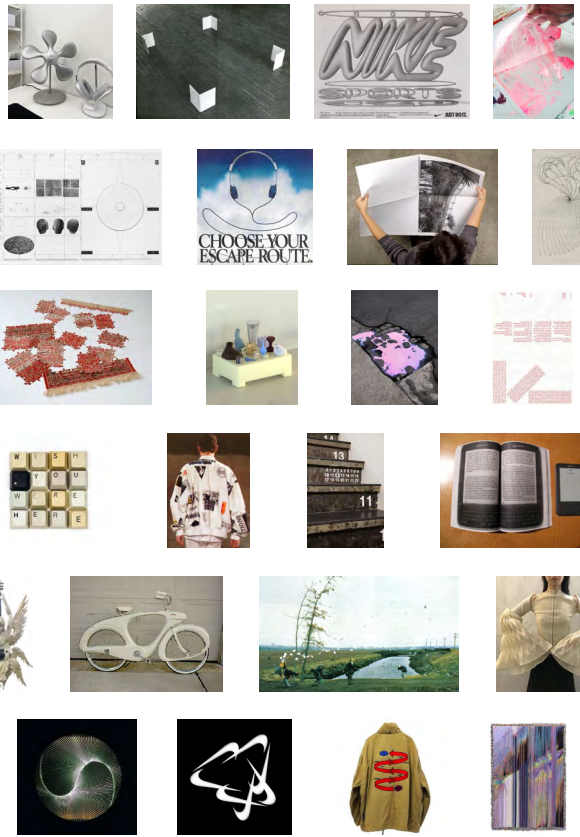
№ 35.
“ IT’S A MATCH! ”

IT’S NOT A MATCH — DON’T CARE



YES — IT'S A MATCH

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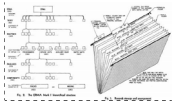

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1. Detail – driven user experience, measurement accuracy, visual simplicity, form factor. I just need that :)

2. A simple and clearly structured system. Comprehensible infographics.

3. Unconventional and difficult to execute visuals.

4. Combination of classic architecture and classic typeface. Simple and concise. Only the technique of execution is in question.

5. Typography as an image. Simple but pleasant shapes, colour accent. Correct interaction between object and image.

6. Combination of materials (combination of incongruous things), a new look at familiar object.

7. Simple idea, simple execution, simple graphics, unusual material.

8. Unconventional signage attracts more attention. Use of materials.

9. Brave composition of letters, its simplicity, relative readability, use of text as an image.

10. Unusual way of capturing, work with material.

11. History of font development, technique of execution, visual part. An exhibit reflecting the stages of development of typography.

12. The concept of deliberately creating useless things, although at first glance it looks very convenient.

13. Useful cheat sheet and interesting infographic about the symbols of the alphabet.

14. Fun stuff. It would be nice to see something like this on the street, especially instead of advertising. Does not attract the eye with shouting brightness, but it is pleasant to the eye. Fits the form well.

15. Nice typography on an unconventional medium.

16. Contrast of canonical old classics and modern crazy abstraction.

17. Clean typography, replacing images with text, simple message.

18. An attempt to create a new way of printing. Development of the concept.

IT'S A MATCH — NO

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1. Horrible forms, horrible material, horrible execution, lack of foundation and practicality.

2. Dishonest design. Imitation of a digital medium on a physical medium that doesn't need it.

3. Kitsch.

4. Optical illusions are an interesting thing, but in reality they don't always look professional and well made. The downside is that they get boring quickly and look right from one particular angle.

5. It's fun to see something unusual on city streets, but the message of such signs is usually unnecessarily and unnaturally optimistic or meaningless. If you pass by such a sign for the second time, it will already seem boring and all the "originality" will evaporate, not to mention seeing such signs every day going about your business.

6. An obscure, poorly documented tattoo. It is unclear in its meaning, content, and choice of composition. It does not interact well with the shape of the body itself, its location is unreasonable.

7. It is funny to compose pictures from symbols, letters or numbers. It is an illusion, which is well perceived by the brain. It looks unconventional, but for a single time. Having seen it once you can think about how difficult it is to make, but the second or third time there will be no point. This kind of thing has no meaning or use, it just exists and that's it.

8. Standard cliché technique of opposing black and white. Well, okay.

9. An oversaturated collection of dishes. Individually, each item would look much more favourable, but all together it looks like heavy.

10. An abstract thing with an unclear meaning and content, a mix of religions and techniques of execution.

11. The concept of intentionally creating things that are not applicable has a fine line. A concept should seem unusual at first glance, but practical and hit some kind of pain. Like oil in a glue stick because no one likes getting dirty in it or using an instrument. Umbrellas on women's shoes so as not to wet the shoes in the rain. Here, however, the invention doesn't seem practical if only because it doesn't get into any kind of usage problem. Judging by the holder, the author wanted to solve the issue of the camera being uncomfortable to carry, but in the same photo there is a rope of the camera itself for carrying.

12. Poor documentation of a simple concept.

13. Strange composition, poorly thought out colour scheme where the man and guitars just blend in with the orange.

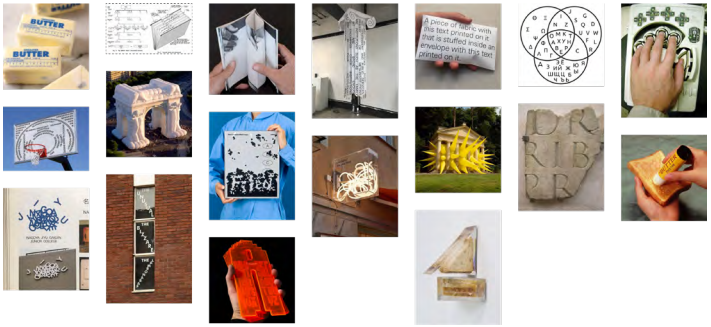
14. Not the most successful combination of shell colour and ink colour. there is an attempt to play up the shape of the medium for the expressiveness of the drawing, but the whole composition seems oversaturated. It would look better on only one half of the shell.

15. The whole design is based on a play of words. An attempt at originality.

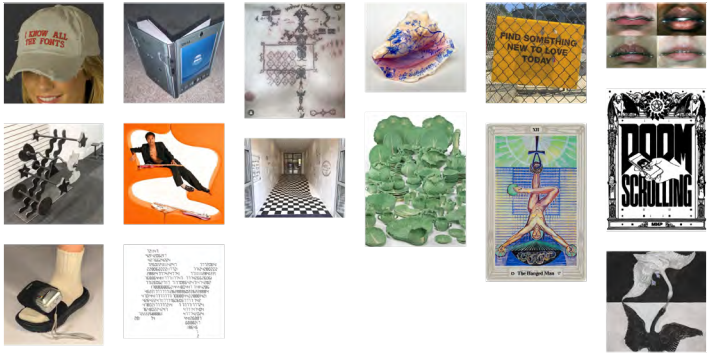
-> hey, here is a bunch of photos. separete the ones you like and dislike.

MAKE A POSTER WITH THEM

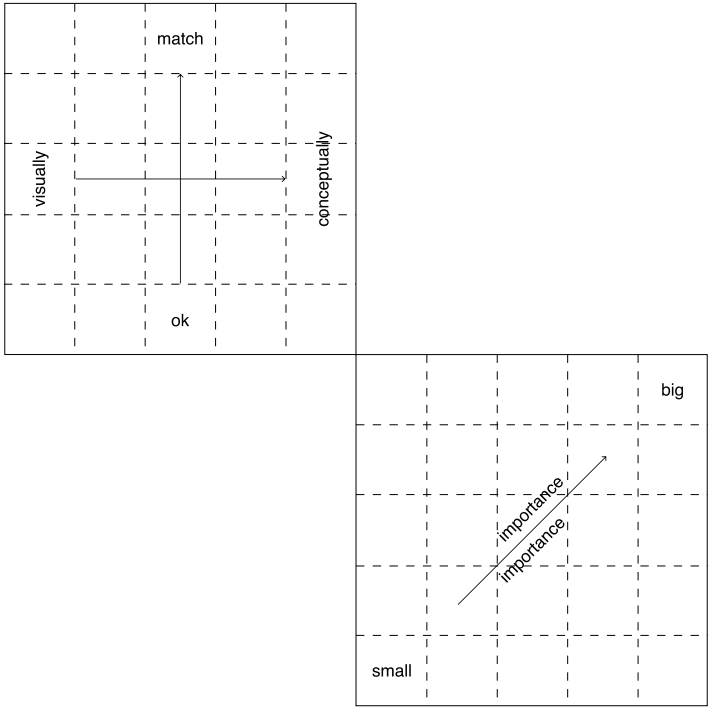
-> explain why do you like something and why don't.



img_01. like



img_02. dislike



[me, sorting images for the poster mid-5 active projects]