

# Een pakkend Posterontwerp

Workshop Jaar 3 - CMD ROTTERDAM



Opdracht: Presentatieposter vormgeven

# Opdracht: Conceptposter

Om het concept van een project te presenteren maak je een conceptposter. Op een aantrekkelijke en creatieve manier ga je de kerneigenschappen van je concept vertalen naar een product, als een samenhangend visueel geheel. Hierin laat je het concept in optima forma zien.

Opdracht: Concept visualiseren

# 1-Concept verbeelden

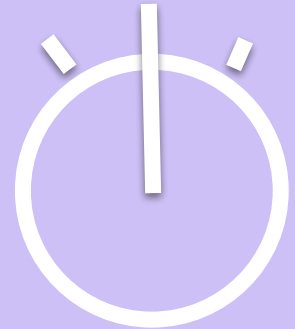
20 min.

Heb je al een concept? Heb je het concept al helder, kan je het in een zin uitleggen?

Bekijk je concept en bedenk of je metaforen kan gebruiken.

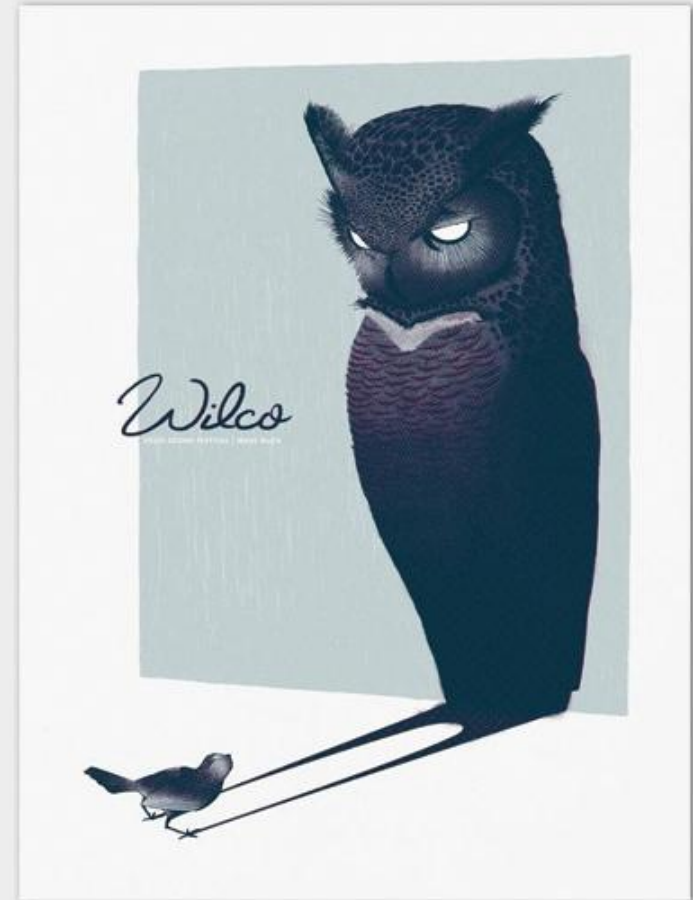
Zoek iconen en kernwoorden om je termen weer te geven.

Verbind alle iconen met grote pijlen en omschrijf alle verbanden met kernwoorden.





## Voorbeelden



## Voorbeelden



Definitie

# Hoe maak je een pakkend posterontwerp?



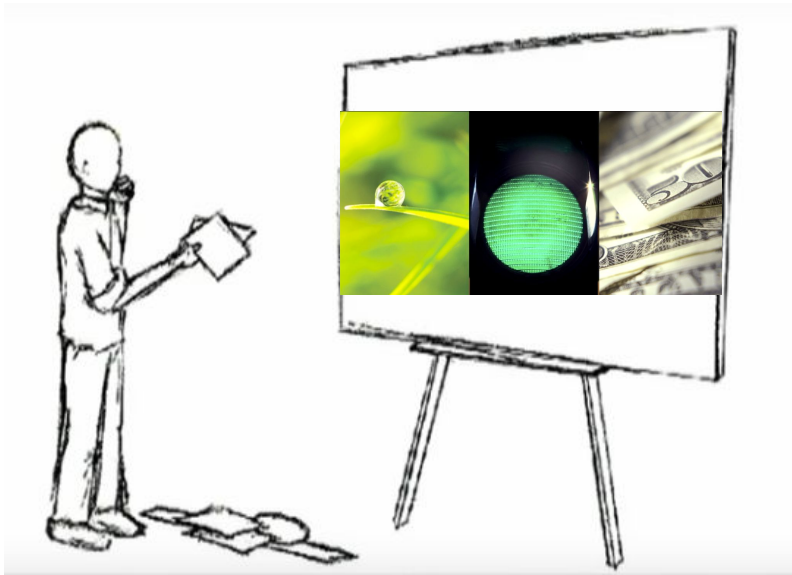
**Een goede poster is  
eenvoudig & gebaseerd op  
een sterk idee - je concept!**



**“A poster has the job  
to grab the viewers  
attention.”**

<https://www.linkedin.com/learning/>

# Beeld



- Verbeeld objecten uit je tekst.
- Gebruik analogieën voor onbekende begrippen.
- Een ingewikkeld verhaal? Visuele metaforen! Maak associaties.
- Het moet een goed beeld zijn! Een goed beeld is relevant en uniek. Het is relevant als het aansluit bij de boodschap en bij het publiek. Zo niet dan leidt het alleen maar af en kun je het beter weglaten.
- Gebruik visuals van hoge kwaliteit.
- Eigen fotomateriaal is heel krachtig. Eigen tekeningen ook!
- Focus op de esthetiek van beelden om de motivatie te vergroten.

“Vaak worden landschappen als context gebruikt, reizen als een stappenplan, kruisingen als keuzemomenten. Er zijn veel clichés en zeker in snelle visualisaties kan dit helpen om gelijk duidelijk te krijgen wat iets betekent.

De kunst is zoveel mogelijk weglaten om met zo min mogelijk middelen zoveel mogelijk te bereiken.”

<https://www.frankwatching.com/archive/2013/06/11/effectief-visualiseren-ideeen-prikkelen-genereren-en-overbrengen/>



Design Principles: Layout Vorm Typografie Kleur **Beeld**



Bron: <https://www.youtube.com/watch?v=7TGlb-Ze9hk>

Visualisatie technieken

# Visualisatie technieken

Storyboard

Game

Visual Minutes

Storytelling

Infographic

Strip

Foto's

Collage

Maquette

Timelapse

etc.

## STORYTELLING



## INFOGRAPHIC

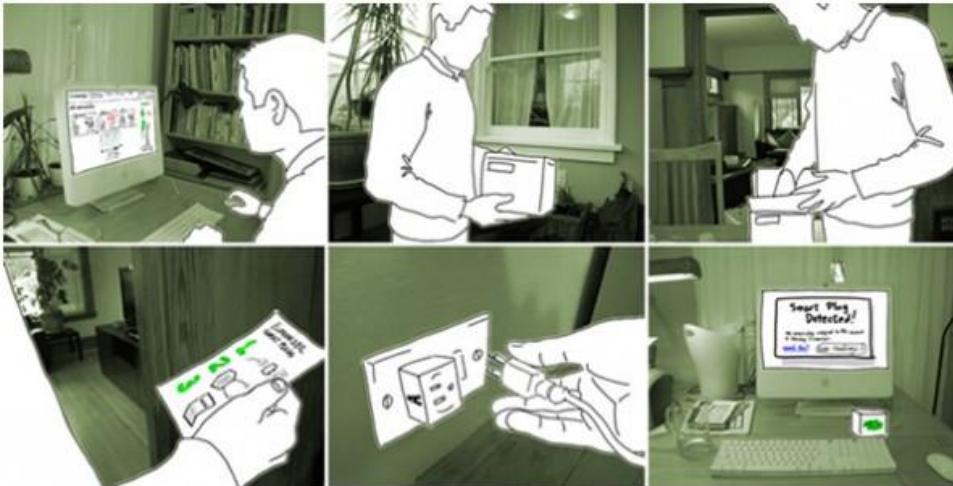
### THE FACTS BEHIND BEEF PRICES



## VISIONAIRY IMAGE

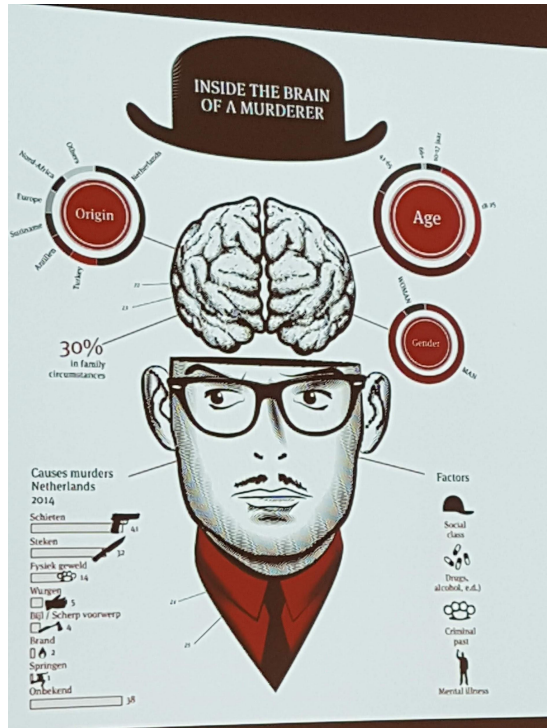


# Storytelling



- Een ontwerprichting visualiseren.
- Een snelle manier om eerste interactie-ideeën te communiceren.
- Als een idee *niet direct* in een beeld te vatten is.

# Infographics



- Abstracte beelden helpen de gebruiker complexe informatie te begrijpen en zijn geheugensteuntjes.
- Gebruik de juiste grafieken en zorg ervoor dat ze leesbaar zijn.
- Alle diagrammen moeten gelabeld zijn.
- Hou het simpel!



# Visionair beeld



- Mee laten gaan in verandering.
- De combinatie tussen fotografie en tekeningen werkt goed om de scheiding aan te geven tussen realiteit en toekomst.
- Vooral innovatieve ideeën, toekomstbeelden en scenarios kunnen zo tastbaar gemaakt worden.

# TIP!

Laat het aan de verbeelding en creatieve kracht van de gebruiker.

SUGGESTIEF is vaak beter dan GLASHELDER

*Te conceptueel: blijft het te abstract*

*Te simpel: vinden mensen saai*

*Te moeilijk (te veel details): dan haken mensen af*

Opdracht: Concept visualiseren

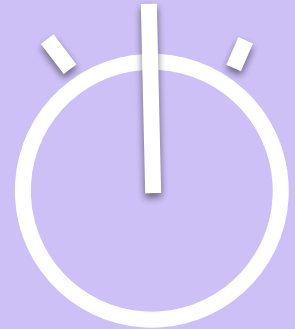
# 2-Onderzoekschetsen

Kies een vorm om je idee in te gieten.

Denk na over semiotiek, het medium en de vorm & techniek.

*Maak meerdere ONDERZOEKSCHETSEN om een idee te vinden. Experimenteer! Welk idee ondersteund je concept het beste?*

20 min.



# Benadrukken, Hiërarchie



- Benadruk de belangrijkste componenten van je werk op een duidelijke en visueel aantrekkelijke manier
- Een opvallende titel, leesbaar van 3 m afstand (64pt of groter).
- Een opvallende afbeelding.
- Gebruik kleur om belangrijke punten te benadrukken of te differentiëren.
- EYE-CATCHING!

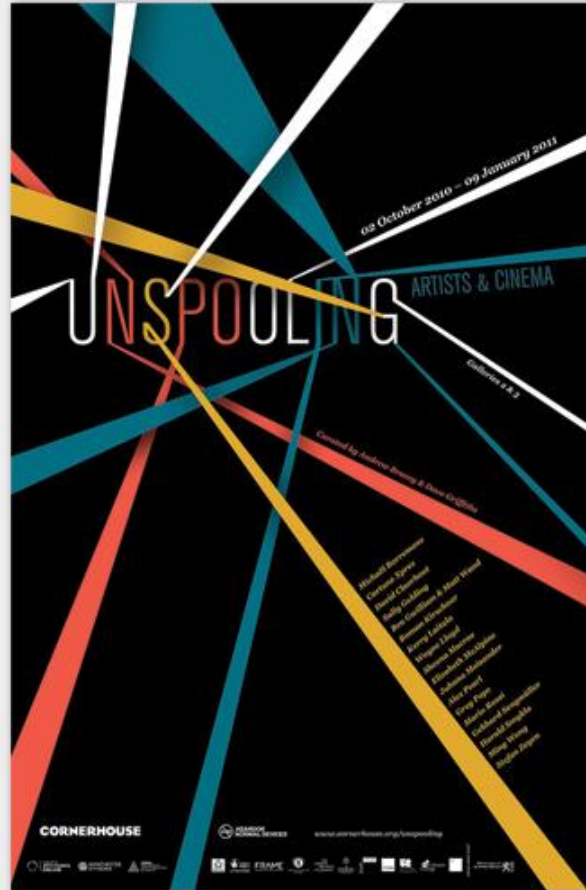
# Focus Point



# Visual Hierarchy



# Leading Lines



# Scale

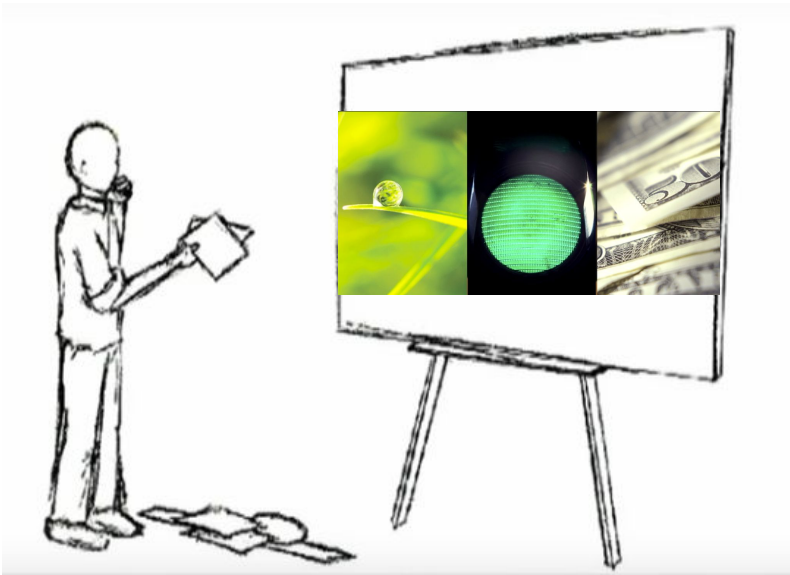




Balans  
Symmetry  
Assymmetry



# Contrast



- Gebruik contrasterende kleuren voor achter- en voorgrond.
- Gebruik consistent hetzelfde kleurpalet.

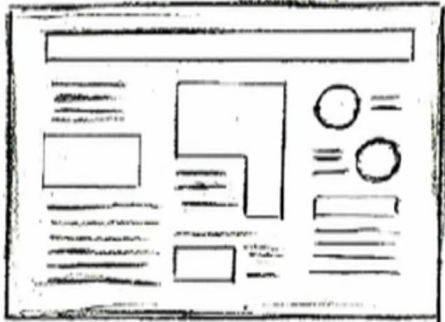
# Contrast



# Negative Space



# Orde, structuur, flow



- Maak een logisch samenhangend geheel van alle informatie met tekst en afbeeldingen die van het ene naar het andere deel stromen (flow).
- Houd de poster overzichtelijk.
- Houd voldoende ruimte tussen de verschillende onderdelen.
- Maak een stramien om de elementen met elkaar uit te lijnen.
- Niets is zomaar op de poster gezet. Alleen het noodzakelijke presenteren. Geen overbodige rommel. Wat kan je weglaten?

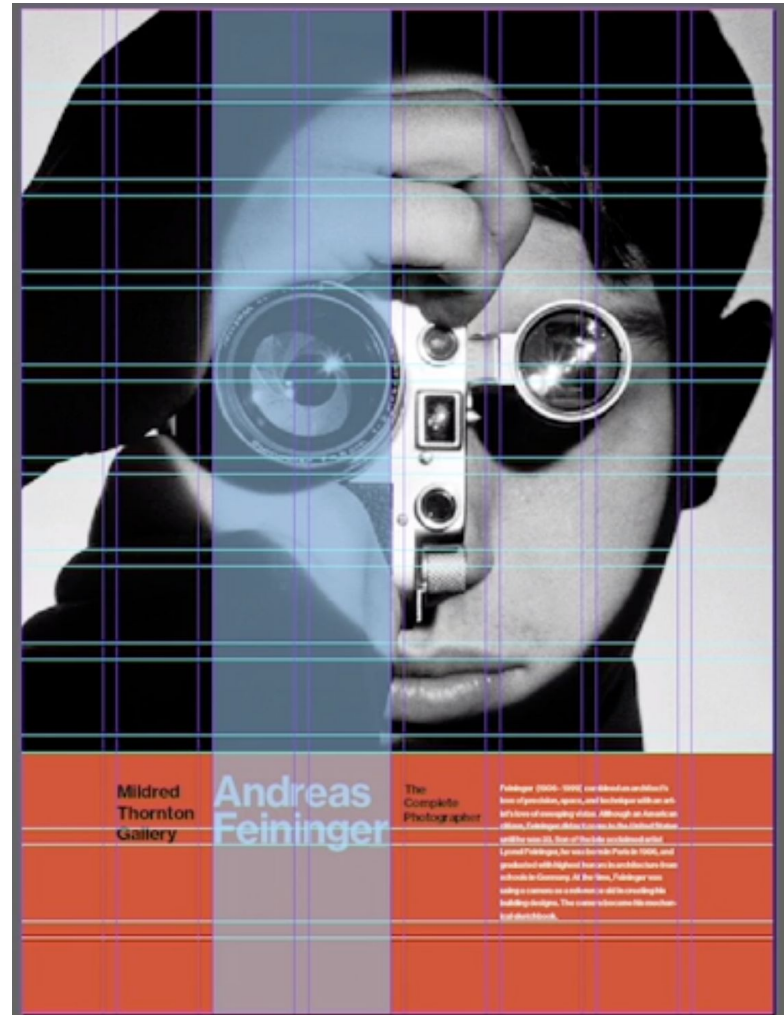
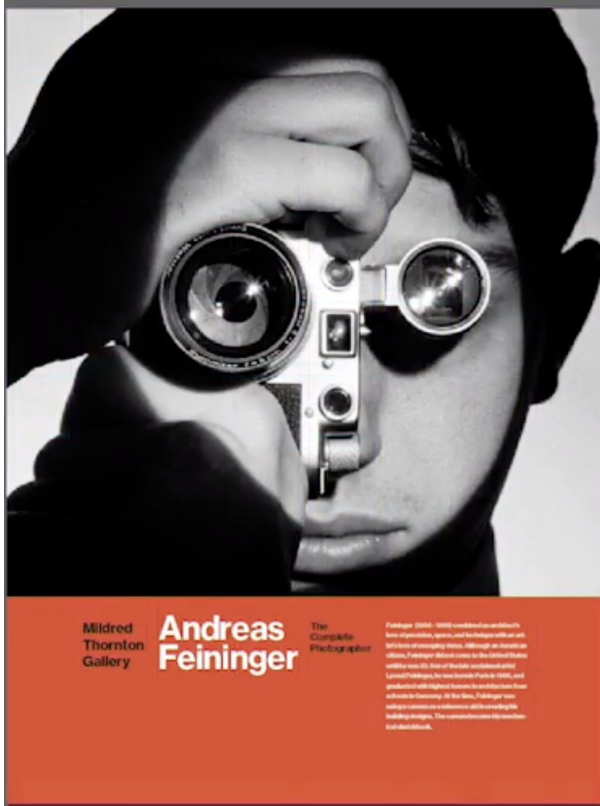
# Regel-der-Derden



Use grid  
to align  
elements

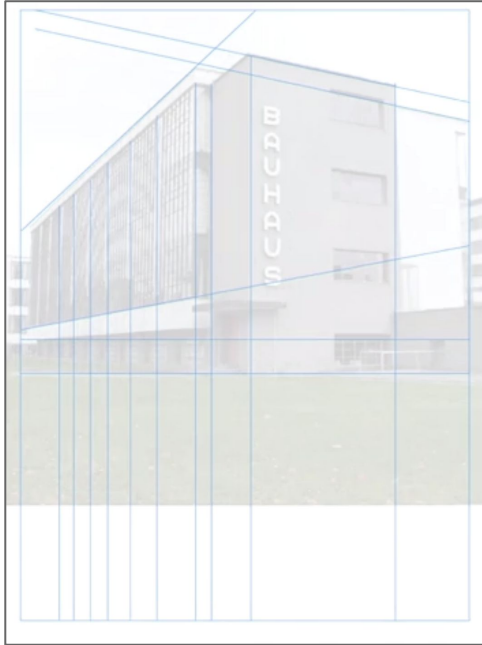


Design Principles: **Layout** Vorm Typografie Kleur Beeld





Design Principles: **Layout** Vorm Typografie Kleur Beeld



Sunday, July 19, 2017  
Booker Hall • Free to Students

Walter Thurston is an  
LL.M., Harvard University, 1992  
M.A., Princeton University, 1989  
P.D., Harvard Law School, 1985  
LL.M., University of Virginia, 1980

Walter Thurston is a  
Professor of Law  
at the University of Virginia,  
where he has taught since 1980.  
He is also a past president of  
the American Law Institute and  
a past president of the American  
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Real Estate Law. He is also a  
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Law Institute's Council on  
Zoning and Land Use Law.

RADICAL ARC SCHOOL PRESENTS  
ARCHITECTURE AND MEANING

# Lectures

PATSY WALKER  
ELIZABETH TALIAFERRO

Booker Hall • Free to Students  
Sunday, July 19, 2017

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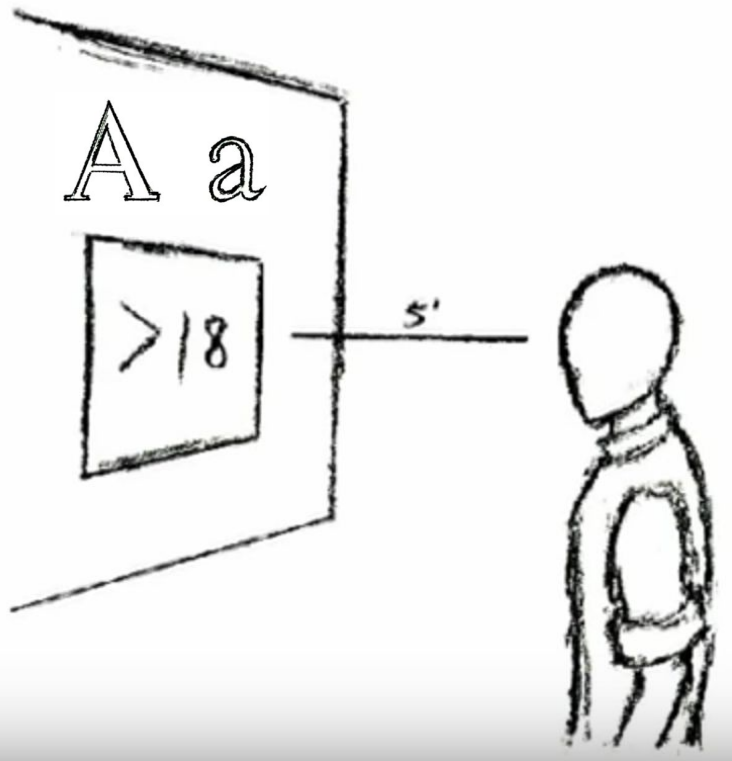
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ARCHITECTURE AND MEANING

# Lectures

PATSY WALKER  
ELIZABETH TALIAFERRO

# Leesbaarheid



- Titel moet meteen leesbaar zijn.
- Maak tekst niet kleiner dan 18 pt zodat het nog goed leesbaar is vanuit 2m afstand.
- Gebruik niet meer dan twee verschillende goed leesbare fonts.
- Gebruik upper- en lowercase
- Breek tekst op in verteerbare brokken: Focus op visuals.
- Maak een handout als het teveel tekst wordt of een URL.
- Wees voorzichtig met het gebruik van gekleurde tekst.

# Fontkeuze

Lettertypen zijn niet alleen functioneel; ze hebben kenmerken die hen persoonlijkheden geven.

De karakter van een lettertype moet matchen met het verhaal dat je probeert te vertellen.

*Beautiful*

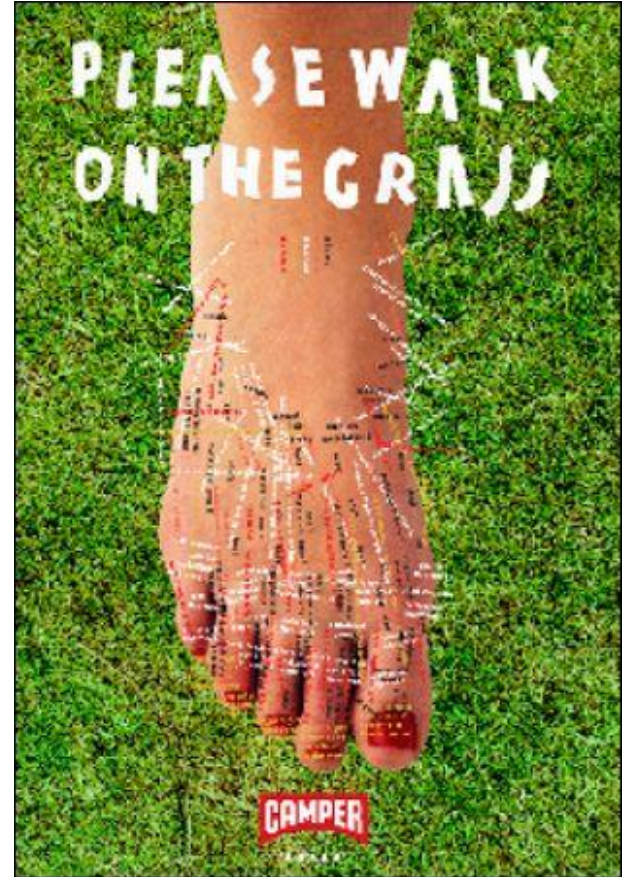
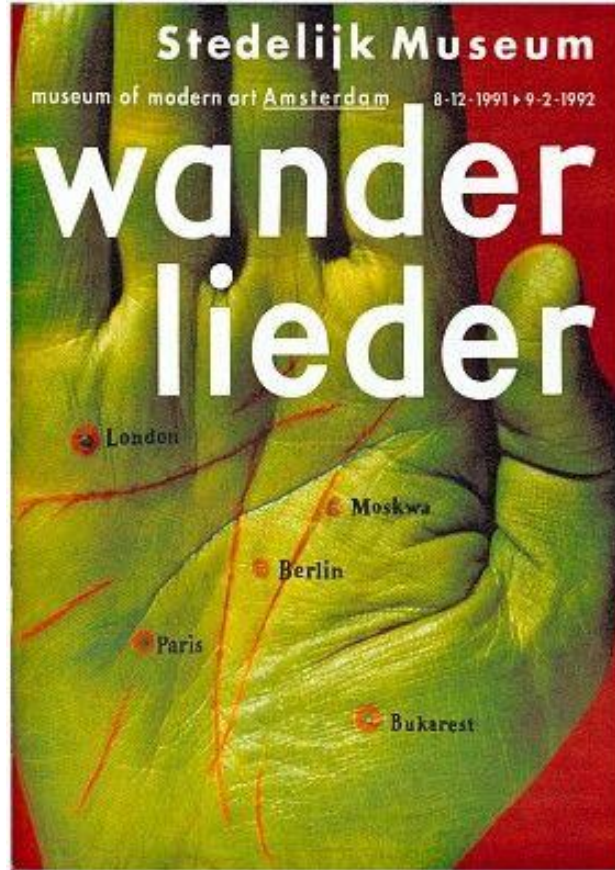
**Beautiful**

**Beautiful**

Beautiful

Beautiful

Voorbeelden



# Type associaties

Associaties kunnen ontstaan zijn door bekende toepassingen van een lettertype maar ook door de typische vormeigenschappen van het font.

**Tip! Kijk naar historische overeenkomsten met je inhoud.**



**Dr. Thomas Walker,  
& Elizabeth Taliaferro**

# Abstract Painting IN THE I

**Thursday February 26, 2017**

**When: Sunday, February 22,  
2017**

**7:00 PM**

**Where: Ahmanson Auditorium**

**February is the perfect month to think about art, and it's always a perfect time to think and talk about the conditions that foster bold, risk-taking, ecstatic, and ground-shifting work. Mildred Thornton will present themes and images from**

#### **Mildred Thornton**

Associate Professor of Art

M.A., Princeton University, 2011

Ph.D., American History, Princeton University, 2013

B.A., University of Virginia, 1998

Mildred Thornton specializes in 18th- and 19th-century American legal, intellectual, and religious history. She received her J.D. with honors from Harvard Art School in 2002; after Art school, she clerked in the District of Connecticut and on the U.S. Court of Appeals for the Fourth Circuit. Lowe also practiced appellate Art at Jones Day in Washington, D.C., where she worked on a number of cases before the U.S. Supreme Court. Lowe received her B.A. (high honors) from the University of Virginia in 1998, and also studied at Yale Divinity School (1999-2000), where she was a Marquand Scholar.

#### **Dr. Thomas Walker**

Dean, David and Mary Harrison Distinguished Professor

Arnold H. Leon Professor of Art

M.P.A., Yale Art School, 1994

B.A., Massachusetts Institute of Technology, 1981

Dr. Thomas Walker became dean of the Art School in He is a David and Mary Harrison Distinguished Professor Arnold H. Leon Professor of Art. Mahoney's teaching areas are securities regulation, Art and economic corporate finance, financial derivatives and contracts. I widely in Art reviews and peer-reviewed finance and nomos journals.

Walker joined the Art School faculty in 1990 after pr





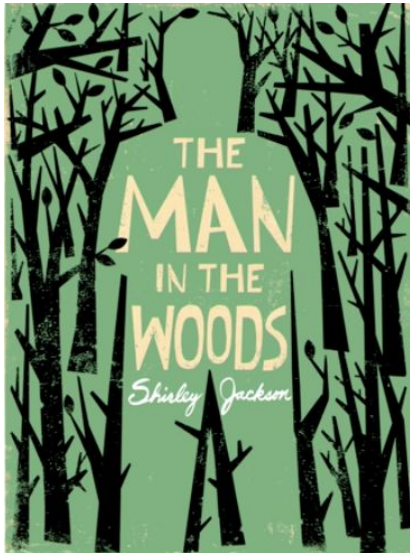




The background is a vibrant orange color. It is decorated with several geometric shapes: a pink circle at the top center, a teal 'X' shape at the top right, a teal 'X' shape on the left side, a pink circle at the bottom center, a teal heart at the bottom right, and a purple heart on the far right edge. There are also some yellow and teal rectangular shapes scattered at the bottom.

**Think of typography of  
pictures of words.**

# Grafische elementen

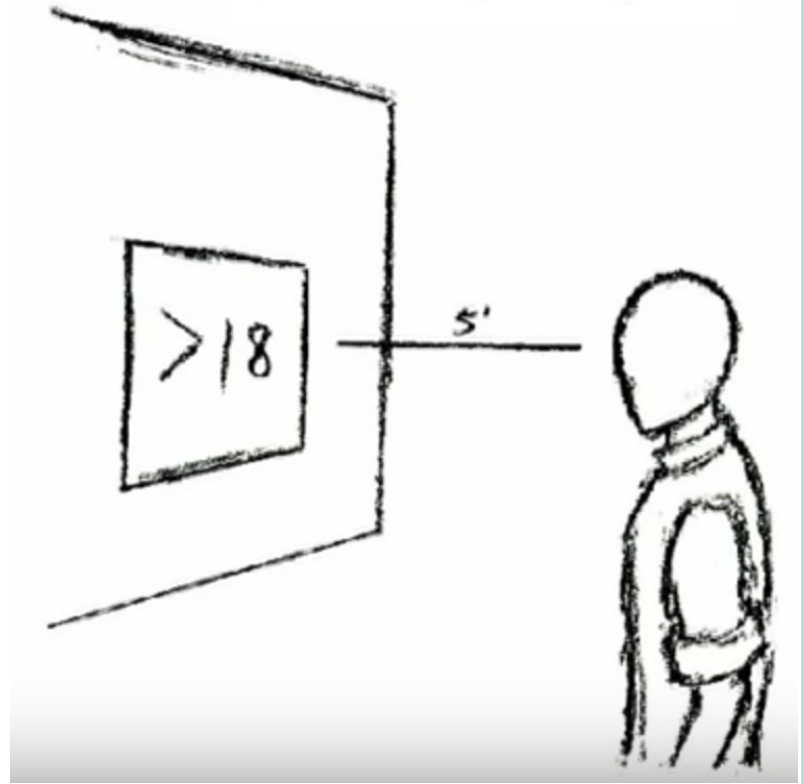


- Gebruik grafische elementen zoals lijnen en patronen.
- Verschillende vormen maakt het poster dynamisch en interessant.

# TIP: Print uit!

Print je poster, of delen ervan, uit en hang het aan een muur, ga drie stappen terug. Kun je de titel en ondertitels nog goed lezen?

A a



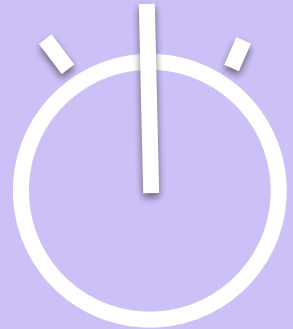
Opdracht: Poster ontwerpen

# 3-Layoutschetsen

Kies 3 verschillende ideeën uit je vorige oefening. Waar plaats je visuele en tekstuele elementen? Wat moet opvallen? Maak verschillende LAYOUTSCHETSEN.

Ga op zoek naar interessante composities die je concept goed verbeelden. Maak gebruik van hulplijnen en vormen om elementen goed met elkaar uit te lijnen.

15 min.



## Roughes Vorschubbe + Anmerkungen

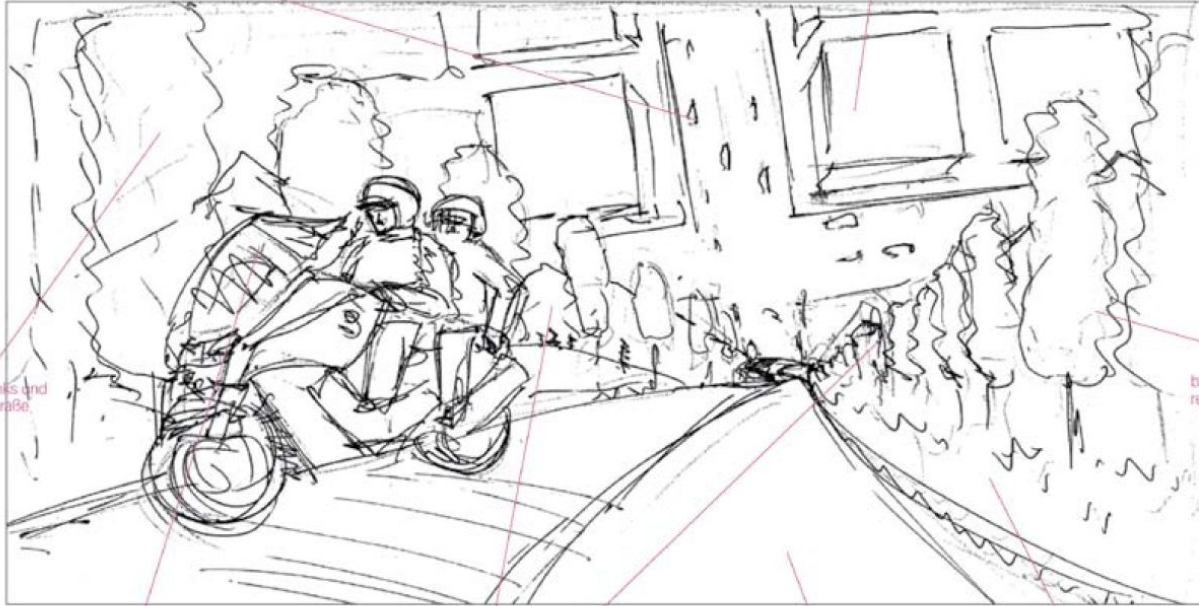
stadt ist weiter weg,  
autos und gebäude  
also kleiner.

### allgemein:

- motiv gespiegelt
- scooter kann vom alten motiv übernommen werden
- scooter entflieht von stadt in eine landschaft
- bild muss von den fräben freundlich sein und hell, auch hintergrund
- format im verhältnis 2:1 anlegen mit etwas puffer drumherum

stadt soll KEIN drecksloch sein, soll nicht angst machen,  
kein verkehrschao, aber stadtverkehr, menschen auch zu  
sehen.

in diesem motiv sollte stadt etwas moderner sein, hoch-  
häuser, breite straßen, evtl. mehrspurig, perspektive wich-  
tig. stadt muss so aussehen, als wenn wirklich jemand  
diese ebene einfach hochgeklappt hat.



baumallee links und  
rechts von straße.

baumallee links und  
rechts von straße

leichte spiegelung von einem freundli-  
chen himmel auf windschild

wiese am rand

durch baumallee sieht man noch hügel  
und berge im hintergrund, eventuel  
einen hochstr.

straße macht leichte kurve (landstraße)  
evtl. ist sie auch in der flucht noch  
kurviger / unregelmäßig flucht wichtig!

# Schets

Opdracht: Poster ontwerpen

# 4-Fonts en kleuren kiezen

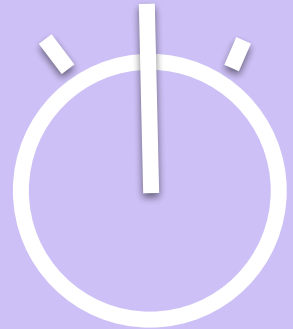
Zorg voor een direct verband tussen de betekenis van de boodschap en de gekozen typografie en kleuren.

Houd rekening met de associaties van doelgroep bij het font en kleur die je gebruikt.

Tip! Maak een mockup.

[losttype.com](https://losttype.com)

15 min.



Art Center College of Design Presents  
**Mildred Thornton,  
 Richard Booker,  
 Dr. Thomas Walker,  
 & Elizabeth Taliaferro**

# Abstract Painting in the 1950s

Thursday February 26, 2017  
 7:00 PM  
 Where: Ahmanson Auditorium

February is the perfect month to think about art, and it's always a perfect time to think and talk about the conditions that foster bold, risk-taking, creative, and ground-shaking work. Mildred Thornton will present themes and images from her new book, *Abstract Painting in the 1950s* in a discussion with Dr. Thomas Walker, Richard Booker, and Elizabeth Taliaferro.

**Mildred Thornton**  
 is an American abstract painter and a member of the Abstract Expressionist movement. She is known for her bold, risk-taking, creative, and ground-shaking work. Her work is characterized by its use of color and form to create a sense of movement and energy.

**Dr. Thomas Walker**  
 is a professor of art history at the University of California, Los Angeles. He is an expert on the history of abstract painting in the 1950s and has written several books on the subject.

**Richard Booker**  
 is a curator and art collector. He has curated several exhibitions of abstract painting in the 1950s and has written several books on the subject.

**Elizabeth Taliaferro**  
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 is an American abstract painter and a member of the Abstract Expressionist movement. She is known for her bold, risk-taking, creative, and ground-shaking work. Her work is characterized by its use of color and form to create a sense of movement and energy.

**Dr. Thomas Walker**  
 is a professor of art history at the University of California, Los Angeles. He is an expert on the history of abstract painting in the 1950s and has written several books on the subject.

**Richard Booker**  
 is a curator and art collector. He has curated several exhibitions of abstract painting in the 1950s and has written several books on the subject.

**Elizabeth Taliaferro**  
 is a curator and art collector. She has curated several exhibitions of abstract painting in the 1950s and has written several books on the subject.

Art Center College of Design Presents  
**Mildred Thornton,  
 Richard Booker,  
 Dr. Thomas Walker,  
 & Elizabeth Taliaferro**

# Abstract Painting in the 1950s

Thursday February 26, 2017  
 When: Sunday, February 22, 2017  
 7:00 PM  
 Where: Ahmanson Auditorium

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# Digitale schetsen





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**Richard Booker**  
Richard Booker is a professor of art history at the University of California, San Diego.

**Dr. Thomas Walker**  
Dr. Thomas Walker is a professor of art history at the University of California, San Diego.

**Elizabeth Taliaferro**  
Elizabeth Taliaferro is a professor of art history at the University of California, San Diego.

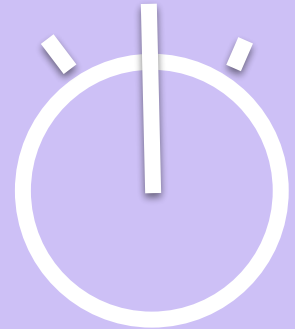
**Mildred Thornton**  
Mildred Thornton is a professor of art history at the University of California, San Diego.

Opdracht: Poster vormgeven

# 5-Uitwerken

Kies je ene beste schets en maak het af in Illustrator, Photoshop of InDesign. Print het uit op het juiste formaat, hang het poster op en maak een foto om te zien hoe het werkt op afstand.

15 min.





# Fotorealistisch



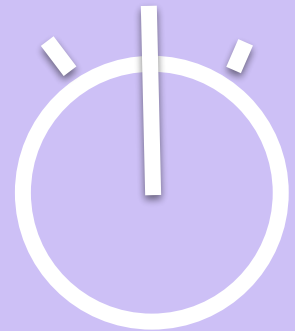
# Fotomontage

Opdracht: Poster vormgeven

# 6-Vraag feedback

Poster voldoet als zelfstandig product waardoor het concept geen verdere uitleg nodig heeft. Het poster communiceert binnen enkele seconden. De overkoepelende idee is verrassend.

10 min.





# VRAGEN?

Ulla Schirmbeck [schir@hr.nl](mailto:schir@hr.nl)

Workshop Jaar 1- CMD ROTTERDAM

NEEM ALTIJD JE **CREASET** MEE!

- A4 Schetsblok
- (vul)potlood
- Fineliner
- Stiften
- Dummy
- Papier
- Markers ( ook Copic)
- Fotolijm
- Schaar
- Snijmesje
- evt. stevig papier of collage-materiaal

# E-books voor visual design



# CMD VISUAL DESIGN

## ROTTERDAM

Inspiratie voor  
Visuele Communicatie

VORM KLEUR TYPOGRAFIE BEELD LAYOUT COPY VISLAB



TAG VISUELE IDENTITEIT

TAGS



### Juventus Turin

February 19, 2018 admin

Less is more :



### LA originals

January 10, 2018 admin

The LA Original program is dedicated to helping

alfabet animatie beeldanalyse boeken campagne collage compositie concept datavisualisatie design basics designblog event 2016 fotografie freefont gestalwetten grid illustratie infographics information design inspiratie instructies letterontwerp logo magazine moodboard motiondesign museum oefening onderzoek ontwerper opdracht pictogram poster presentatie reclame screen design signs