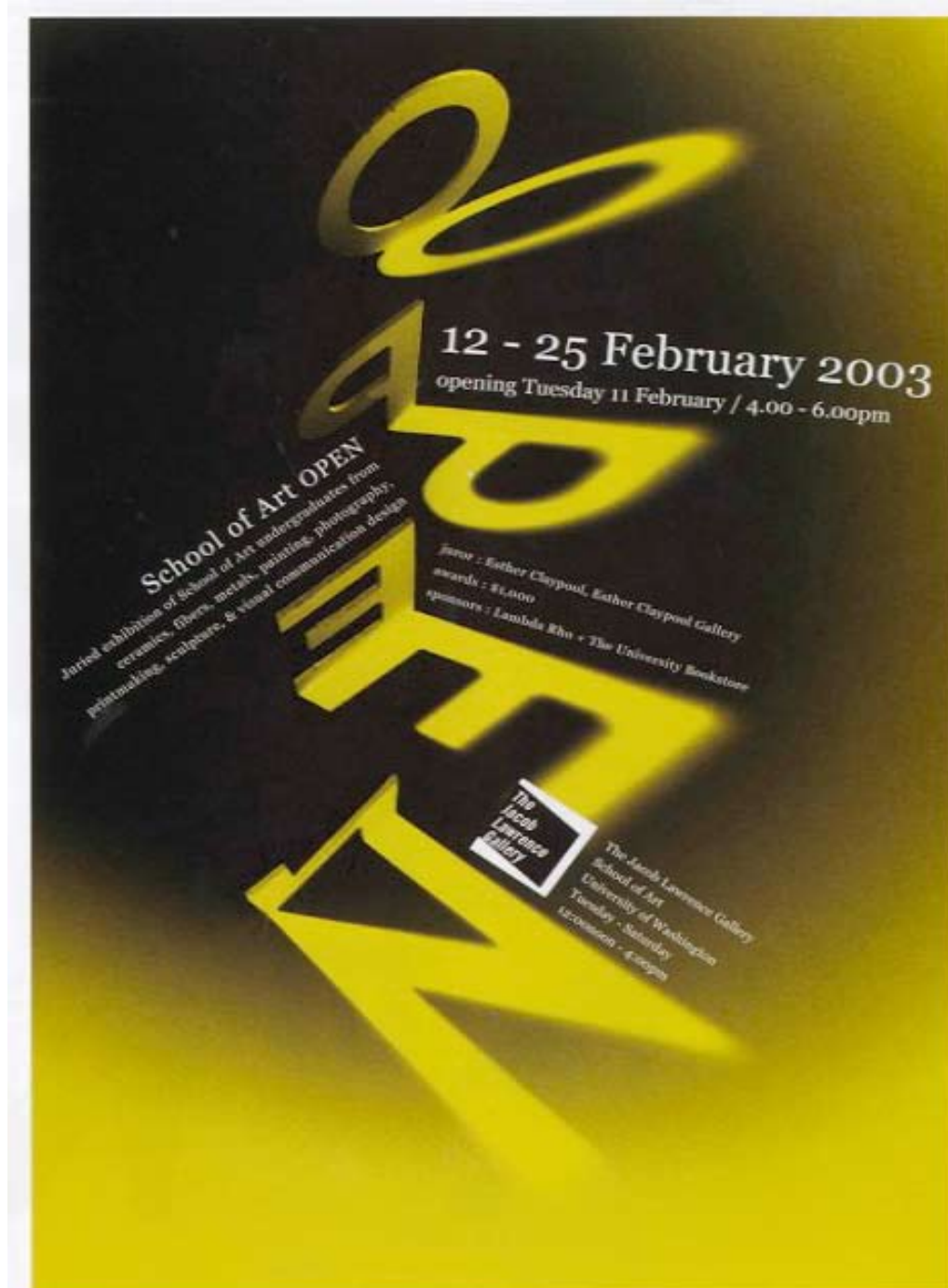
Maryse Delente

DE SCEAUX

Nasser Martin-Gousset

HIDDEN MESSAGES

Les Gêmeaux
Michel Bouvet



School of Art OPEN

Joint exhibition of School of Art undergraduates from
ceramics, fibres, metals, painting, photography,
printmaking, sculpture, & visual communication design

12 - 25 February 2003
opening Tuesday 11 February / 4.00 - 6.00pm

Jurie : Ether Claypool, Ether Claypool Gallery
awards : \$1,000
sponsors : Lambda Rho + The University Bookstore



The Jacob Lawrence Gallery
School of Art
University of Washington
Tuesday - Saturday
12noon - 6pm

UNWINDING

School of Art Opening
Chris Ozubko

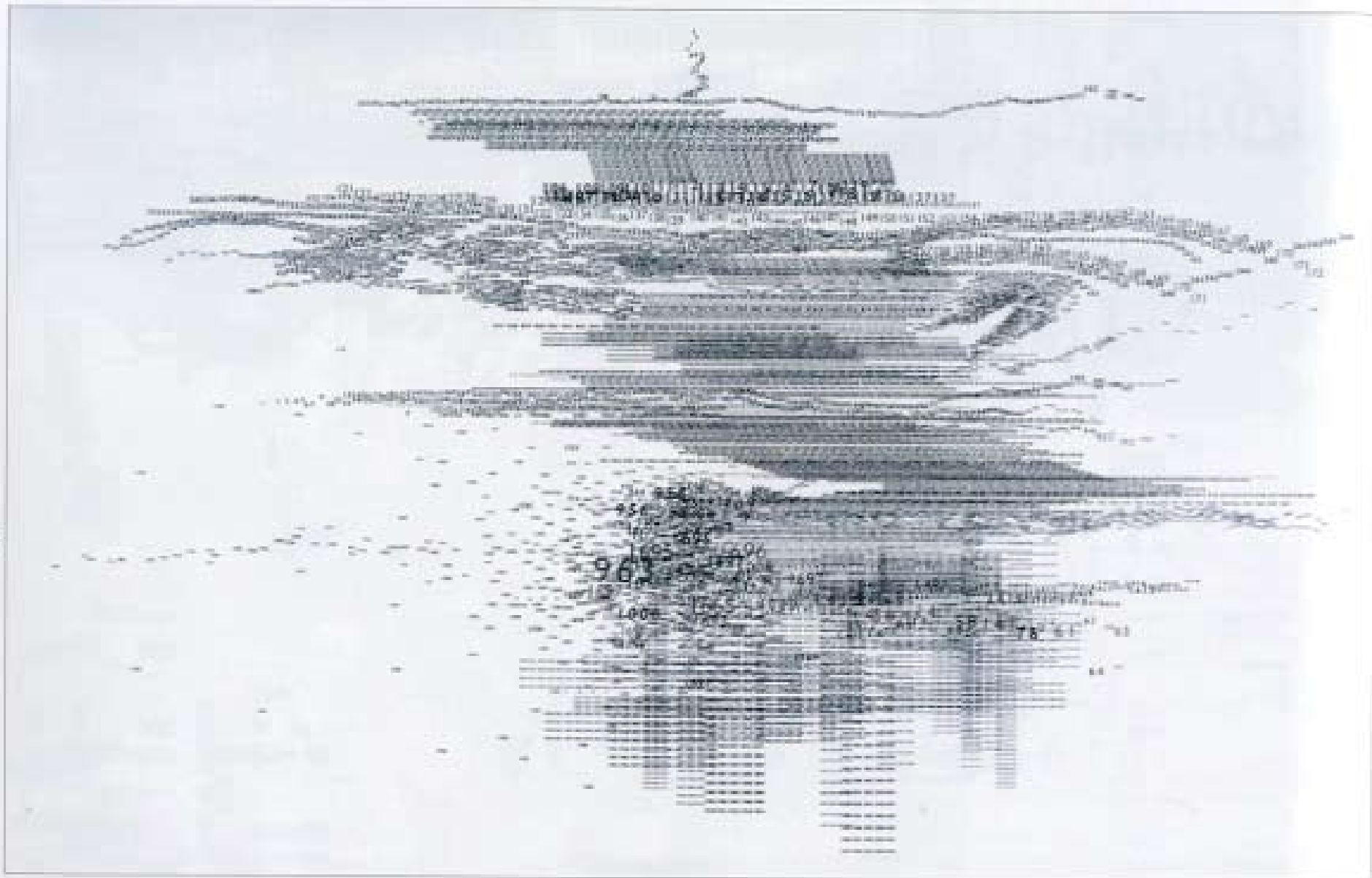
CELEBRATING
THE POSTER
OCTOBER 23
NOVEMBER 14
2000

UNITED STATES
DEPARTMENT OF ARTS
AND ARCHITECTURE
LIBRARY OF CONGRESS



TYPE AS PICTURE

Celebrating the poster
Philippe Apeloig



ORDER / CHAOS

Millenium poster
Siobhan Keaney