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Mood Board



Colour Scheme

Logo's color scheme:

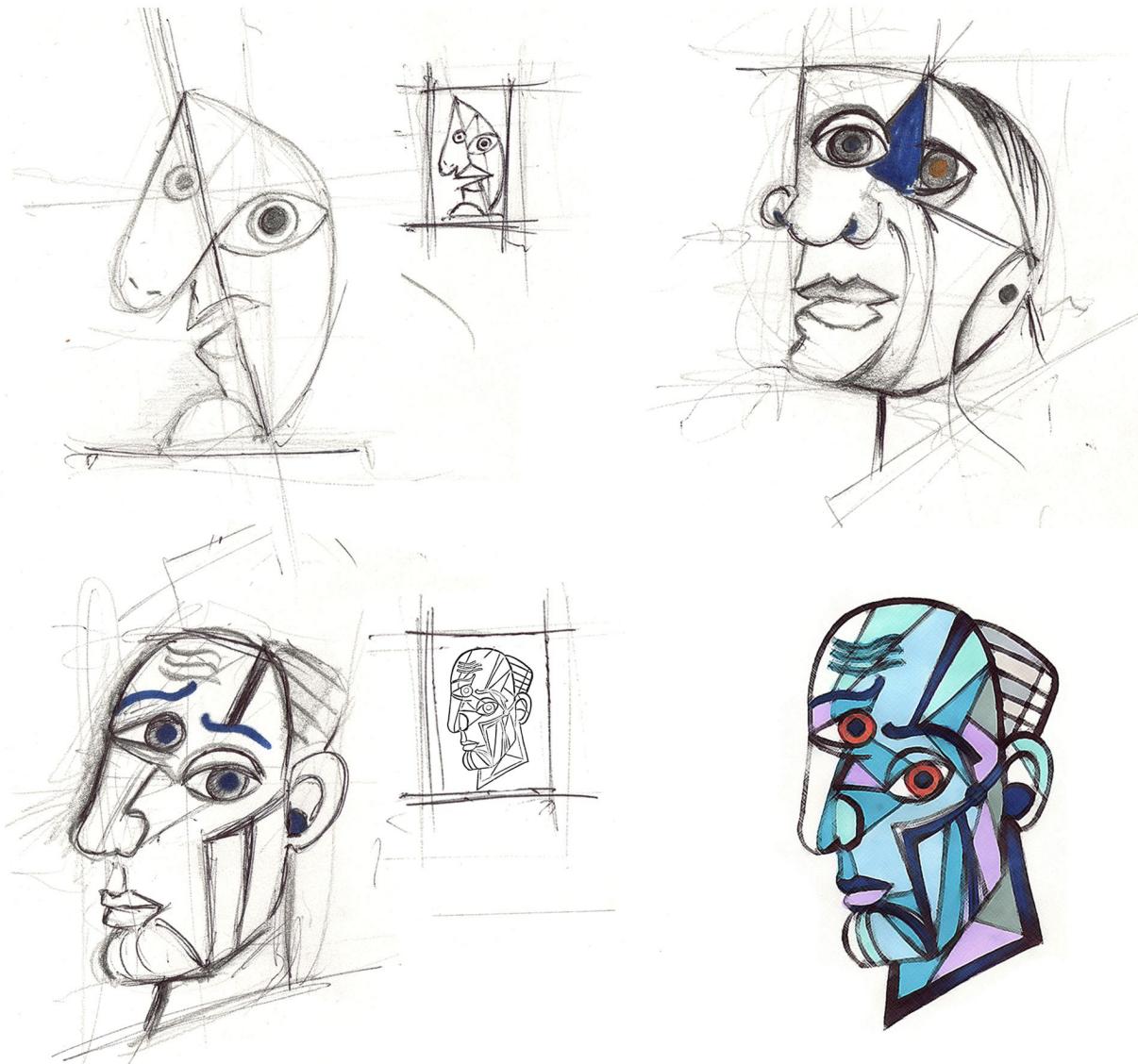


Mood board's color scheme:



Logotype Sketches & Logotype

Hand Sketches:



Adobe Photoshop Final Version of Logotype:

Pablo Picasso, the Spanish painter, was one of the main representatives of the modernism. That's why creating my logotype, I was inspired by his paintings.



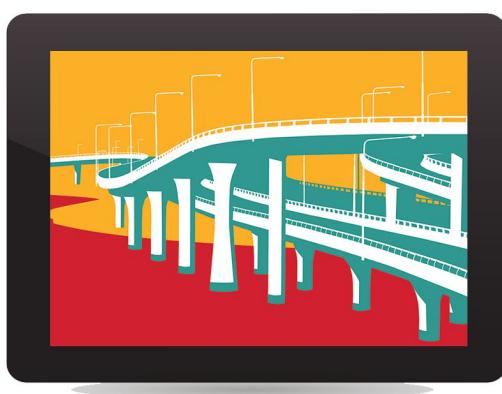
Image Assets



1680x1190



1024x726



768x544



320x277

Typography

Century Gothic will be used for consultation texts, headlines, sub titles and subheads. It is a popular font for use in advertising, particularly when headlines or small amounts of type are needed.

Because of its clear clean design, the Century Gothic design can often be found in use in schools and when teaching languages. Because this is a font that is often a part of the standard Microsoft font packages, it is often used as a substitute for the similar Futura typeface.

MODERNISM

Modernism

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

. , ! @ # \$ % ^ & * () - + = ?

For a bodytext and its purpose of optimal readability will be used the Helvetica typeface. It is one of the most famous and popular in the world. Helvetica is ubiquitous because it works so well. The design embodies the concept that a typeface should absolutely support the reading process, that clear communication is the primary goal of typography.

Modernism

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

. , ! @ # \$ % ^ & * () - + = ?

Text Examples

Modernism or Modern Art

Modernism is notoriously difficult to define clearly because the term encompasses a variety of specific artistic and philosophical movements including symbolism, futurism, surrealism, expressionism, imagism, vorticism, dada, and others.

To further complicate matters, many Modernists (including some of the most successful and most famous), are not affiliated with any of these groups.

History of Modernism

Arising out of the rebellious mood at the beginning of the twentieth century, modernism was a radical approach that yearned to revitalize the way modern civilization viewed life, art, politics, and science.

This rebellious attitude that flourished between 1900 and 1930 had, as its basis, the rejection of European culture for having become too corrupt, complacent and lethargic, ailing because it was bound by the artificialities of a society that was too preoccupied with image and too scared of change.

This dissatisfaction with the moral bankruptcy of everything European led modern thinkers and artists to explore other alternatives, especially primitive cultures. For the Establishment, the result would be cataclysmic; the new emerging culture would undermine tradition and authority in the hopes of transforming contemporary society.

“I don't do drugs. I am drugs.”



Looking at Dali's paintings, you might suspect that they were the result of heavy psychotropic drug use. Yet, Dali famously stated, "I don't do drugs. I am drugs." So where did he get his inspiration if not from drugs?

Well, Dali had some tricks for making himself more creative. One involved a tin plate and spoon. Dali would sit in a chair holding the spoon above the plate and doze off. As he fell asleep, the spoon would drop onto the plate, making a noise loud enough to wake the artist in time to jot down the surreal images he saw in his dreams.

Other times, Dali would stand on his head until he almost passed out, allowing him to become semi-lucid. Dali's most famous technique was called the "Paranoiac-Critical Method." This involved trying to create a self-induced paranoid state, allowing him to draw irrational relationships between unconnected objects and to depict the landscape of his own subconscious mind.

Folder Structure

