

PROJETO GRÁFICO

PROFº RITIELLE SOUZA

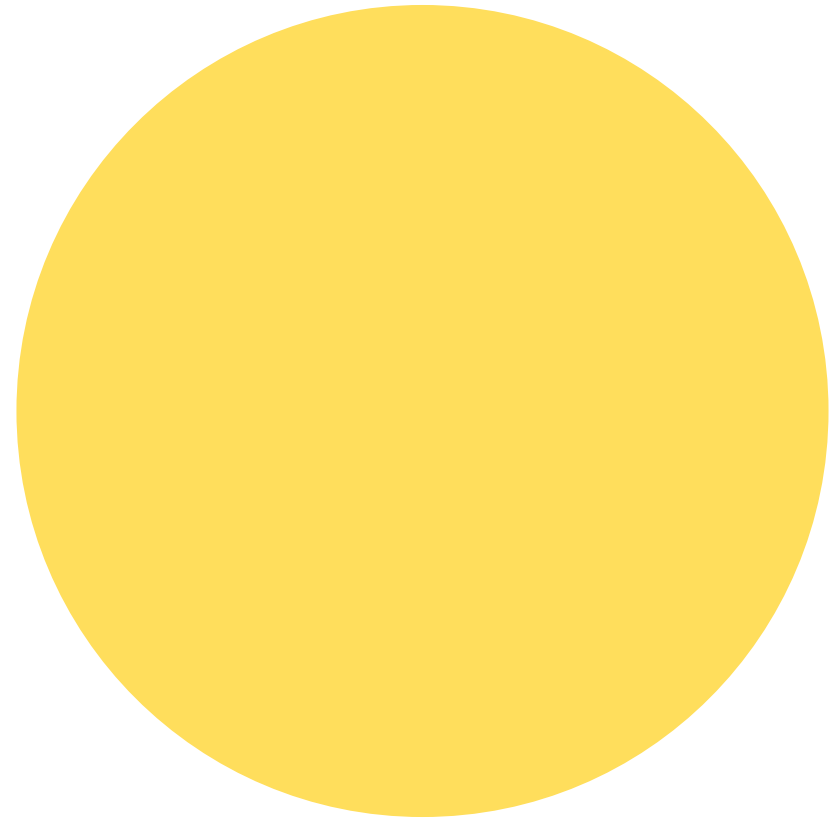
AULA 03



Projeto Gráfico

MONTANDO PROJETO
GRÁFICO

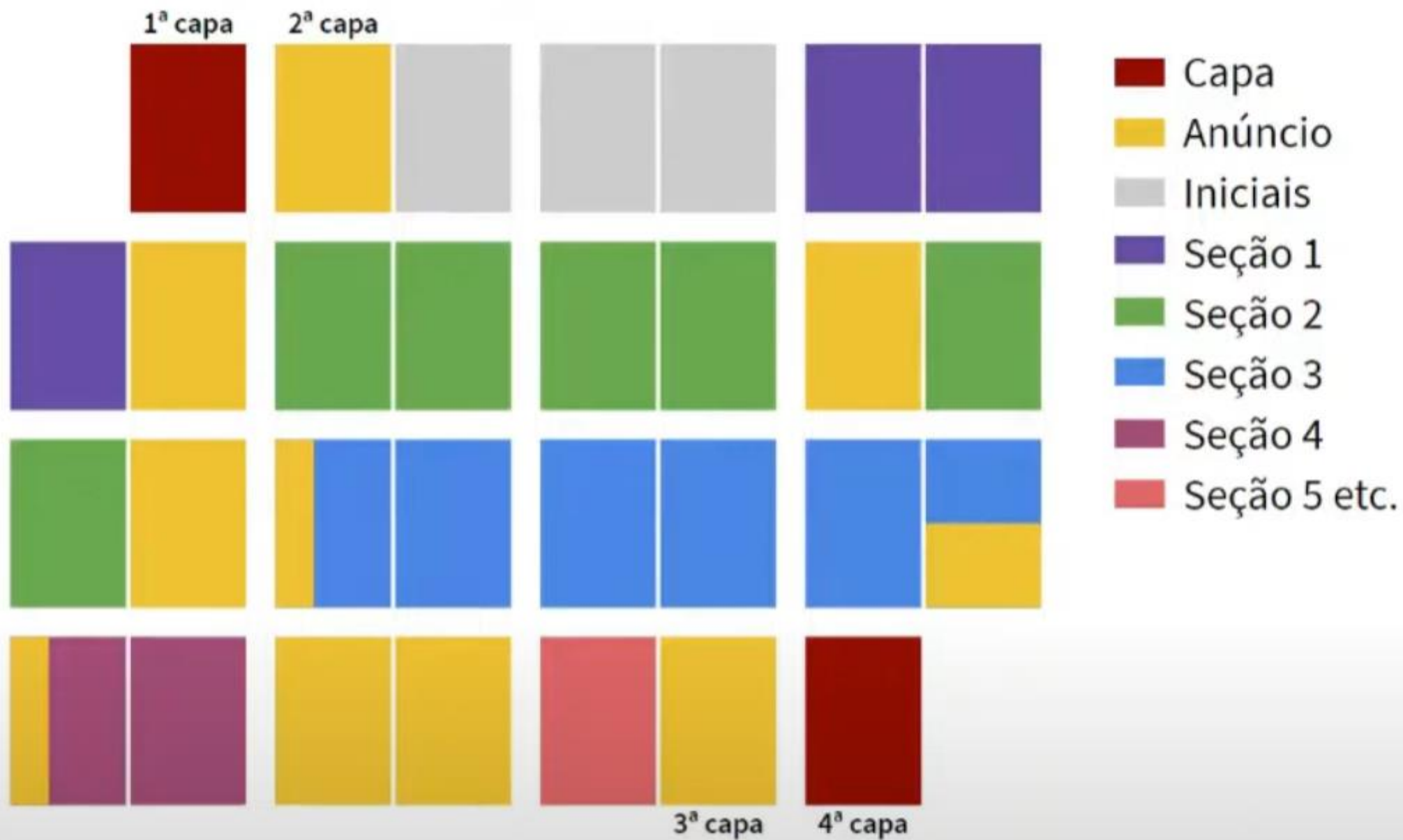
O espelho



Projeto Gráfico

Espelho

É o diagrama de uma publicação, com a distribuição prevista do conteúdo editorial (e dos anúncios e encartes, se houver). Ele pode ser tanto um rascunho da paginação (fase pré-industrial) quanto uma prova de layout.



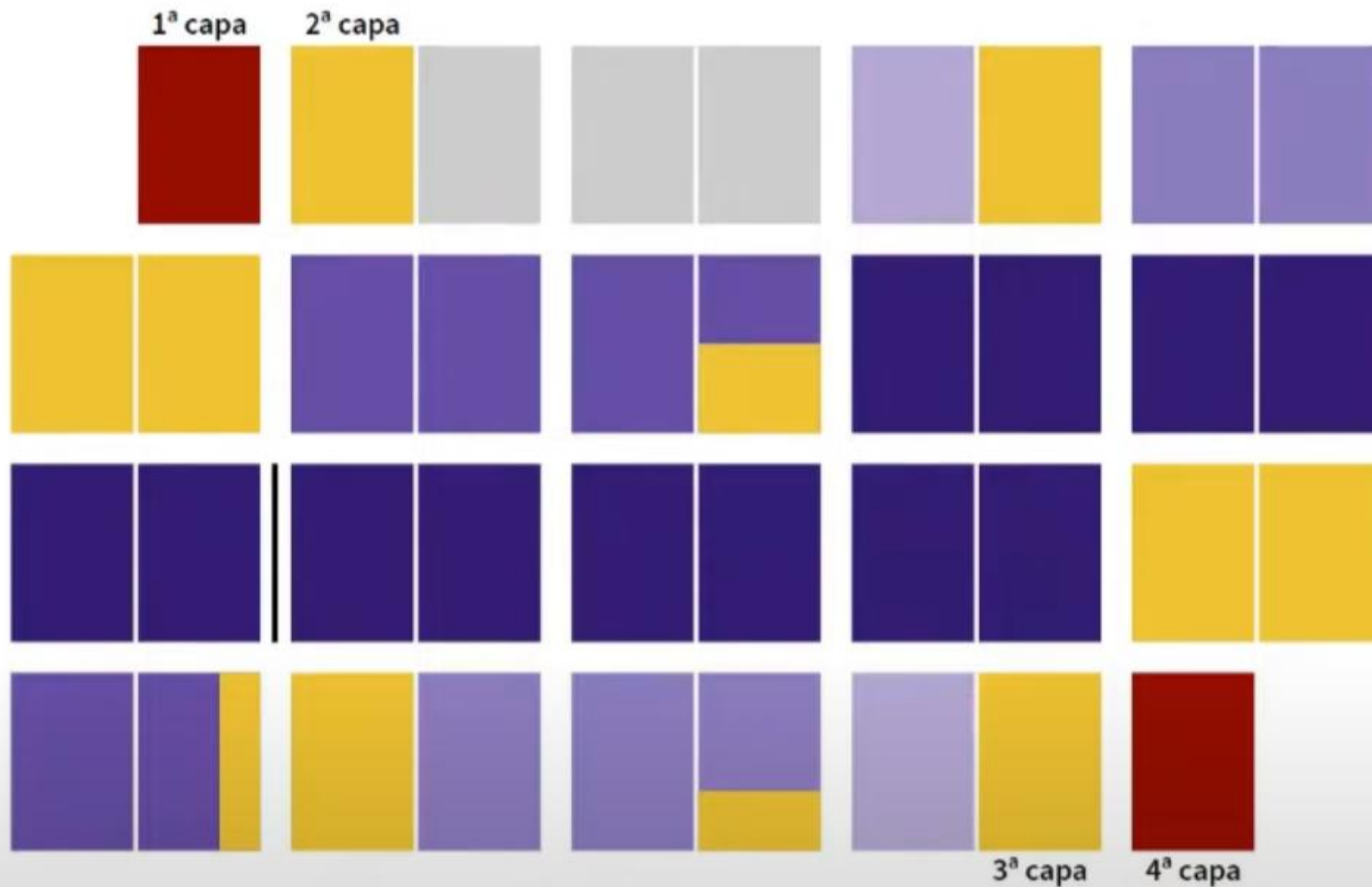
CAPA		2ª CAPA anúncio 1 página	Editorial Expediente	Sumário	Anúncio 1 página
página 1		página 2	página 3	página 4	página 5
Matéria 1	Matéria 1	Anúncio 1/3 pág.	Matéria Capa	Matéria Capa	Matéria 2
página 6	página 7		página 8	página 9	Anúncio 1/2 página
Matéria 3	Matéria 5	Matéria 6	3ª CAPA anúncio 1 página	4ª CAPA anúncio 1 página	
Matéria 4					página 12
					página 16

<p>ISTA/PAGINAS [VJ001]</p>	<p>ISTA/PAGINAS [VJ002]</p>	<p>ISTA/PAGINAS [VJ002]</p>	<p>ISTA/PAGINAS [VJ003]</p>	<p>ISTA/PAGINAS [VJ003]</p>	<p>ISTA/PAGINAS [VJ004]</p>	<p>ISTA/PAGINAS [VJ004]</p>	
<p>ISTA/PAGINAS [VJ005]</p>	<p>ISTA/PAGINAS [VJ005]</p>	<p>ISTA/PAGINAS [VJ006]</p>	<p>ISTA/PAGINAS [VJ006]</p>	<p>ISTA/PAGINAS [VJ007]</p>	<p>ISTA/PAGINAS [VJ007]</p>	<p>ISTA/PAGINAS [VJ008]</p>	<p>ISTA/PAGINAS [VJ008]</p>
<p>ISTA/PAGINAS [VJ009]</p>	<p>ISTA/PAGINAS [VJ009]</p>	<p>ISTA/PAGINAS [VJ010]</p>	<p>ISTA/PAGINAS [VJ010]</p>	<p>ISTA/PAGINAS [VJ011]</p>	<p>ISTA/PAGINAS [VJ011]</p>	<p>ISTA/PAGINAS [VJ012]</p>	<p>ISTA/PAGINAS [VJ012]</p>

Espelhos

Tipo Miolo nobre

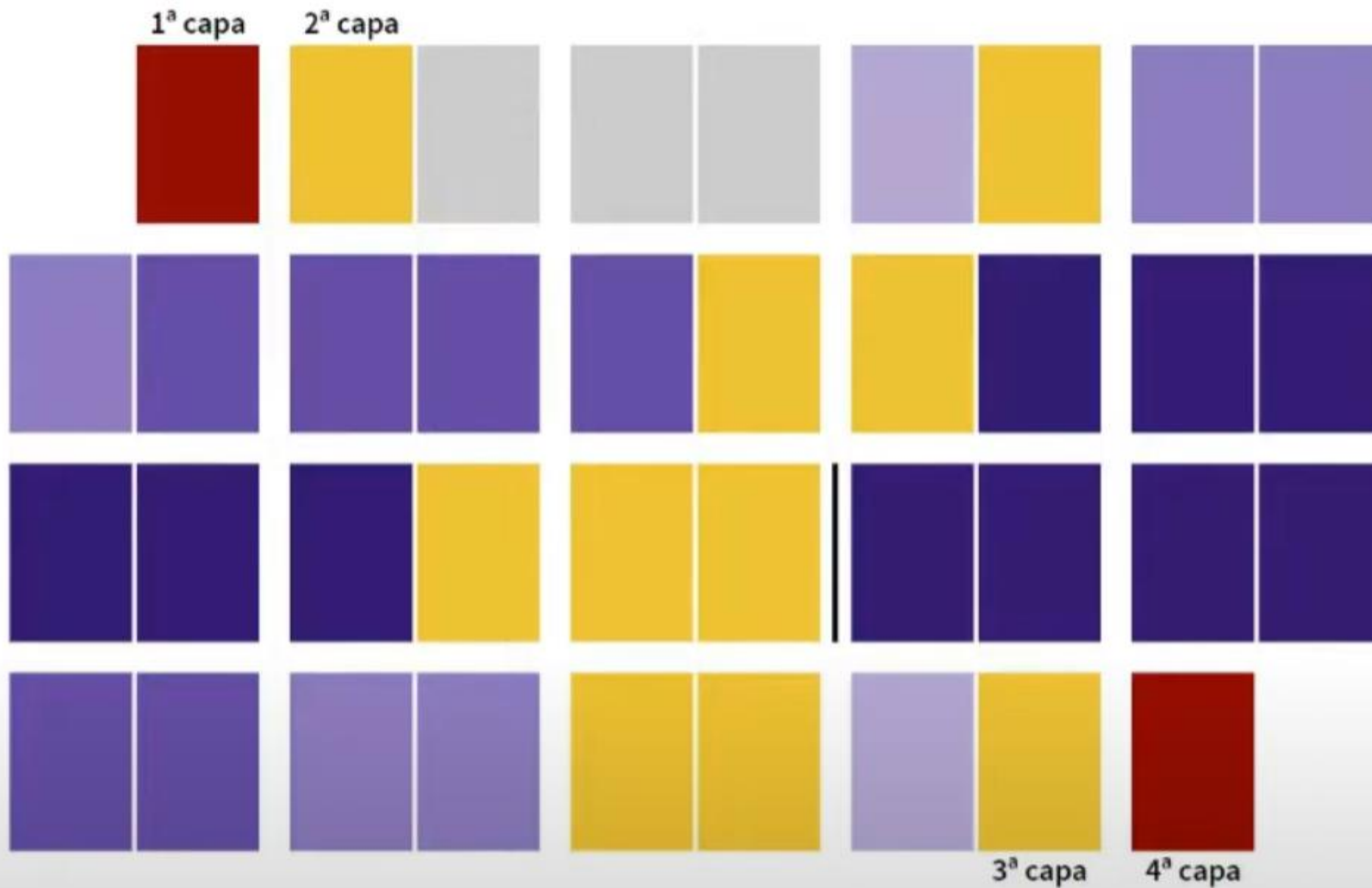
Conteúdo começa com seções curtas e/ou leves e segue para seções gradativamente mais importantes até chegar ao miolo nobre (o centro da revista), que contém os textos de maior impacto da edição. Na sequência, o ritmo vai diminuindo em extensão e relevância até o fim.



Espelhos

Tipo Zigue-Zague

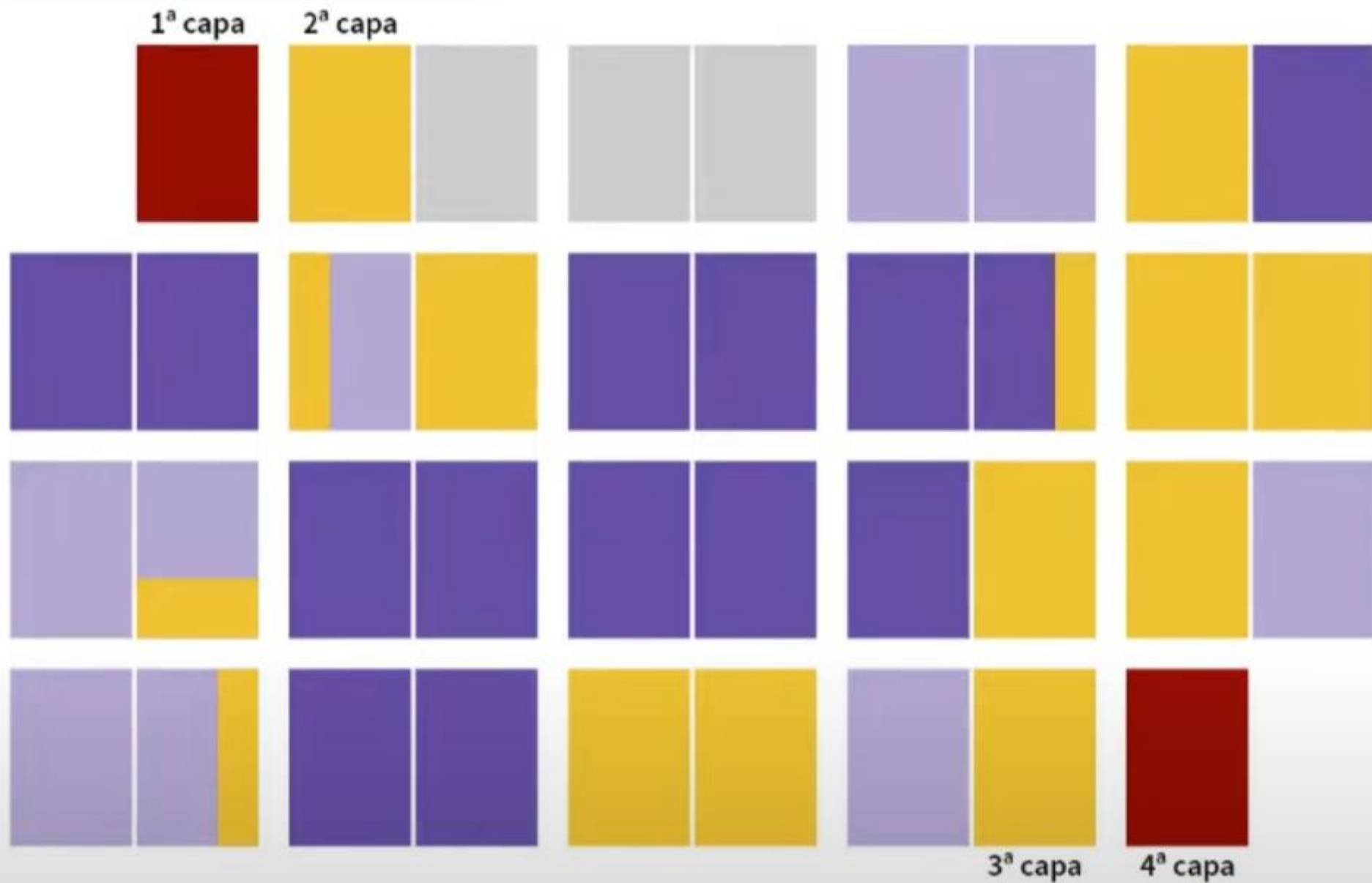
Conteúdo é blocado, alternando entre material editorial e publicidade. Assim, as seções não são interrompidas por anúncios, e estes aparecem no centro da revista, que é a posição mais valorizada por anunciantes.



Espelhos

Tipo Sobe e desce

O material editorial é distribuído em vários crescendo e decrescendo: seções mais curtas e/ou leves são seguidas por seções mais extensas e/ou fortes, e assim por diante.

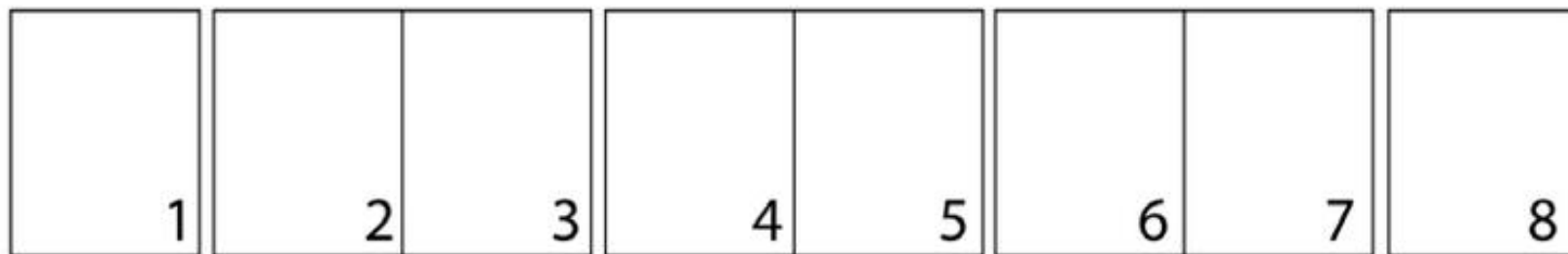


CADERNOS

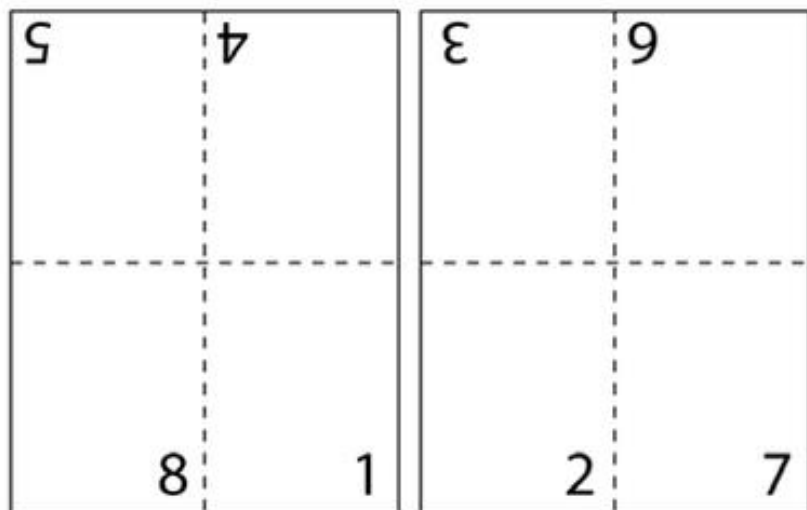
Imposição de páginas

Contagem e disposição da páginas na montagem do arquivo final.

DIAGRAMAÇÃO SEQUENCIAL

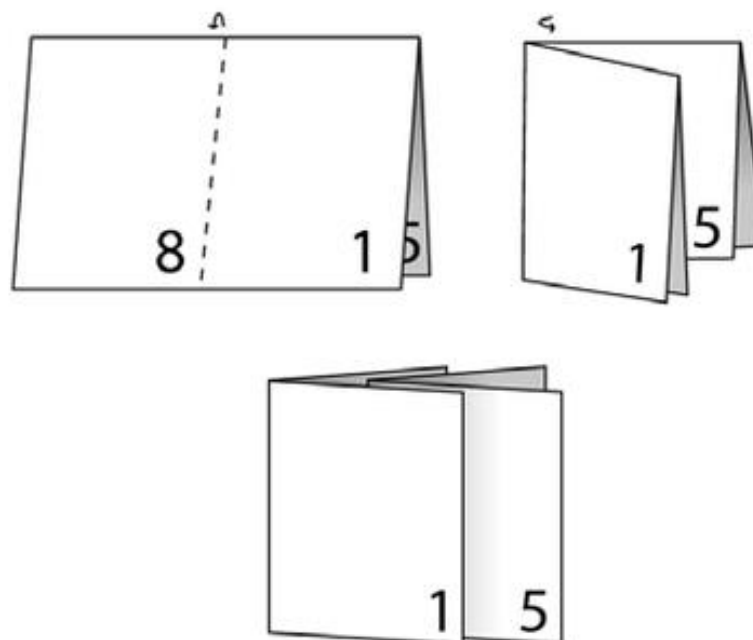


IMPOSIÇÃO DAS PÁGINAS



----- Dobras

INTERCALAÇÃO DOS CADERNOS



**Método por
justa posição.**

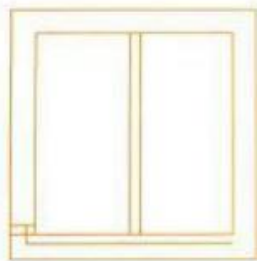
**Geralmente
Para livros**



**Para revistas é
usado método
de inserção.
Com grampos.**

EXEMPLOS

estrutura
Grid de coluna



exemplos correlatos

02 05 08 11

12 14 18 22

26 28 33 36

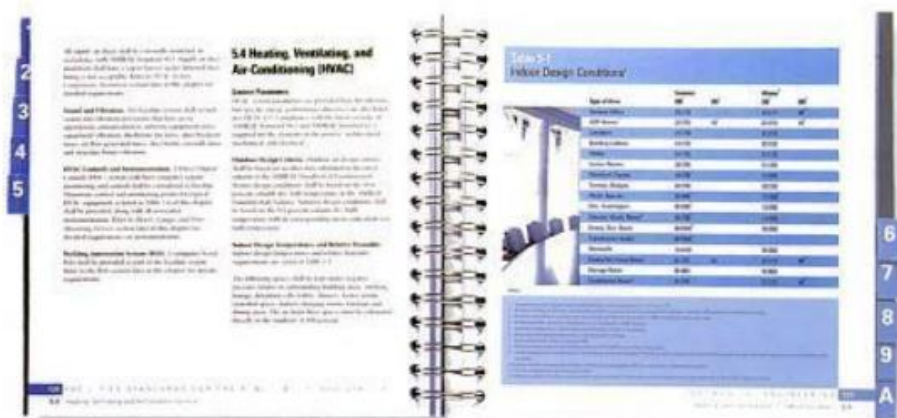
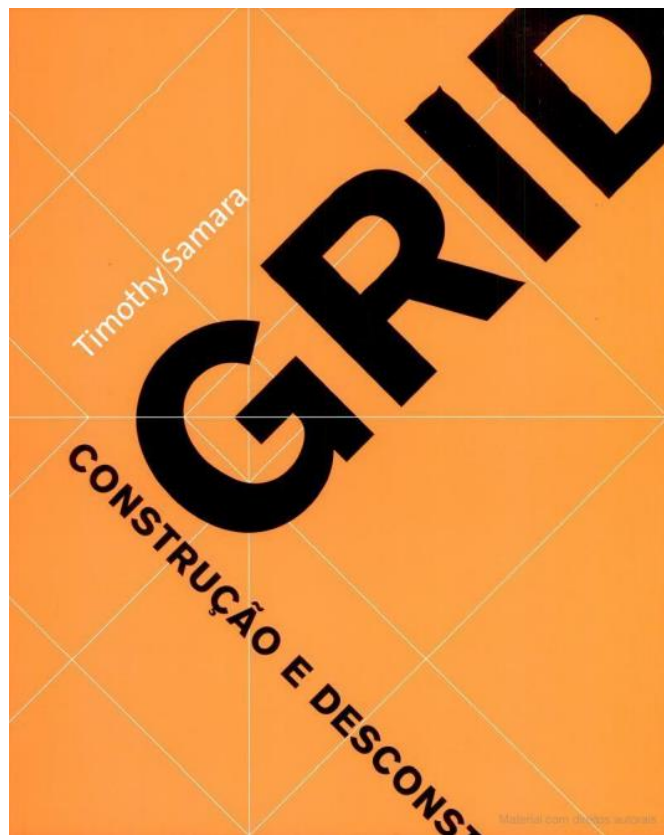
37

04 05 07 09

10 13 15 16

22 23 30 31

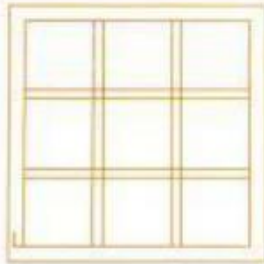
33 36



EXEMPLOS

estrutura

Grid modular



exemplos correlatos

06 07 09 10

13 16 17 19

22 24 25 27

29 30 35 38

02 06 12 18

19 21 24 26

31

vivacity still celebrating the new

The show must go on and it did. Heralded with fireworks, parties and parades, the first year of the new Millennium continued with a non-stop extravaganza of the arts and of artists right across London. The Millennium Festival, funded by the National Lottery, broke all the rules by happening everywhere all the time - well into the summer of 2001. And last century's year-by-year focus on different artforms culminated in our new century with the Year of the Artist, which brought living artists together with a vast number of people in a wide variety of extraordinary places.



2000

diversecity



London's first ever festival of the arts, heralded with fireworks, parties and parades, the first year of the new Millennium continued with a non-stop extravaganza of the arts and of artists right across London. The Millennium Festival, funded by the National Lottery, broke all the rules by happening everywhere all the time - well into the summer of 2001. And last century's year-by-year focus on different artforms culminated in our new century with the Year of the Artist, which brought living artists together with a vast number of people in a wide variety of extraordinary places.

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O design deste relatório anual utiliza um grid objetivo, de grande escala, com três módulos de altura por três de largura, dentro de um formato quadrado. O efeito é de uma simplicidade desconcertante, mas permite que os designers unifiqueem os vários tipos de artes, fotografias e atividades que serão mostrados em nome do cliente, uma instituição artística filantrópica.

Change in focus for London Arts, the London Government has made decisions to do more often in the past. London Arts' project was focused on the arts, but the project also included education about the arts, and working with the representation of the arts in the world. The focus is also on the arts, but the project also included education about the arts, and working with the representation of the arts in the world.

And just a few off... The focus of the project has been the London Government, but the project also included education about the arts, and working with the representation of the arts in the world.

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"The idea of a 'mobile' residency was intriguing for a couple of reasons. First, I repeatedly find myself telling cab drivers things I wouldn't ordinarily dream of telling a stranger. And they tell me their stories as well... That leads to the second, more important reason: London's mini-cabs are driven largely by immigrants. And I'm an immigrant a few times over."



capacity investing in the creative spirit

How creative can a cheque be? That question is the bottom line for any funder in the arts - where the sky is barely the limit. It is crucial to make investments that really count, now and in the long term. This means partnerships with other funders and policy-makers, strategic approaches to specific needs - and finding other ways to support the arts other than simply writing cheques. This year London Arts worked to achieve Lottery capital awards for many excellent projects. Detailed reviews resulted in greater support for some sectors, notably theatre, and the creation of entirely new projects, including a literature development agency for West London.



London Arts has supported the frequently... (text continues)

about... (text continues)

... (text continues)

... (text continues)

... (text continues)

... (text continues)

... (text continues)

... (text continues)

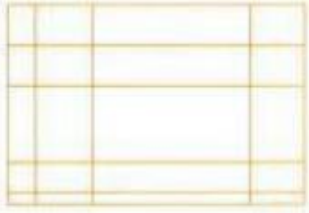
... (text continues)



EXEMPLOS

estrutura

Grid hierárquico



exemplos correlatos:

12 13 19 20

22 23 24 25

28 31 32 34

36

02 12 14 16

17 18 20 22

37



EXEMPLOS



EXEMPLOS

Notes to the Consolidated Profit and Loss Account

	2019	2018	2017	2016	2015
Operating income	1,234,567	1,123,456	1,012,345	901,234	890,123
Operating expenses	(876,543)	(765,432)	(654,321)	(543,210)	(432,109)
Operating profit	358,024	358,024	358,024	358,024	358,024
Financial income	123,456	123,456	123,456	123,456	123,456
Financial expenses	(98,765)	(98,765)	(98,765)	(98,765)	(98,765)
Profit before taxes	382,715	382,715	382,715	382,715	382,715
Taxes	(123,456)	(123,456)	(123,456)	(123,456)	(123,456)
Profit after taxes	259,259	259,259	259,259	259,259	259,259
Minority interest	(10,000)	(10,000)	(10,000)	(10,000)	(10,000)
Profit attributable to shareholders	249,259	249,259	249,259	249,259	249,259

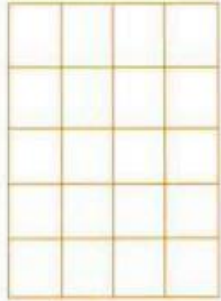
Key Data

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Revenue	1,234,567	1,123,456	1,012,345	901,234	890,123
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EXEMPLOS

estrutura

Grid modular



exemplos correlatos

03 07 10 13

16 17 19 22

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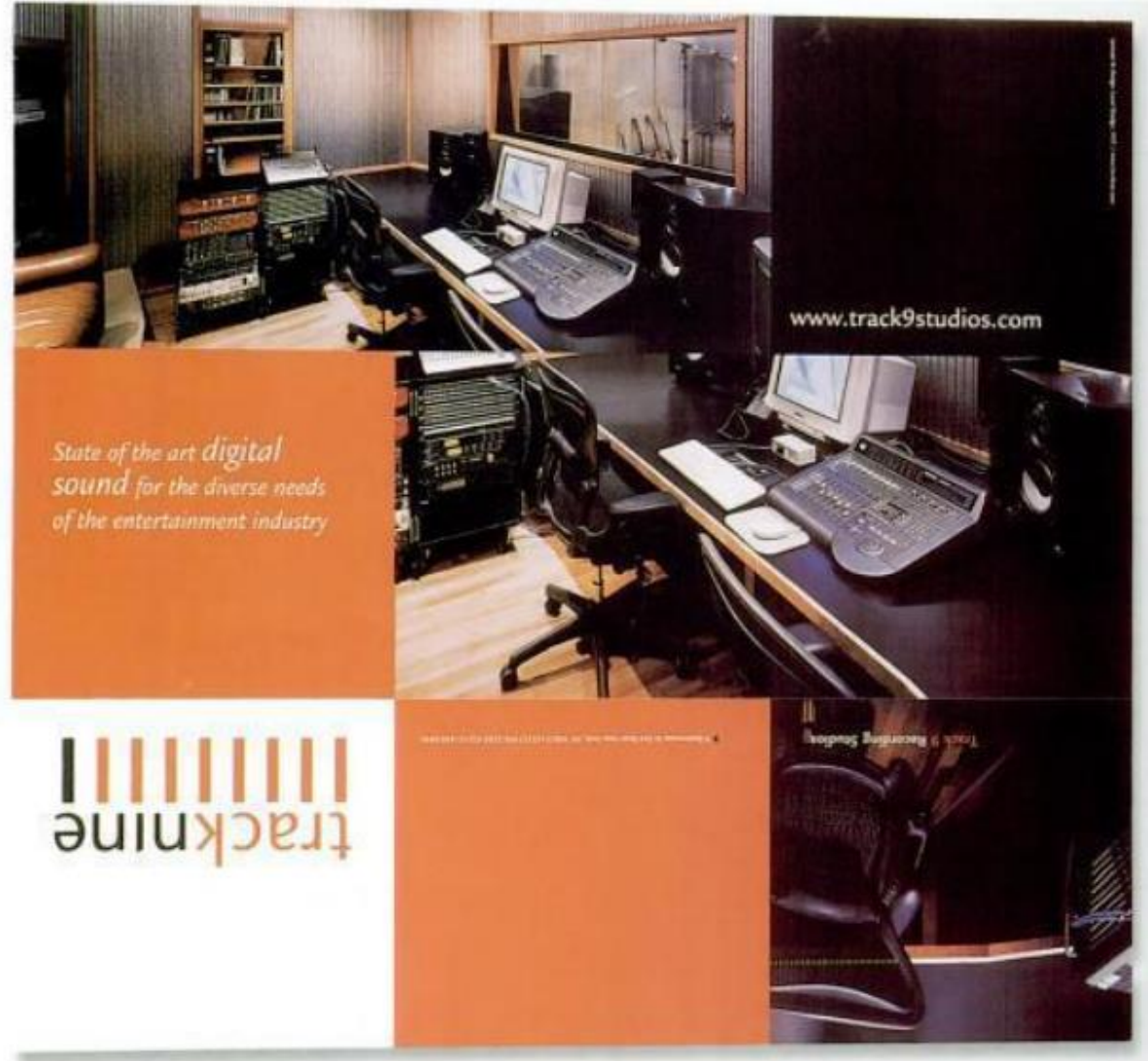
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EXEMPLOS



INDESIGN

COLUNAS, MARGENS E MATRIZES

Exercício

Criar espelho para revista

ESPECIFICAÇÕES REVISTA

16 páginas

*6 anúncios, sendo 2 de um anunciante
majoritário da revista*

5 matérias para serem diagramadas.