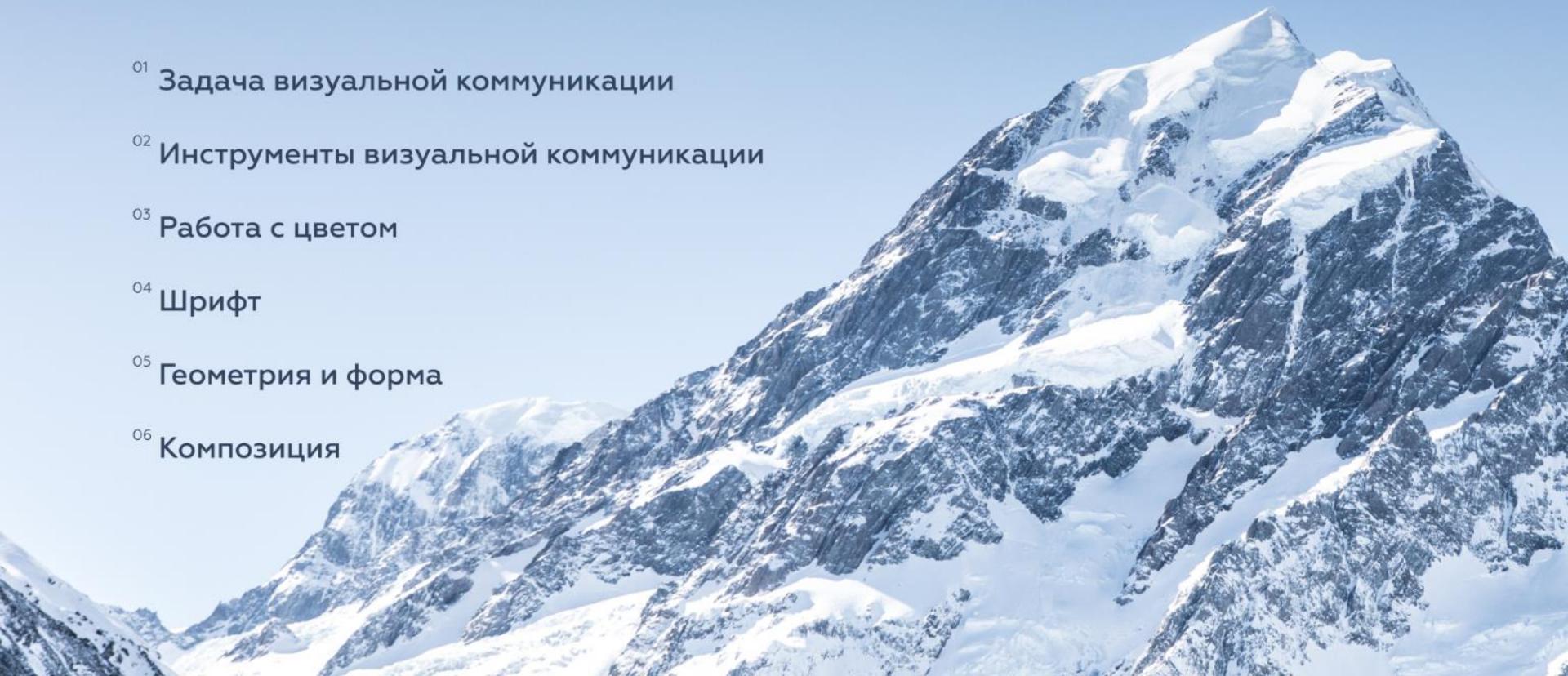


Визуальная коммуникация в веб



Темы

- 01 Задача визуальной коммуникации
- 02 Инструменты визуальной коммуникации
- 03 Работа с цветом
- 04 Шрифт
- 05 Геометрия и форма
- 06 Композиция



Задача визуальной коммуникации

⁰¹ Передать ключевые смыслы без слов

⁰² Создать необходимую атмосферу,
эмоции



**Какие эмоции
и ассоциации передает
этот визуал?**

kaber

CONTACT MENU

ANY PRODUCT CAN BE IMPROVED

Kaber is a design and innovation consultancy that helps bring innovative products to market.

INGENIERIE DESIGN & PROTOTYPING RESEARCH & DEVELOPMENT

01 ENGINEERING

Kaber leverages 15 years of design and manufacturing in the composites industry to help partners realize cost effective solutions to new product development. *Lorem ipsum dolor sit amet.*

02

DESIGN & PROTOTYPING

Product desirability has become an important part of a consumer's decision when buying any product. Kaber works with its partners to incorporate industrial design, advanced materials, and product engineering to create market leading products.

See how Kaber used design and prototyping to help jumpstart Wilson's smash hammers.

INDUSTRIAL DESIGN

Product desirability has become an important part of a consumer's decision when buying any product.

RENDERING

Photorealistic rendering prototxt. Aliquam aliquip exerecet, tempor ut aliquip ex. Autem posuere nisi. Etiam quam mihi commandos, adipectus tempor.

GRAPHIC DESIGN

Vivamus sed tempus sector, nunc enim dignissim, nascitur magna. Integer sagittis sapiens quis enim malesuada placidum.

PROTOTYPING

Vivendum ante ipsum primis in faciliis orci luctus et ultrices posuere cubilia Curae. Cras eu interdum est, vitae facilis ante.

03

RESEARCH & DEVELOPMENT

Kaber conducts research and development for major

Какие эмоции и ассоциации передает этот визуал?

Сила, лидерство.

Через красный/черный, крупный герметичный шрифт в заголовках.

Точность.

Тонкие геометричные линии рядом с изображениями.
Геометричный шрифт.
Холодный серый.

Надежность, уравновешенность.

Горизонтальные форматы,
Горизонтальные разделители,
Простая композиция с сильной доминантой.

The image displays two screenshots of Kaber's website. The top screenshot shows a landing page for 'DESIGN & PROTOTYPING' featuring a large red and black hammer-like tool. The bottom screenshot shows a landing page for 'ENGINEERING & RESEARCH & DEVELOPMENT' featuring a close-up of a mechanical part. Both pages include navigation menus at the top and bottom sections with descriptive text and images.

**Какие эмоции
и ассоциации передает
этот визуал?**



DANMARKS
SKIBSFØRERFORENING

Danish
Shipowners'
Association

Navigating Responsibly

Danish shipowners' solutions to environmental and climate challenges

**Какие эмоции
и ассоциации передает
этот визуал?**

**Ответственность,
безопасность.**

Темно-синий.
Горизонтальный формат.

Опыт, история.

Антиква в заголовках.

Уравновешенность.

Симметрия в композиции,
горизонтальный формат



ИНТЕРНЕТ-МАГАЗИН

Каталог

ABOUT EXTRA

Адреса магазинов

ГЛАВНАЯ

ENG RUS

ДЕМОНЕР

ДЕМОНЕР Under Collar gray

ДЕМОНЕР Superstar grey

ДЕМОНЕР Superstar light gray

ДЕМОНЕР Superstar light blue

ДЕМОНЕР Superstar light pink

ДЕМОНЕР Superstar black

Немезис Lambeth Blue

ДЕМОНЕР Blue Power brown

ДЕМОНЕР Blue Power gray

ДЕМОНЕР Кинг Кинг black

ПРОЕКТЫ

ФРАНЧАЙЗИНГ

бренды EXTRA

DEVO

EXTRA

EAT my SHIRTS

VIOLET

О нас

Как купить

Доставка и сборка

Полезная информация

Наши бренды

Контакты

8 (800) 775 55 06

beger.ru

Сроки: 6 часов

ЗАКАЗ ОБРАТНОГО ЗВОНИКА

тел

РЕГИСТРАЦИЯ

0 / 0 Р

поиск товара...

БЕГОВЫЕ ДОРОЖКИ

ВЕЛОТРЕНАЖЕРЫ

ЭЛЛИПТИЧЕСКИЕ ТРЕНАЖЕРЫ

ВЕЛОСИПЕДЫ

ОКОЛЫ

МАССАЖНЫЕ СТОЛЫ

ПУЛЬСОМЕТРЫ POLAR

ПРОЧЕЕ ОБОРУДОВАНИЕ

Главная / Велосипеды

Упорядочить: Позиция ▲▼ / Название ▲▼ / Цена ▲▼

ВЕЛОСИПЕД МОДА (2014)

12 200 ₽

VELOSIPED MODA (2014)

13 300 ₽

VELOSIPED BELLA (2014)

13 300 ₽

3.06 - 12.06

Доставка и сборка сегодня!

Подробнее >

НОВОСТИ

АКЦИИ

Класс: Подростковые
Рама: ALXX-Grade Aluminum
Вилка: High Tensile steel rigid Fork, 1-1/8", 25.4mm steel steerer
Тип тормозов: ободной (V-Brake)
Количество скоростей: 1
Диаметр колес: 20 дюймов
Задний переключатель: N/A
Обода: Giant kids 20", 6061 Aluminum

Класс: Подростковые
Рама: ALXX-Grade Aluminum
Вилка: High Tensile steel rigid Fork, 1-1/8", 25.4mm steel steerer
Тип тормозов: ободной (V-Brake)
Количество скоростей: 1
Диаметр колес: 20 дюймов
Задний переключатель: N/A
Обода: Giant kids 20", 6061 Aluminum

ВЫБОР ПО ПАРАМЕТРАМ

КАТЕГОРИИ

- Горные (69)
- Дорожные (43)
- Школьный сундук

Задача визуальной коммуникации не решена

Скучно и серо, непривлекательно

Очень статично, не хватает динамики.

Инструменты визуальной коммуникации

01 Изображение

02 Типографика

03 Цвет

04 Геометрия

05 Композиция



Инструмент 1

Изображения



Изображения должны передавать суть и эмоции

Формализуем ключевые слова

Что должно быть на фото?

Каким должно быть фото?



**Качественное фото (Wallpaper)
Высокое разрешение (Large)**



окидание



Хорошо

Ммм, утро, ароматная булочка,
свежесть, бодрость

реальность



Плохо

Булка из столовой

Драйв



скуча



Хорошо

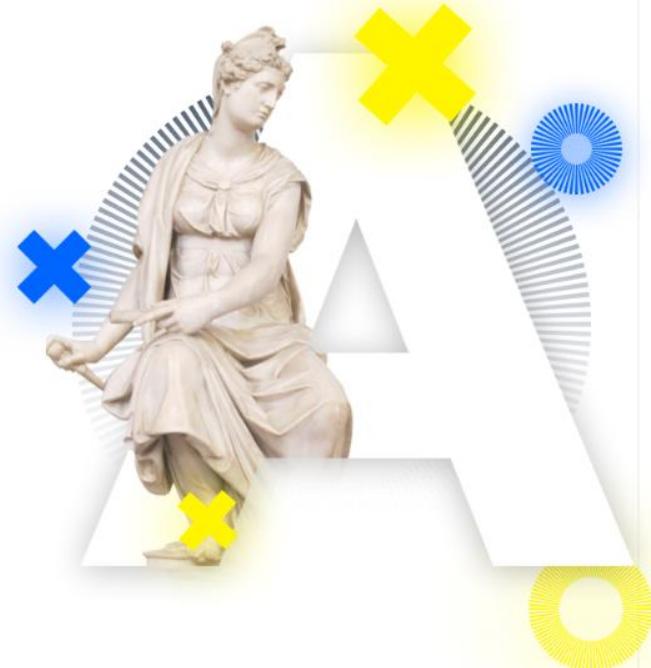
Динамика, пыль, клочья,
драйв!

Плохо

Статичное скучное фото.

Инструмент 2

Шрифты



Пример 1

Как правильно подбирать шрифт



1. Какие эмоции передать?

Динамика, скорость, драйв

2. Уточняем ассоциациями

Динамика, скорость, драйв,
брьзги, грязь



Определяемся с характеристиками шрифта

Наклонный (динамика, скорость), рваные края
(брьзги, грязь), нарисованный быстро кистью (движение)

Пример 2

Как правильно подбирать шрифт



1. Какие эмоции передать?

Минимализм, простота,
космос

ПОЯС КОЙПЕРД

Серия подвесных кашпо
Екатерины Копытиной



2. Уточняем ассоциациями

Геометричность, легкость,
конструктивизм, модернизм

Определяемся с характеристиками шрифта

Геометричный, тонкий (легкость), без засечек,
ищем конструктивистские решения – треугольники, углы

Инструмент 3

Цветовая схема



Психология цвета



Красный

- + Лидерство, энергия, мощь, сила, любовь, страсть, желание
- Агрессия, злость, опасность, запрет



Синий

- + Спокойствие, безопасность, честность, доверие, интеллигентность, лояльность
- Холод, страх



Оранжевый

- + Дружелюбие, доброта
- Лень, вялость



Голубой

- + Свобода, духовность, здоровье, защита, утонченность
- Слабость



Желтый

- + Солнце, счастье, радость, удовольствие, веселье, интеллект
- Неуверенность, нестабильность, безответственность



Фиолетовый

- + Благородство, царственность, духовность, роскошь, богатство
- Таинственность, печальность

Красный

Красный - яркий, энергичный, лидерский, сильный, открытый, полный решимости.



Усиливает вкус и аппетит
Белый на красном создает праздник



Красный на черном- опасность,
аггрессия



Lovelocks forever

HOME PLACES NEWS CONTACT US DOWNLOAD THE APP

Make your love last forever

Lovelocks Forever is a mobile app which allows you to create and hang your own virtual lovelocks on thousands of places all around the world

DOWNLOAD ON Google Play DOWNLOAD ON App Store



MR.PAUL CHANG LEE

WORLD RECORD CLIMBER & BUSINESSMAN

S Home

Spain. & Holidays.

340€ Madrid, 3 nights 370€ Murcia, 4 nights



MY PASSION IS TO HELP YOU ACHIEVE YOUR
HIGHEST POTENTIAL

GET TO KNOW ME

Nike.com



Желтый

Желтый - теплый, позитивный, жизнерадостный, солнечный.

Символизирует тепло, счастье, удовольствие, ассоциируется с радостью и весельем.



Черный на желтом – акцентирует внимание, символизирует точность, четкость



Желтый на красном усиливается, становится энергичнее



Желтый на белом теряется

meet
STUART

Stuart is a one-eyed short Minion with combed hair. Stuart is playful and funny. He is skilful at video games like Divo. He can also be the most sincere and innocent out of all the minions.

WATCH AN INTERVIEW



[Facebook](#) / [Twitter](#) / [Instagram](#)

499 €
650 €

BeoPlay H3

Lightweight earphones with ear-popping sound

R A P H A E L
P O R T R A I T
O F A N G O L
D O N 3 0 6

Raphael/ Art

Синий

Спокойствие, безопасность,
надежность, уверенность,
легкость, чистота, порядок



Спокойствие и безопасность



Надежность, уверенность



Чистота, свежесть

Inside
Intercom
World Tour

We're hosting evening events around the world that focus solely on what it takes to make great product.

Watch trailer

Learn more

Helping to improve quality, stimulate innovation, increase productivity and prioritise prevention.

May 13 2016 Amsterdam

Inside Intercom Amsterdam

Join our team of Intercom and local Amsterdam startups for a night of talks and discussions about what it takes to make great products. There'll be good conversations and like-minded people. We'll provide drinks.

3,785 1,924 728 376

The Company

The
MINUS
FIRM

ABOUT
WHAT WE DO
HOW WE DO IT
CONTACT
GET STARTED

info@minusfirm.com

We're humans. We're lawyers. We're here to help.

Grow more, make more, do more - with Minus.

A new kind of law firm.

PLAID

Solutions Products Docs More

Select your bank

Develop the future of financial services

Plaid enables applications to connect with users' bank accounts

View our solutions Learn more

charles SCHWAB

User ID Password Submit

Endeavour Capital Our People What We Do News & Blog Contact

Private Capital Trusted Advisory Proven Stewardship

coinbase

Products Help 1870

BUY AND SELL DIGITAL CURRENCY

Coinbase is the world's most popular way to buy and sell bitcoin and ether.

Enter your email address Get Started

How to Withdraw? What is Offer?

Зеленый

Природный, экологичный,
натуральный, летний.

Спокойствие, безопасность,
открытость, разрешенность.



Финансы, деньги



Свежесть

A large green banner with the word 'FRESH' in white capital letters. Below the text is a wooden crate filled with various fresh fruits and vegetables like carrots, tomatoes, and leafy greens, set against a bright green background.

A screenshot of the Jensen Ecology website. The header features the company name 'JENSEN ECOLOGY' with a small giraffe icon. Below the header is a large image of a forest. Text on the page reads: 'Providing sound stewardship of natural resources through conservation of native ecological communities.' A 'CONTACT US' button is visible at the bottom of the main content area.

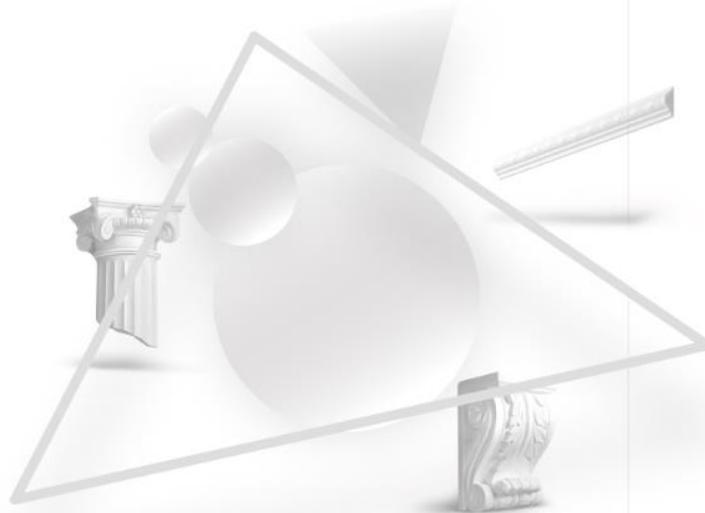
A screenshot of a financial trading platform showing a line graph for Walt Disney Co. The current price is 98.95, up +2.89 (1.73%) Today. The graph shows a general upward trend over time. The platform also displays other market information like Dow Jones, S&P 500, and Nasdaq.

A screenshot of the Refundo website. It features a green background with a white money icon containing a dollar sign and a recycling symbol. Text on the page says 'NOW: The RAL Alternative' and 'NOW is a consumer-friendly RAL alternative that gives you a competitive edge in your market and increases customer loyalty.' A 'LEARN MORE' button is present.

A screenshot of a dashboard interface. At the top, it says 'DASHBOARD' and shows '7 DAYS' and '3 MONTHS' options. Below that is a bar chart with various colored bars. A text input field says 'Please enter your passcode' with four placeholder dots. The overall design is modern and minimalist.

Инструмент 4

Геометрия и форма



Горизонтальные линии и форматы

Основательность,
устойчивость
спокойствие,
уравновешенность



www.cerealmag.com

CEREAL

MAGAZINE JOURNAL CITY GUIDES GALLERY SHOP SUBSCRIBE

QSearch

Design

CAMERA

LENS

FLASHES

BAGS

FILTERS

L
A X B
L

Lumber
by Janne Salonen
\$90

PRODUCT REVIEWS

More Review 2 other ages

I'M FURION !
GRAPHIC DESI

I'm 24 years old, and was born in Uni
design and like discover all of creative
graphic design, branding, photograph
Now, I'm work as a Graphic Designer
design was become a part of my life, V
creative, enthusiastic and alway try to
design products so really quality and

S TR U C

ECKENBERG
ACADEMY

Germany based Eckenberg Academy
commissioned Elder Architecture to build a
new building for their students to use for
teaching and extra-curricular activities. This
resulting project is a very special building
surrounded by trees, a library, a
auditorium, a handy student lounge and, of

Вертикальные линии и форматы

Взлет, подъем, сила



СИТИ

Онлайн
Компания
Услуги
Реклама
Недвижимость

8 800 777 77 77

НЕБОСКРЕБЫ
МОСКОВСКАЯ СИТИ

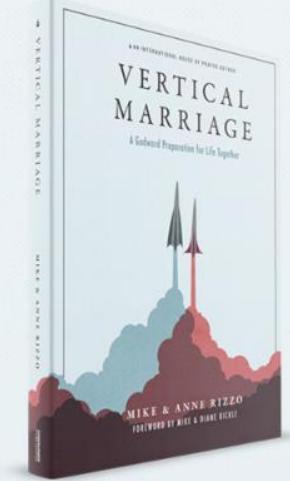
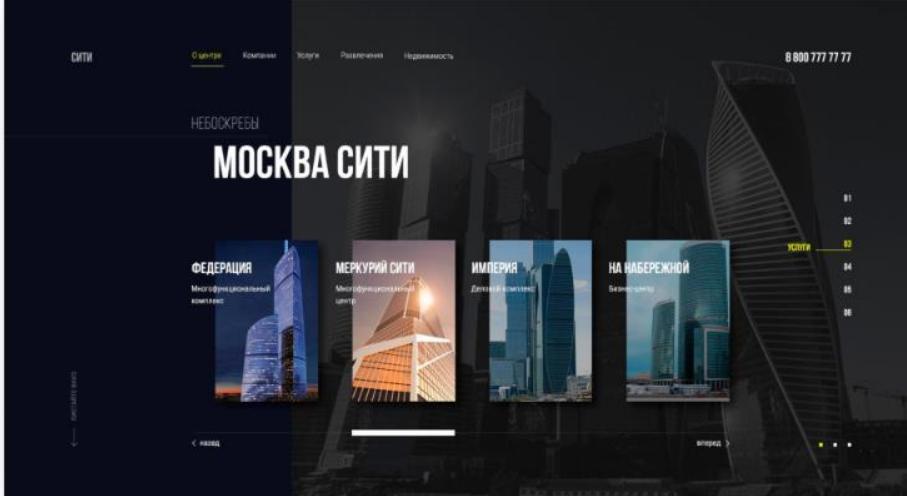
ФЕДЕРАЦИЯ
Многофункциональный комплекс

МЕРКУРИЙ СИТИ
Многофункциональный центр

ИМПЕРИЯ
Деловой комплекс

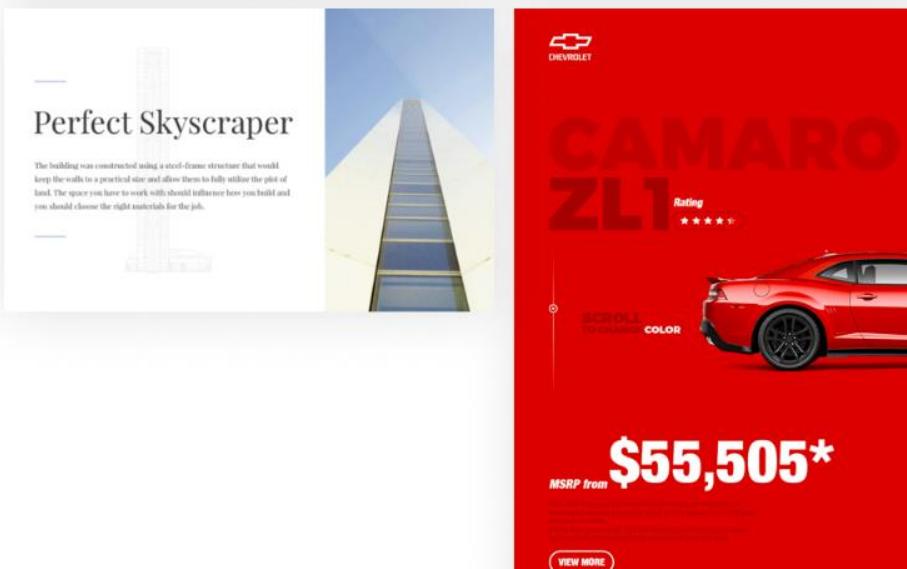
НА НАБЕРЕЖНОЙ
Бизнес-центр

Услуги



Perfect Skyscraper

The building was constructed using a steel-frame structure that would keep the walls to a practical size and allow them to fully utilize the plot of land. The space you have to work with should influence how you build and you should choose the right materials for the job.



CHEVROLET

SAMARO ZL1 Rating ★★★★

SCROLL TO CHANGE COLOR

MSRP from \$55,505*

VIEW MORE

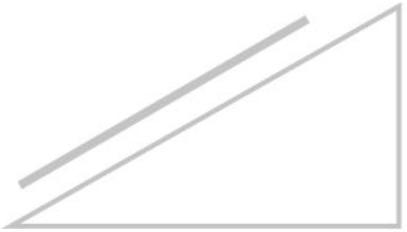
580HP V8. ENGINE

9

10

Наклонные вправо вверх

Рост, прибавление,
подъем, динамика



GRAFIJA | Your Trusted printing Partner

Print Production
Plastic Cards
Company
People
Gallery
Contacts

Production rise by 38% in 2014

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since 1996.

READ MORE

2013 2014

© 2014 GRAFIJA. All rights reserved.

HOME COMPANY CONTACT

EXPAND YOUR TRAINING

Track Your Fitness Sync with Trainers

GET IT NOW

14 MILES 23

1 Track 2 Manage 3 Sync

THE ART OF SHARING

What makes us different?

DRAG & DROP your files or images

ENTER ENTER ENTER

Pebble Time

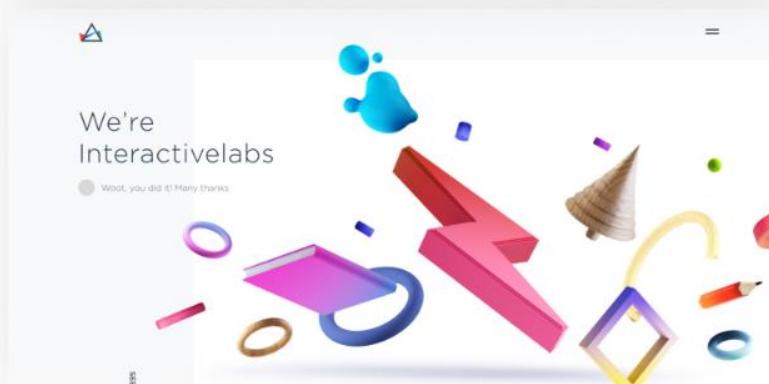
Pebble Time helps you do more and do better. Packed with a color e-paper display, built-in microphone, and timeline interface—a continuous thread that shows you everything happening today, tomorrow, and yesterday—you'll always be one step ahead, literally.

Back us on Kickstarter

NOTIFICATIONS

Ломаная, треугольник

Резкость, динамика,
модернизм,
бескомпромиссность



Рукописные, рваные линии

Движение, динамика,
свобода

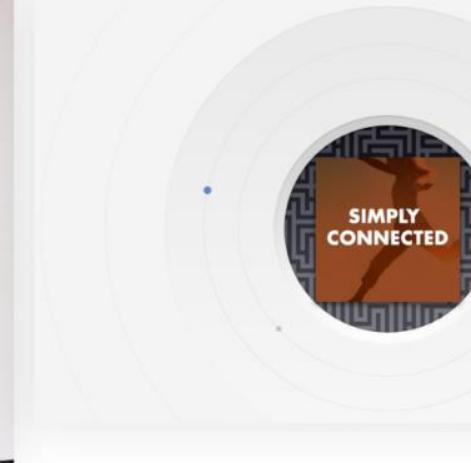
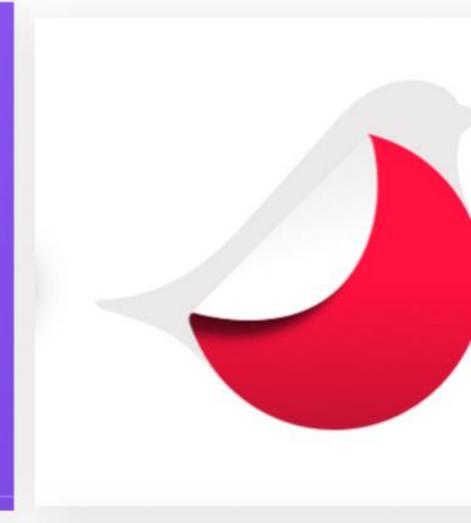
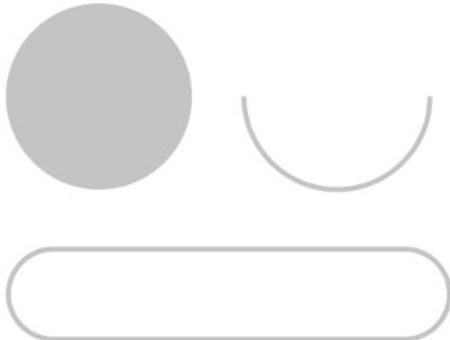


A screenshot of the DIRT DAYS website. The top navigation bar includes links for 'THE TRAILS', 'OUR BIKES', 'DIRT DAYS' (highlighted in a black box), 'COACHING', and 'EVENTS'. A 'BOOK IN!' button is in the top right. The main image is a photograph of a mountain biker in a red shirt and helmet riding through a dense forest. Overlaid on the image are three large, bold, black text blocks: '01 TRAILS', '02 BIKES', and '03 COACHING'.



Округлые элементы, круги

Совершенство, легкость,
мягкость



Инструмент 5

Композиция



Плотная

Плотность, твердость,
уверенность.

Важно!

Избегать перегруза.

Top News

INSIDE TRACK

Brexit Bulletin: Carney Rules Out Negative Interest Rates

🕒 Updated 36 minutes ago



TERROR FEARS

Merkel's Approval Rating Plunges Following Attacks

🕒 4 hours ago

SA LATEST

South Africa's Ruling ANC Loses Vote to DA in Nelson Mandela Bay

🕒 Updated an hour ago

DENIED PREVIOUSLY

Japan's Emperor to



POLITICS

New Poll: 'Trump Is Cratering'



TECHNOLOGY

Mercedes Is About to Unveil an Entire Fleet of Electric Vehicles



TECHNOLOGY — an hour ago

US to Crack Down on Paid Celebrity Social Media Posts



Updated 7 minutes ago

Australian Power Revolution Swaps Grids for Home Batteries

See the data

BloombergView



U.S. Is Letting Putin Win in Syria

BloombergGadfly

Dear Mark, We Tried.

Разряженная

Легкость, свобода.
Много воздуха.

The screenshot shows the homepage of the Stemme website. At the top, there is a large, bold, dark blue header with the word "stemme" in lowercase. Below the header, there is a section with a white background containing text and links. On the left, it says "Published annually in Auckland, New Zealand". In the center, there is a grid of three columns: "Featured" (with links to "Issue 1" and "Issue 2"), "News" (with a link to "News"), and "Books" (with links to "What They Didn't Teach Me at Art School" and "In Absence of Understanding"). At the bottom of this section are links for "Purchase", "Email", and "Instagram". To the right of this grid, there is a sidebar with several entries, each consisting of a title, a short description, and the author's name. The titles include "Commensality - A Sculpture" by Luke Scott, "SEM Imaging" by Patrick Connor, "The Internship Dilemma" by Luke Evans and Alec Dudson, "Thoughts on Type Design" by Dr Peter Gilderdale, "Handmade Thought" by Dr Wellington Ings, and "What They Didn't Teach Me at Art School" by Elliot Collins. The last entry is "In Absence of Understanding" by Alistair McCready.

stemme

Published annually in Auckland,
New Zealand

Featured

[Issue 1](#)

[Issue 2](#)

News

[Purchase](#)

[Email](#)

[Instagram](#)

[Commensality - A Sculpture](#)
Luke Scott

[SEM Imaging](#)
Patrick Connor

[The Internship Dilemma](#)
Luke Evans
Alec Dudson

[Thoughts on Type Design](#)
Dr Peter Gilderdale

[Handmade Thought](#)
Dr Wellington Ings

[What They Didn't Teach Me at](#)
[Art School](#)
Elliot Collins

[In Absence of Understanding](#)
Alistair McCready

The screenshot shows a "Work" page from the Stemme website. On the left, there is a sidebar with a small red triangle icon and links to "Work", "About", "News", "Seeds", and "Contact". The main content area features a large image of the rear side of a red car, likely a Volvo, with its taillights and rear window visible. Above the image, the text "NEW WORK: The ElectriCity car" is displayed. At the bottom of the page, there are navigation links for "1", "2", and "3".

Work

About

News

Seeds

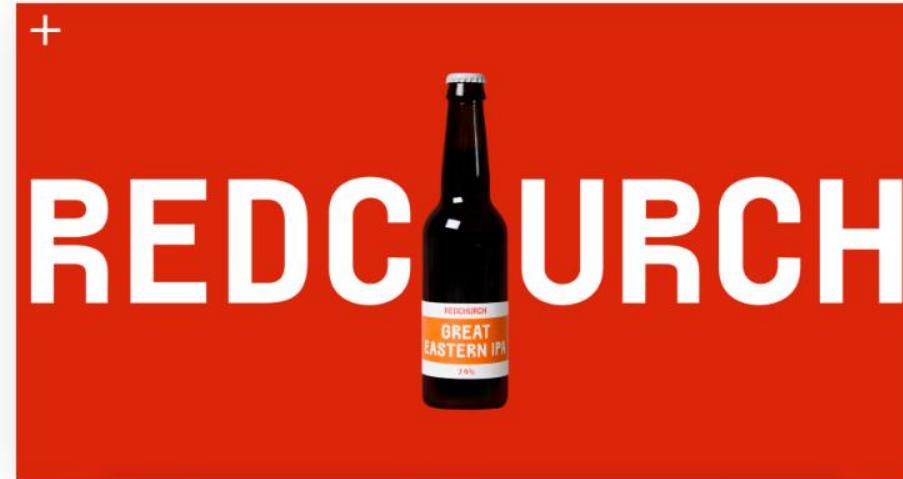
Contact:

NEW WORK:
The ElectriCity car

1 2 3

Сильная

Большие размеры,
сильно, крупно



Легкая

Много
контрпространства,
ничего лишнего,
небольшие
элементы.

SPIRITS SERVES STORY STOCKISTS



THE WORLD'S FIRST
NON-ALCOHOLIC SPIRITS

COPPER POT DISTILLED

Solving the dilemma of
'What to drink when you're not drinking'™



Упорядоченная

Четкость,
понятность,
прозрачность

New American Economy

Map the Impact Take Action Issues Reports Press About

Explore: Issues -

Find original research and reporting on topics that matter to you. These issues represent the areas of our economy most impacted by immigration policies.

Nearly 1,500 Economists Speak Out on Immigration Reform
[Read The Letter](#)



In the News National

In industry after industry... immigration is helping America and American workers.

Research

40.2%
Fortune 500 firms with at least one founder who is an immigrant or the child of immigrants

CNN How Immigrants Helped Save Akron, OH

Learn More: NAE's State & Local Initiatives

An Open Letter from 1,470 Economists on Immigration

Feature National

Research National

Video Texas

Applications are open for the second round of the Gateways for Growth Challenge



Xavier Palomarez
CEO, Total

Explore: Cities, States & Districts -

Care about the impact of immigration on your state's economy or congressional district? We've organized our data by your location.

Applications for the Gateways for Growth Challenge Are Open
[Learn More](#)



In the News Ohio

Feature

Хаотичная

Свобода,
творчество
Избегать
расфокуса
внимания.

Grafik. = Short ■ Medium ■ Long

Image View Fb 560k Tw 117k Subscribe Search Jobs Board

HNS 84-85-16

Publish It

Ever thought about starting your own magazine? Make a start with our package of our exclusive discount for Grafik readers on new book by Angharad Lewis, 'So You Want To Publish A Magazine'.

Words by Grafik

TIME FIX 81-82-16

Hot Wheels

Selling cars has always been a serious

CASE STUDY 83-84-16

Fight Club

The mercurial pair behind Warriors Studio and Graphis Design Festival Scotland tells us through its rapid ascent from graduation to international event organising and invite you to take part in this year's GDFS identity...

Words by Beth Wilson & James Gilchrist

LOGOFORM 28-87-16

Eyes of Cacao

In today's Logoform, Maraid Design's

Find your perfect job today

8408 Publish It
8508 Fight Club
8208 Letter Loving
8308 Lava
8307 Eyes of Cacao
2707 Shadow Lands
2607 Counter Productive
2607 Superhero in Action
2107 Future Man
2007 About a Boy
1807 Juan Lover
1807 Love Letter
1207 Shaya's Surstad
1207 Cult Reading
1107 Buttin' Loose
9007 Games Act
8007 Arctic Gorestate
8007 Mountain Moderns
8007 Unknown Outcomes
8007 House Style
8007 Logoform Book
2208 Starving Ahead
2008 Girls Allowed
2008 Big Bang
2008 I'm a Found
2008 Method-ology
1708 Most Points
1408 Trophy Life
1008 All Logic
1008 One Type
8008 Laura Journa
8008 State of Play
8008 Chatty Encountar
8008 Sweet Talk
8008 French Connection
3108 Practical Buttier
2708 Concrete Crash
2008 Logoform
2008 London's Logojet
2008 Italian Job 3
1808 Weekend Driven

Digital Classifieds for Creatives.

MADE FOR SLASHIES

WE GOT YOU

START TODAY, BY POSTING
AN AD OR MAKING A
CREATIVE PROFILE.



Спасибо за внимание!

