

ADVERTISING DESIGN

Vasiliy
Bushkov

10 illustrated lessons



LOBARIZE
salonnewreality

Vasiliy Bushkov

**Advertising design.
10 illustrated lessons**

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Traveling to the world of visual advertizing. Joy of creation and practical experience. Your content consisting of photos, trademarks, text and creating various advertizing compositions. Having fun for 10 illustrative lessons. For true creators, designers, advertising specialists, teachers.

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Содержание

Foreword	6
Unit 1. Sign	8
Trademark	9
Content for the lessons	10
Конец ознакомительного фрагмента.	11

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Unit 1. Sign

A figurative sign is used as the advertised object, a trademark is used to represent the advertiser (brand).

We carefully study the way figurative signs and trademarks are formed, we learn to create quite a simple visual text. The dominant in the advertising message is a figurative sign.

In this unit we learn to work with similar works, create sign combinations correlated in plasticity, create trajectories and phrases, use various expressive means, match the image.



Fruitopia.

Trademark

First of all, we should know the definition of trademarks.

Trademark – a stylized beautiful graphic image identifying exactly an object, company or its specific activity. It's registered and marked as R, if the trademark is still being registered – TM.

Figurative trademark – a graphic image of an object or its parts, geometric shapes or figures, it's semantically charged.

Verbal trademark – a graphic font image used to identify only one specific company or goods, it contains no figurative elements (it includes logos and abbreviations).

Logo (abbreviation of logotype, from Greek: logos “word”, typos – “imprint”) – a verbal graphic original image, sometimes with figurative elements.

Abbreviation – a graphic image of the first letters of word phrases.

Combined trademark – a whole composition consisting of figurative and font trademarks.

Content for the lessons

Prepare figurative, geometric, font signs and trademarks for your individual work. You may download signs on the Internet. Figurative signs are placed on a white background, sometimes, on a transparent background. Try to make your content beautiful, expressive, quality, so it'd be interesting and fun to work with this “building material”. Remember about the repetition of similar colors (black, red, blue), what we often call “support”. It's desirable that the text be topic-neutral and in a foreign language.

Конец ознакомительного фрагмента.

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