

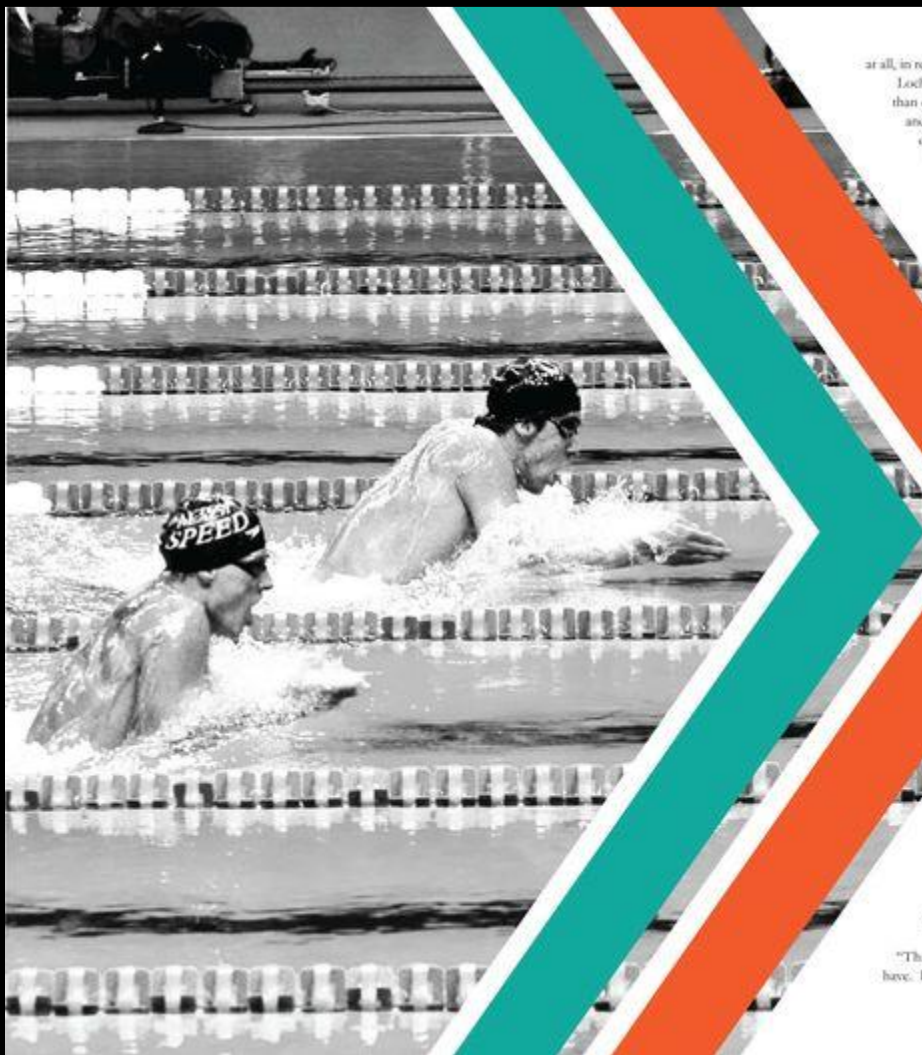
# أسس التصميم

Design Principles

# ما هو التصميم ؟

هو فن من الفنون البصرية يقوم على تنظيم وتنسيق مجموعة عناصر ( الصور – الأشكال – الكتابات – الالوان – الفراغ – الملمس – الظل والنور ) وفقاً لأسس التصميم ( التوازن – التباين – الإيقاع – المحاذاه – الوحدة ) لإنتاج عمل يشد الإنتباه و يوصل الرسالة بطريقة سهلة و فعالة .

حركة العين و التصميم



at all, in recent years. Go figure.

Lochte, meantime, has worked harder than ever since he won two gold medals and two bronzes in Beijing. He said he dramatically changed his eating habits and stepped up his approach to dryland training, adding speed even after the controversial speed suits were banned. Despite a growing itch to escape the university lifestyle, he has remained in Gainesville, Fla., under his college coach, Gregg Troy,

since his graduation in 2007. The isolation and routine, he said, have worked. "There's been times like, 'Why am I still in this collegiate atmosphere; I gotta get out of here,'" Lochte said. "But I stay there because I have everything perfect. The best swim coach, the best weight-training coach. Everything's perfect. It has to be."

Lochte said he resets his mind at the end of every summer, telling himself he's no better than anyone else and must start his climb all over again.

That, he claimed, is the simple secret to his self-motivation, what's allowed him to continue training with abandon while Phelps and others have struggled with distractions. "I went down thinking 'I'm at the bottom. I have to work the whole next year getting myself back up to the top,'" he said. "I keep doing that to myself. Right now, [that trick] has been working since '08. Since '08, I've gotten a lot faster each year." Phelps has struggled since 2008 and flat-out pestered since 2009, when he had an abominably fabulous and bruising meet at the world championships in Rome, the last major event at which speed suits were allowed. Unlike Lochte and others, Phelps is only an underdog when he is not totally fit, and even then he still strikes fear into the minds of most competitors.

"I believe in myself," Lochte said.

"That's that competitive edge that I have. I always feel like I can win."

K E A N U R E E V E S

# JOHN WICK

DON'T SET HIM OFF

SUMMIT ENTERTAINMENT PRESENTS THUNDER ROAD PICTURES PRESENTS IN ASSOCIATION WITH ELEVEN PRODUCTIONS AND MAJ FILMS IN ASSOCIATION WITH DEEYUTE FILMS  
KEANU REEVES "JOHN WICK" MICHAEL RUSSELL ALPHIE ALLEN ADRIANNE PALICKY BRIDGET ANDYANAHAN DEAN WINTERS WITH IAN MCKAYNE WITH JOHN LEGIZAMO AND WILLIAM DAFOR  
CAST BY JOHN HOKA HALL PRODUCED BY TYLER DUNN AND JEFF J. RICHARDSON WRITTEN BY CASTLE VANIA PRODUCED BY LUCA ANSCA EDITED BY ELISABETH RONALDES PRODUCTION DESIGNER JONATHAN SELLA  
DIRECTOR OF PHOTOGRAPHY PETER LARSON COSTUME DESIGNER NICK LUTTON EXECUTIVE PRODUCERS JOSEPH W. KENTON ERICA LEE KEVIN FRANKS RAJ SINGH TABA MOHROS DARREN BLUMENTHAL JARED D. UNDERWOOD ANDREW C. ROBINSON SAM X. EYRE  
EXECUTIVE PRODUCERS FRANK THORNTON JR. PRODUCED BY DAVID LEITCH JR. & EVA LONGORIA MICHAEL WITHEBRIEL WRITTEN BY DEREK KOLSTAD DIRECTED BY CHAD STAHLESKI



IN THEATERS AND IMAX  
OCTOBER 24







# SKYFALL

007<sup>™</sup>

COMING SOON

IN IMAX



THIS FILM IS NOT YET RATED  
FOR FUTURE INFO GO TO [FILMGOVERNMENT.COM](http://FILMGOVERNMENT.COM)

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#Skyfall

FOR MORE INFO GO TO [WWW.SKYFALL.COM](http://WWW.SKYFALL.COM)



# 2013 SUMMER SALE

6.21 FRI - 7.28 SUN



TOWER RECORDS

[tower.jp/summer13](http://tower.jp/summer13)





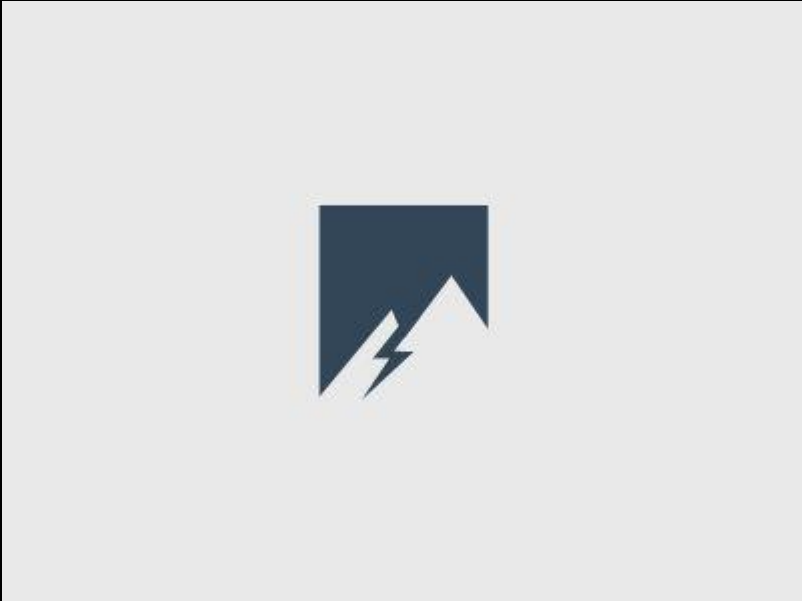
**PREDATOR**



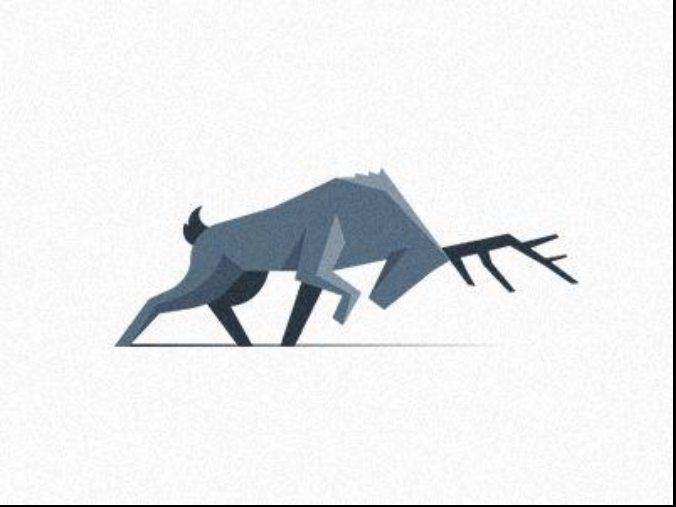
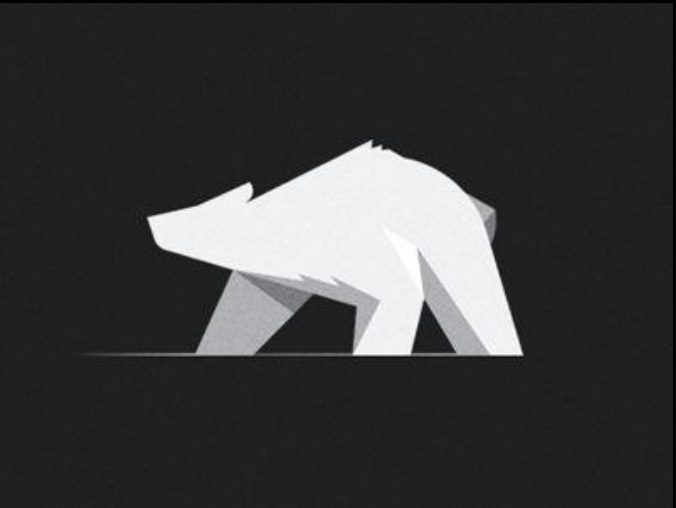
# حركة العين و الطبيعة





















# عناصر التصميم

الصور



M A N O F S T E E L

J U N E 1 4

TM & © 2013 DC

MANOFSTEEL.COM

TM & © 2013 DC



WAR NEVER ENDS QUIETLY

BRAD PITT  
**FURY**

A FILM BY DAVID AYER

SUMMIT PICTURES PRESENTS IN ASSOCIATION WITH DEER INTERNATIONAL AND ESTAR CAPITAL A DEER INTERNATIONAL / LE BRIDGES PRODUCTIONS / TRAVEL FILMS PRODUCTION  
A FILM BY DAVID AYER BRAD PITT "FURY" GINA LACROIX ORKAN KERVAN MICHAEL PENN JON BEHNTHAL JASON ISSACS SCOTT EASTWOOD  
CASTING BY WARY VERNIER CSA LINDSAY GRAHAM CSA MUSIC BY STEVEN PRICE COSTUME DESIGNER OWEN THORNTON EDITOR CODY DORN ACE JAY CASSIDY ACE PRODUCTION DESIGNER ANDREW MENDES  
DIRECTOR OF PHOTOGRAPHY ROMAN VASYANOV EXECUTIVE PRODUCERS BRAD PITT CASHA CHAPMAN ANTON LESCHNE ALEX OTT BEN WILSON PRODUCED BY BILL BUCK DAVID AYER LITHAQ SMITH JOHN LESHER  
RATED R FOR LANGUAGE, DRUG USE, AND SOME SMOKING  
FURY  
WRITTEN AND DIRECTED BY DAVID AYER  
SONY  
COLUMBIA TRISTAR  
A SONY PICTURES RELEASE

OCTOBER 17

DON'T

LET

GO

SANDRA BULLOCK  
GEORGE CLOONEY

FROM DIRECTOR ALFONSO CUARÓN

# GRAVITY

WARNER BROS. PICTURES PRESENTS

AN ESPERANTO FILMS/HEYDAY FILMS PRODUCTION AN ALFONSO CUARÓN FILM  
SANDRA BULLOCK GEORGE CLOONEY "GRAVITY" ADAPTED BY STEVEN PRICE DESIGNED BY JANNY TEMIME  
VISUAL EFFECTS BY TIM WEBBER EDITOR ALFONSO CUARÓN MARK SANGER PRODUCTION DESIGNER ANDY NICHOLSON  
DIRECTOR OF PHOTOGRAPHY EMMAWUEL LUBEZKI A.S.C. EXECUTIVE PRODUCERS CHRIS INFARRIA MIKKO PENNY STEPHEN JONES  
WRITTEN BY ALFONSO CUARÓN & JONAS CUARÓN PRODUCED BY ALFONSO CUARÓN DAVID HEYMAN  
DIRECTED BY ALFONSO CUARÓN

PG-13  
PARENTS STRONGLY CAUTIONED  
Some Material May Be Inappropriate for Children Under 13

SEE IT IN REAL D 3D AND IMAX 3D

OCTOBER



NUEVA LÍNEA  
**G SERIES**  
DE GATORADE

© 2008 GATORADE



EL DURANTE.

LA SED.

EL SUDOR.

EL TIRO DE ESQUINA.

EL REMATE.

LA EXPLOSIÓN.

**02** GATORADE  
PERFORM

AÚN ES EL GATORADE ORIGINAL, LA BEBIDA DEPORTIVA MÁS ACREDITADA EN EL MUNDO. UNA MEZCLA CIENTÍFICAMENTE COMPROBADA DE CARBOHIDRATOS PARA IMPULSAR TUS MÚSCULOS AL MÁXIMO Y DE ELECTROLITOS PARA MANTENERTE HIDRATADO.



[gatorade.com.mx](http://gatorade.com.mx)

الأشكال





**squidprint**



**JURASSIC WORLD**



HUMMINGLEAF

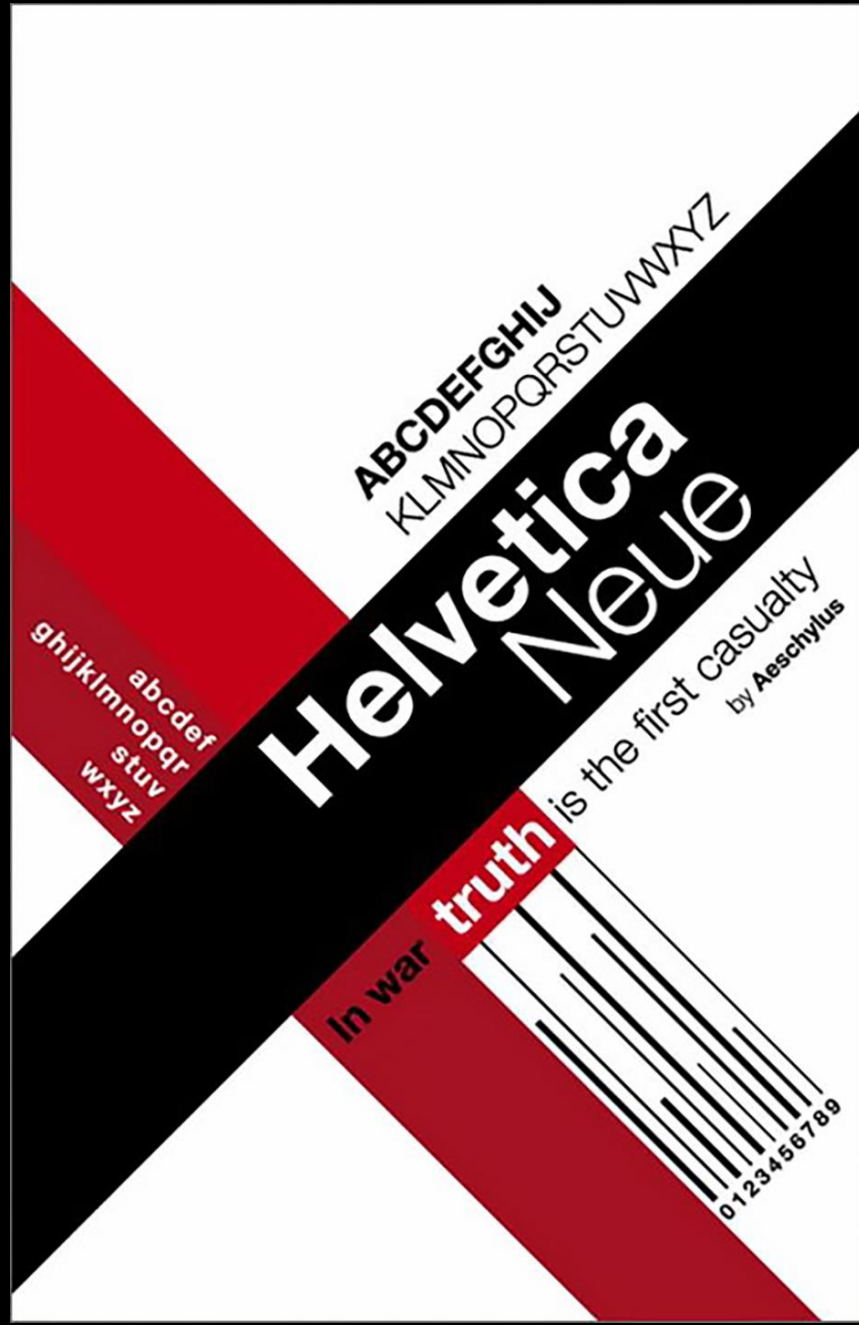


*you are*  
**HERE**

# الكتابات







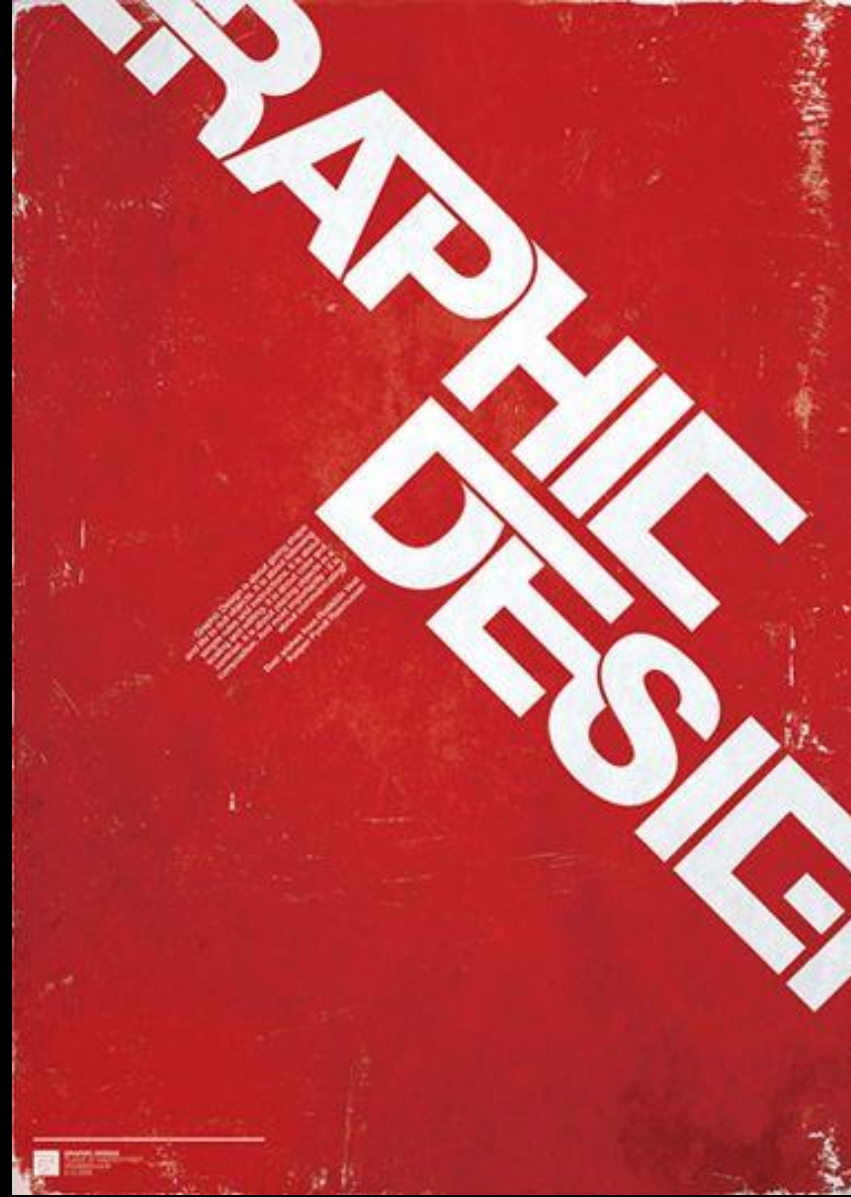
ABCDEFGHIJ  
KLMNOPQRSTUVWXYZ

ghijklmnopqr  
stuv  
wxyz

# Helvetica Neue

In war truth is the first casualty  
by Aeschylus





The true  
measure  
of a man is  
**HOW**  
he treats  
someone who  
can do him absolutely  
no **GOOD.**

[Samuel Johnson]

FIRST  
PERSON  
SINGULAR  
PRESENTS

# DANCING BAREFOOT THE ART OF PATTI SMITH

PERFORMED BY  
& THERESA KELLY  
& JULIA MCNEAL  
WITH JOSHUA  
RAOUL  
BRODY  
& BAND

PEGASUS BOOKS  
SOLANO  
1855 SOLANO AVE BERKELEY

WED OCT 26



SHOWTIME 7:30PM • PEGASUSBOOKSTORE.COM • 510-525-6888 • 1STPERSONSINGULAR.COM

الألوان





## TEMPORADA 2010

24 JUN	25 JUN	26 JUN
quá 21h00	sex 21h00	sáb 16h30
Cedro	Araucária	Mogno

CELSO ANTUNES REGENTE  
MARIA HAAN SOPRANO  
DENISE DE FREITAS MEZZO SOPRANO  
MIROSLAV DVORSKY TENOR  
ZDENEK PLECH BAIXO  
CORO DA OSESP  
NAOMI MUNAKATA REGENTE

Antonín DVOŘÁK  
Sinfonia n.º 9, Op. 95

- Sinfonia n.º 9, Op. 95
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore
- Dança dos Folclore

Patrocinador









# WORK

A LIFE WELL WASTED

*Narrated by*  
Robert Ashley with music by  
I Come to Shanghai

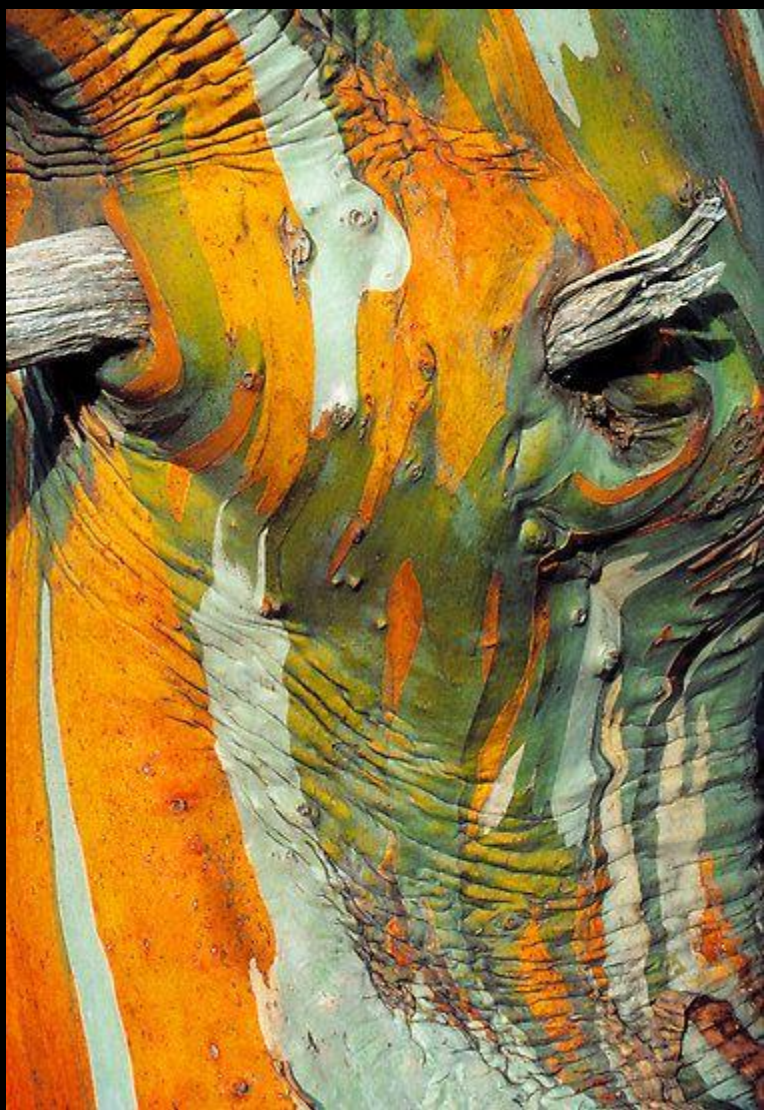
7

*Featuring*  
Darius K., Mike Busceter,  
Greg Wohlwend, John Romero,  
Nick Smith (Uhhlla)

الملمس









**BAR  
CODE**

epsilondesign.



NATALIE PORTMAN VINCENT CASSEL MILA KUNIS

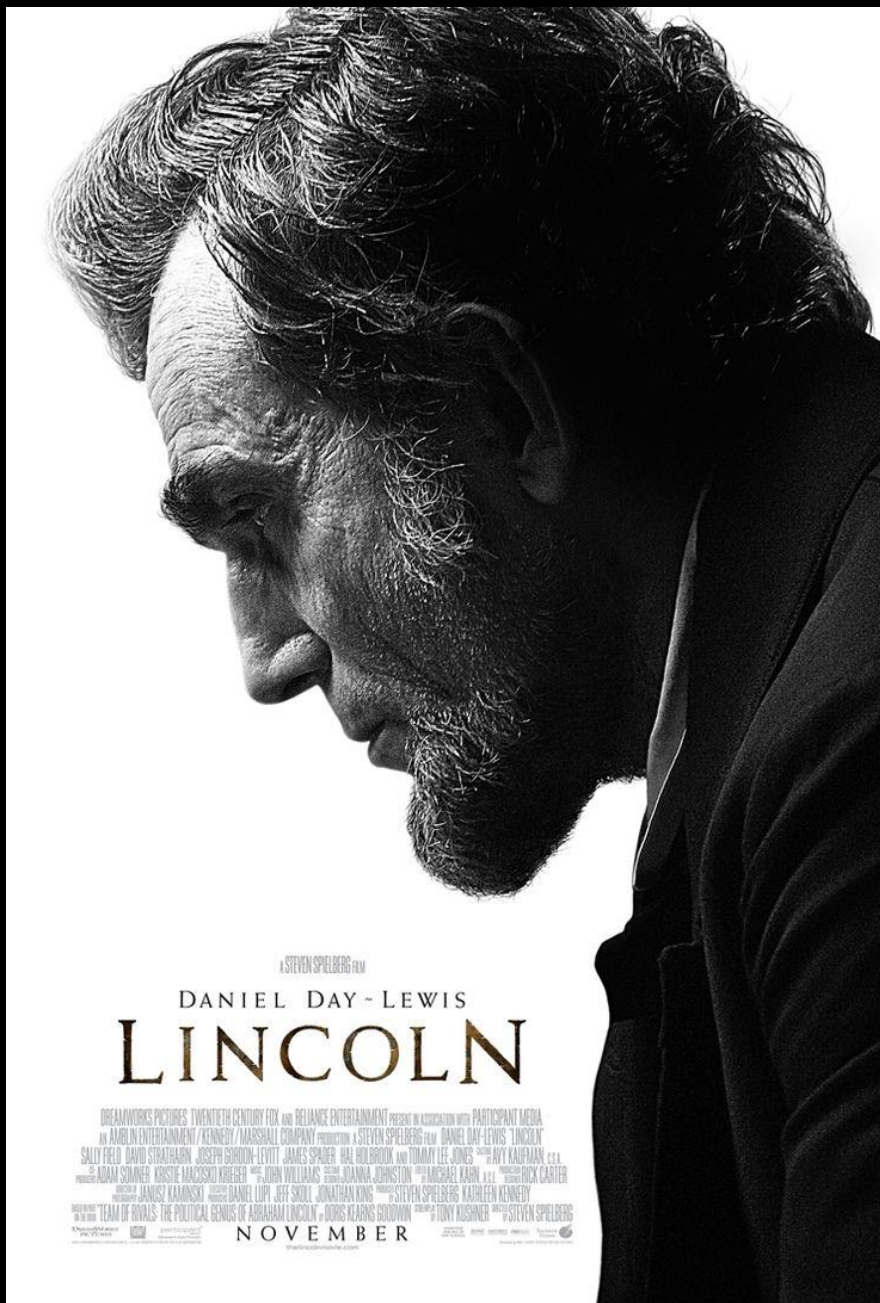
# BLACK SWAN



024 365

الظل و النور





A STEVEN SPIELBERG FILM

DANIEL DAY-LEWIS  
**LINCOLN**

DREAMWORKS PICTURES, TWENTIETH CENTURY FOX AND RELIANCE ENTERTAINMENT PRESENT IN ASSOCIATION WITH PARTICIPANT MEDIA  
AN AARLIN ENTERTAINMENT / KENNEDY / MARSHALL COMPANY PRODUCTION A STEVEN SPIELBERG FILM DANIEL DAY-LEWIS "LINCOLN"  
CASTING BY SALLY FIELD COSTUME DESIGNER DAVID STRATHAIRN EXECUTIVE PRODUCERS JOSEPH GORDON-LEVITT JAMES SPADER HAL HOLBROOK AND TOMMY LEE JONES PRODUCED BY AVY KAUFMAN  
PRODUCED BY ADAM SOLOMON WRITTEN BY KRISTIE MACOSKO KRESHER DIRECTED BY JOHNN WILLIAMS EDITED BY JOHANNA JOHNSTON EXECUTIVE PRODUCERS MICHAEL KAHN & LEE PRODUCED BY RICK CARTER  
EXECUTIVE PRODUCERS JANDUSZ KAMONSKI PRODUCED BY DANIEL LUPPI JEFF SKOLL JONATHAN KING PRODUCED BY STEVEN SPIELBERG KATHLEEN KENNEDY  
WRITTEN BY "TEAM OF RIVALS: THE POLITICAL GENIUS OF ABRAHAM LINCOLN" DIRECTED BY JORIS KEARNS GOODWIN PRODUCED BY TONY KUSHNER PRODUCED BY STEVEN SPIELBERG  
DISTRIBUTED BY TWENTIETH CENTURY FOX  
NOVEMBER



MAN OF STEEL  
COMIC-CON 2012

W4000000

MANOFSTEEL.COM

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FROM DIRECTOR GUILLERMO DEL TORO

WARNER BROS. PICTURES AND LEGENDARY PICTURES  
**PACIFIC RIM**  
COMIC CON 2012

LEGENDARY

WARNER BROS. PICTURES



• INDIEGROUND FLYERS •  
SINCE 2010

- PRESENTS -

# • SUN •

*summer season*

MIAMI BEACH SURF CLUB

29.06.2013

BEST CLUB SINCE 1986

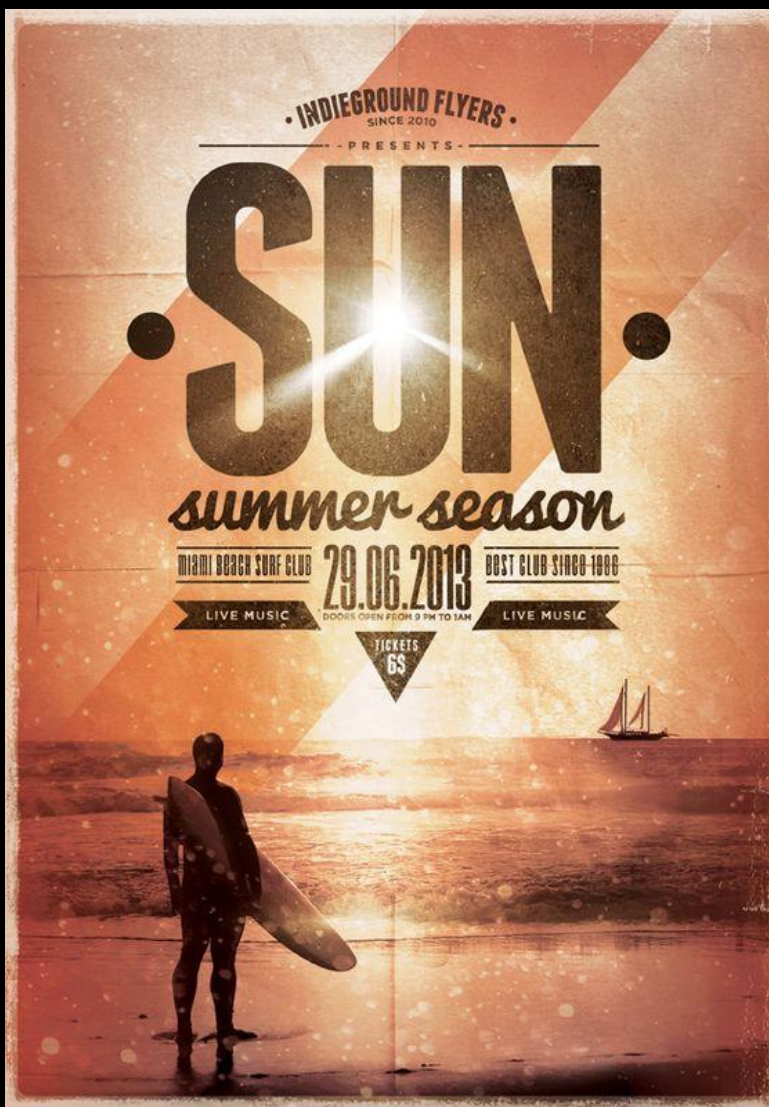
LIVE MUSIC

DOORS OPEN FROM 9 PM TO 1AM

LIVE MUSIC

TICKETS

6\$



الفراغ



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SNOW  
WHITE

---

AND THE SEVEN DWARVES

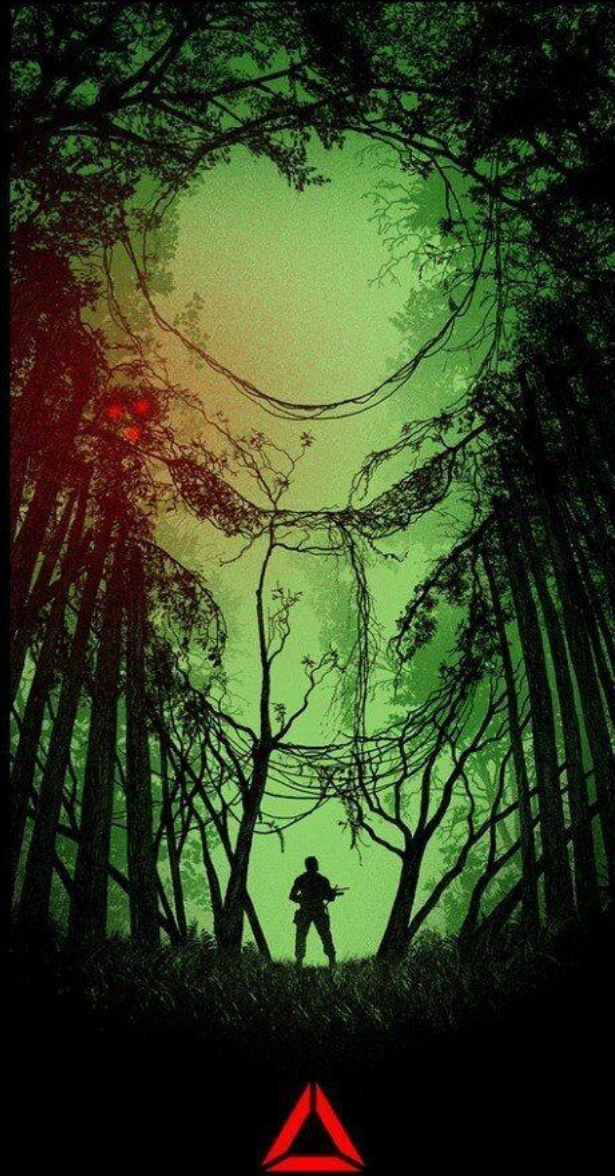
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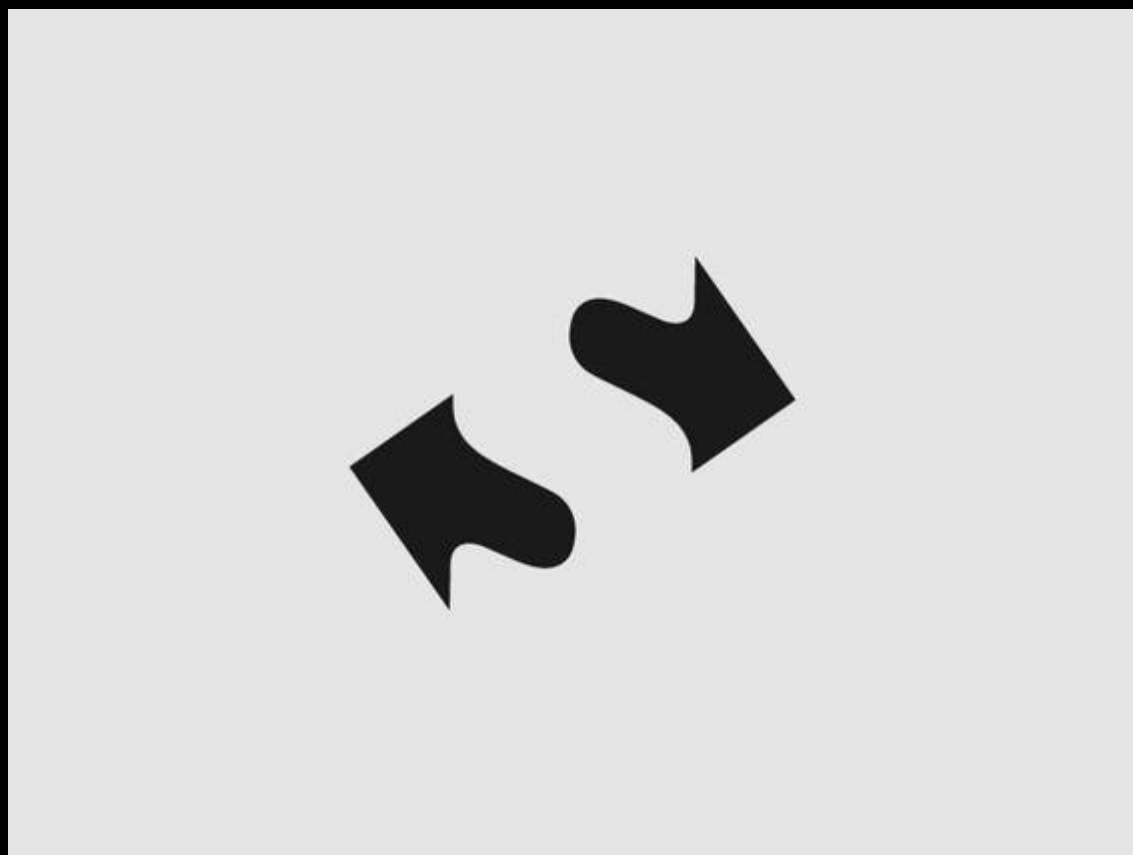
#LETSEATTOGETHER













**snooty peacock**



أسس التصميم

- التكرار
- قرب أو بعد العناصر
- الدوران
- الميلان
- تناسق الألوان
- اختلاف الملمس

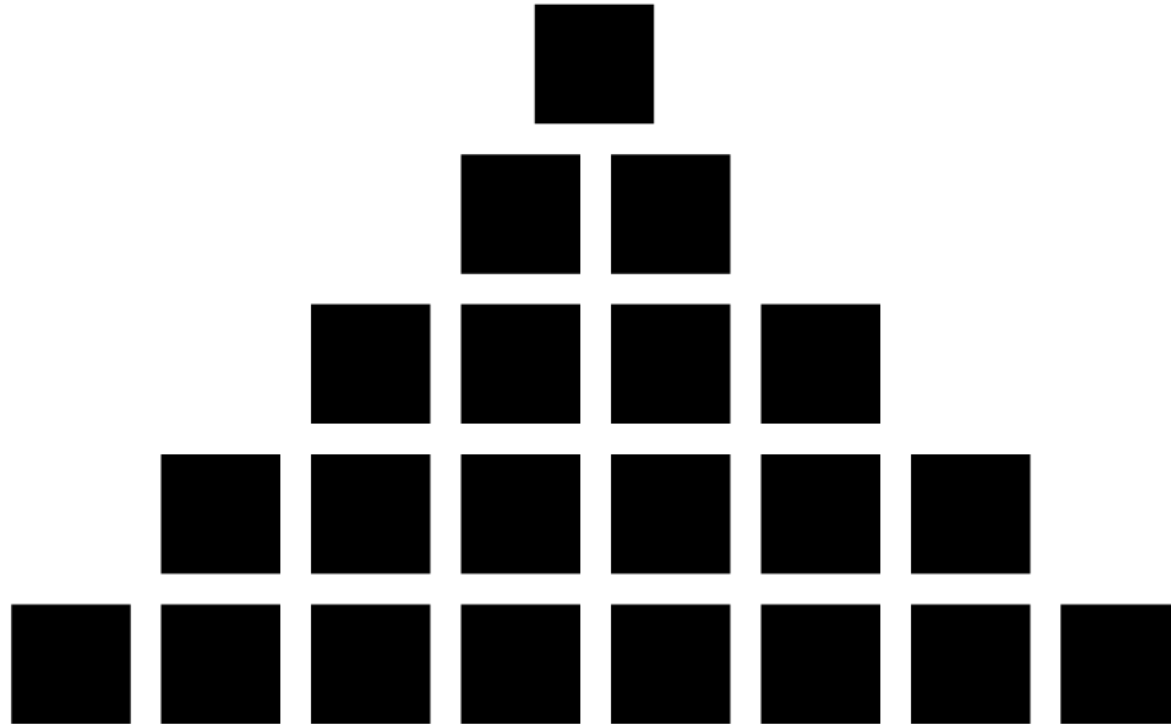
- المساحة
- التشابك
- المكان
- الإضافة أو الحذف
- التداخل
- الشفافية
- التصغير



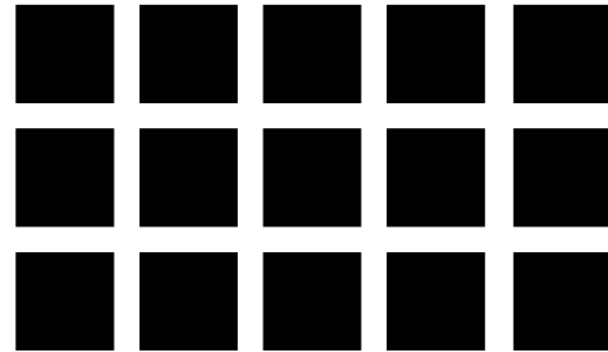
التوازن

Balance

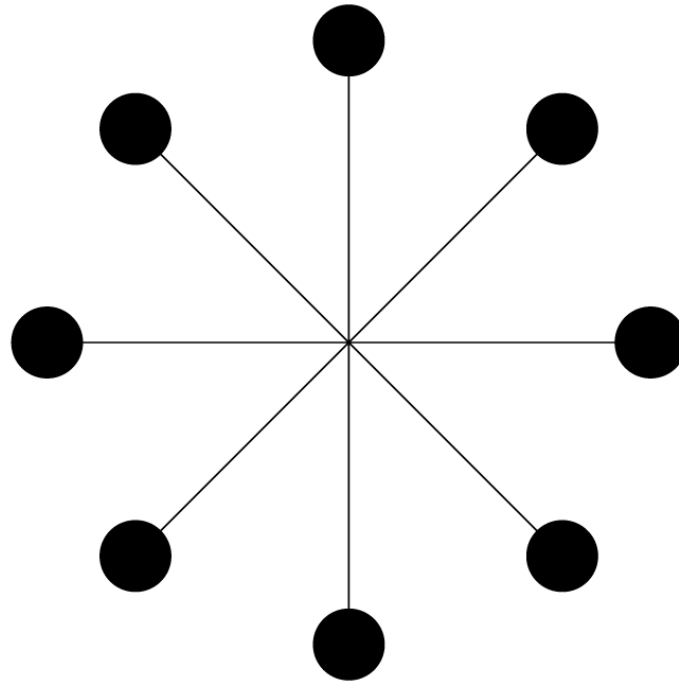
Symmetrical



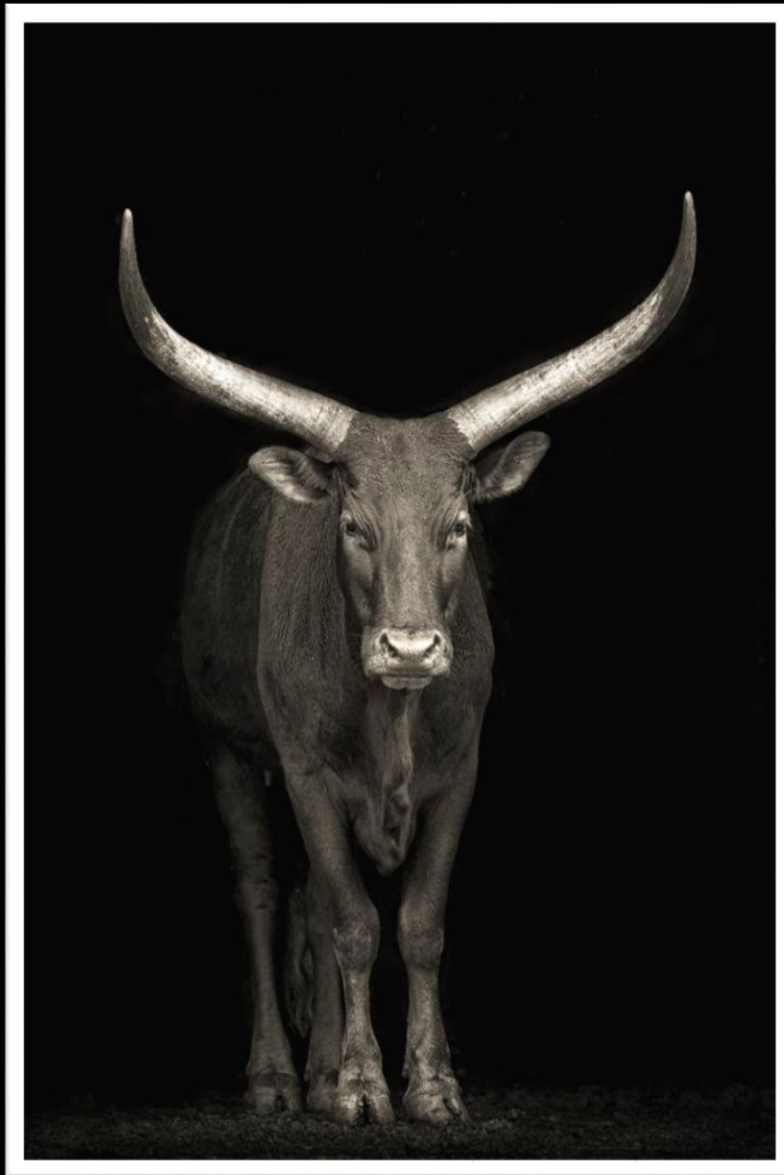
ASymmetrical



Radial

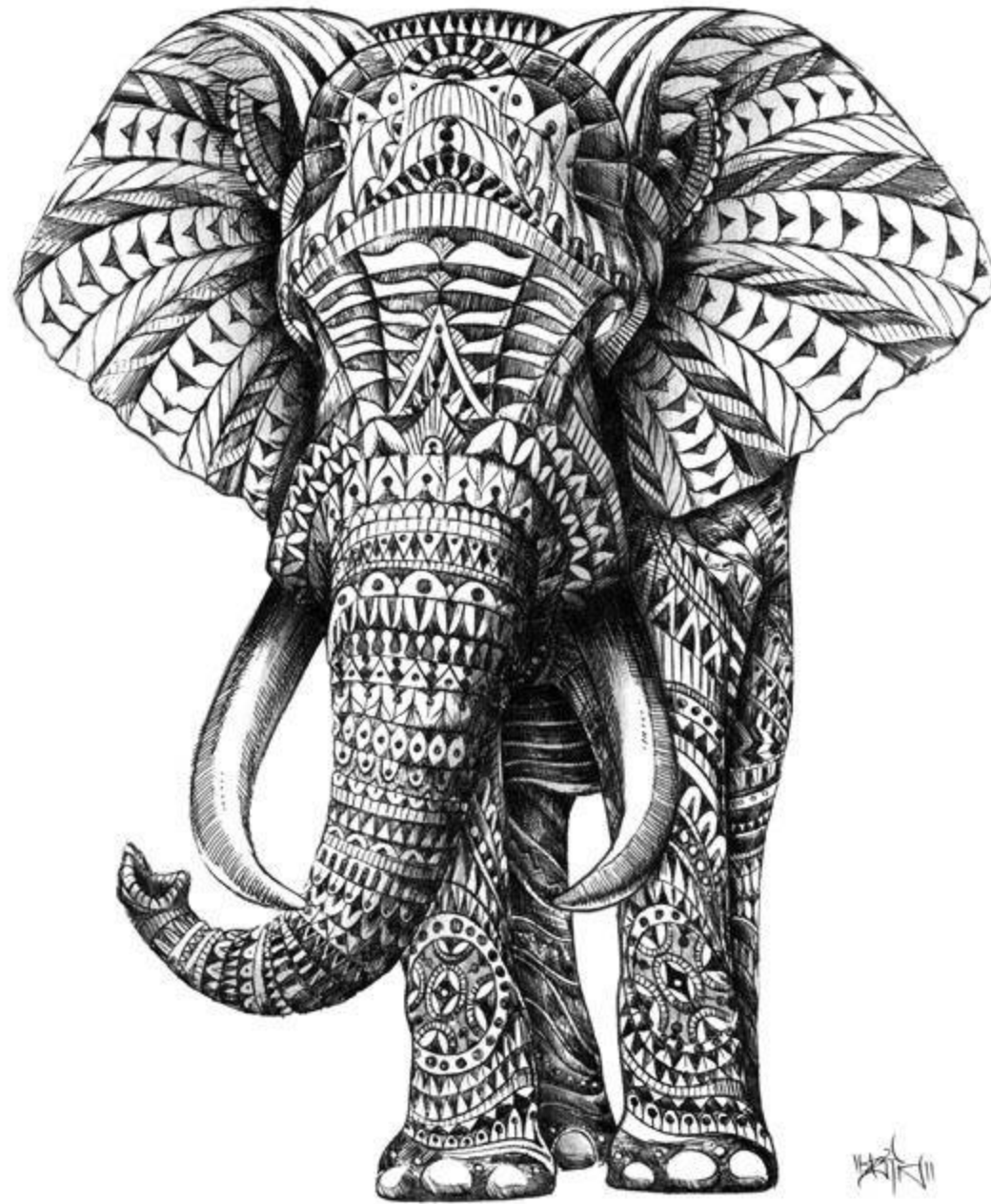








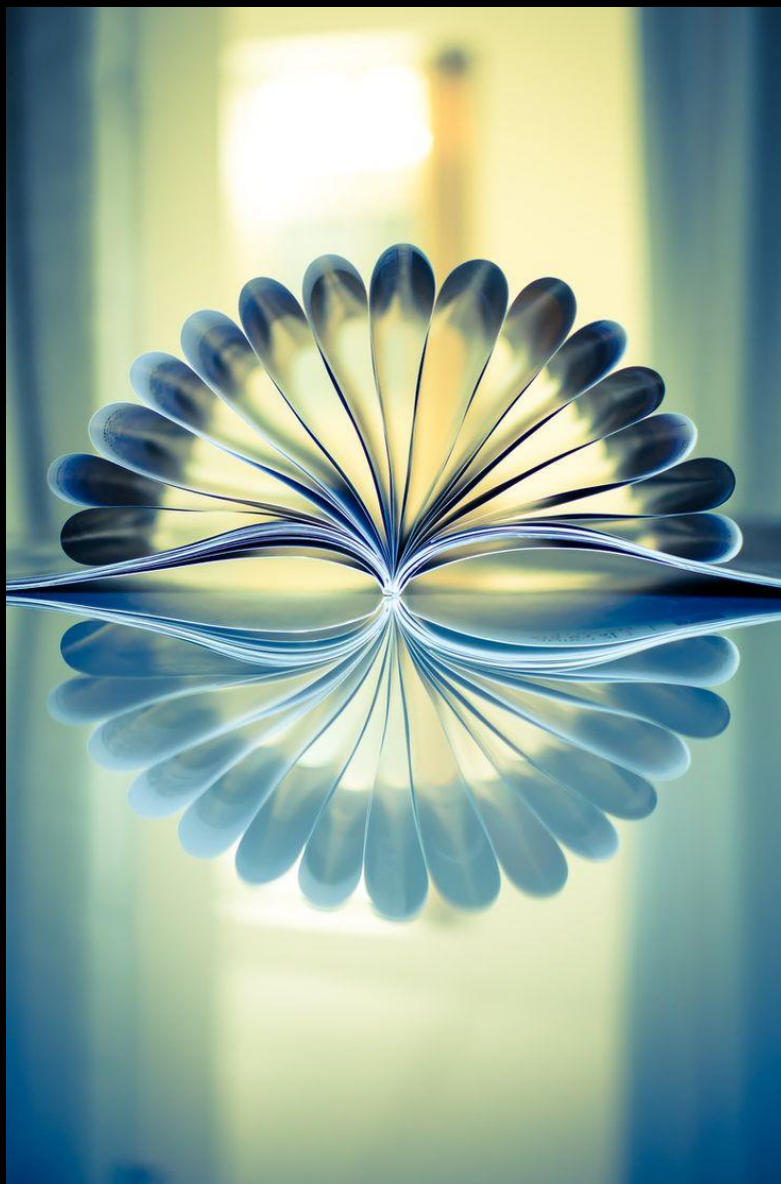




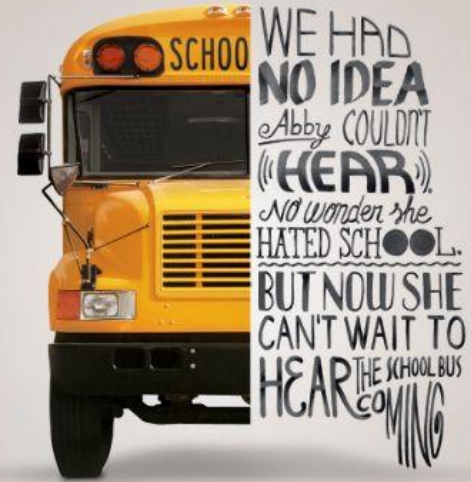




متخليش النوم بطل حكاية كل يوم NESCAFÉ.











**THANKS GOD**  
ARABIC CALLIGRAPHY

HANI ZUHAIR





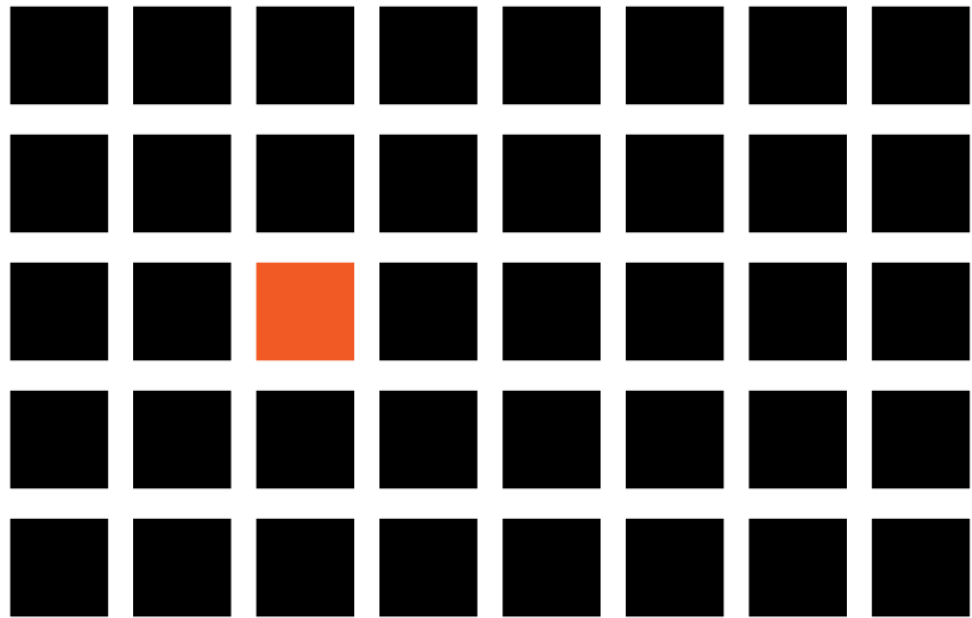




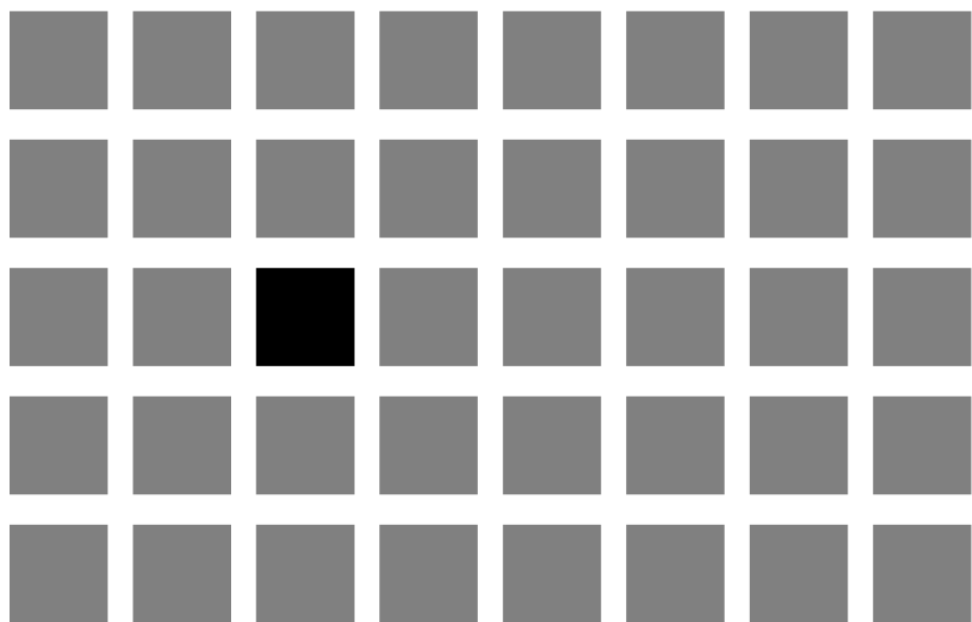
التباين  
Contrast



اللون  
color

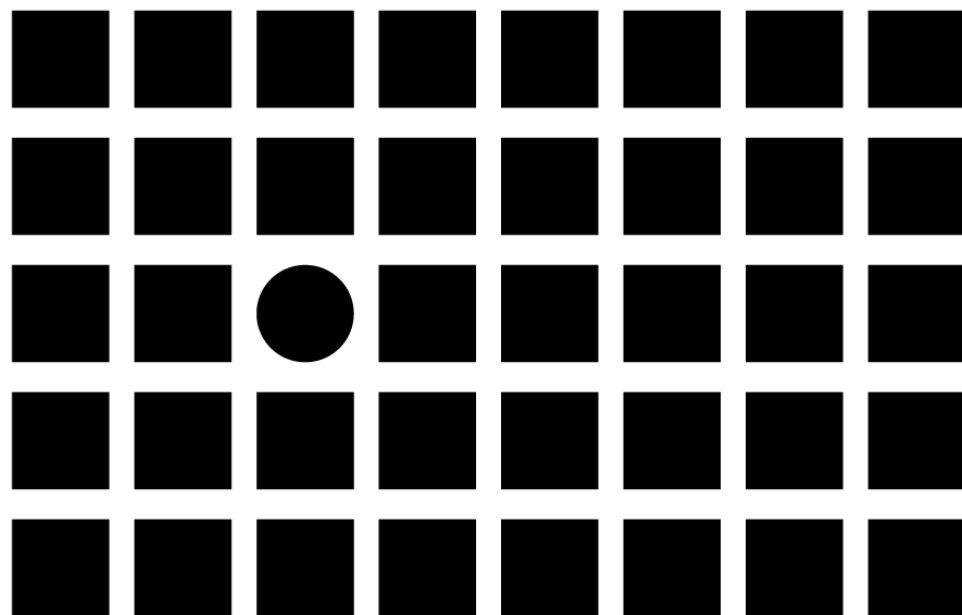


اللون  
color

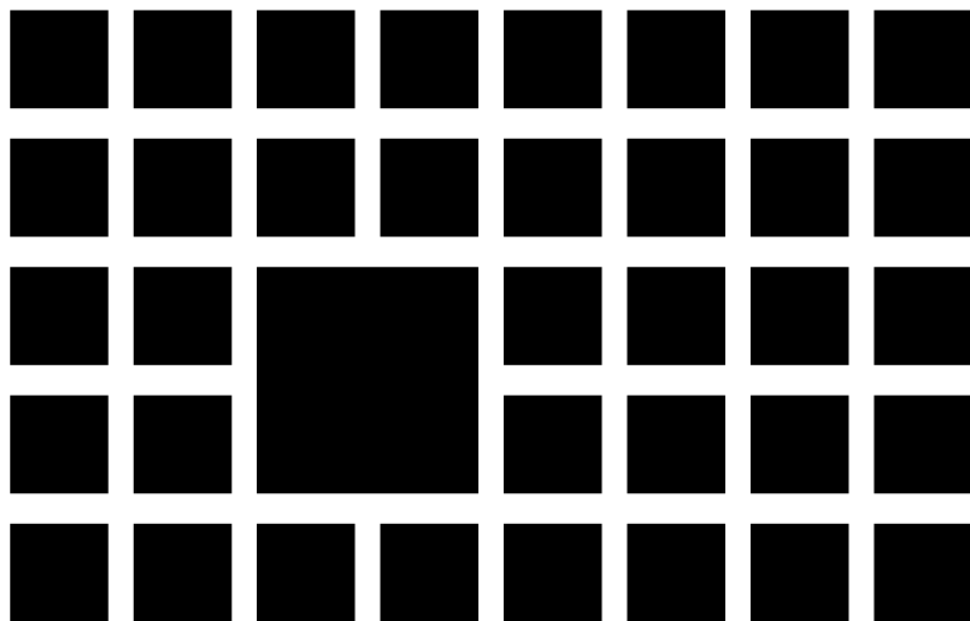


# الشكل

Shape



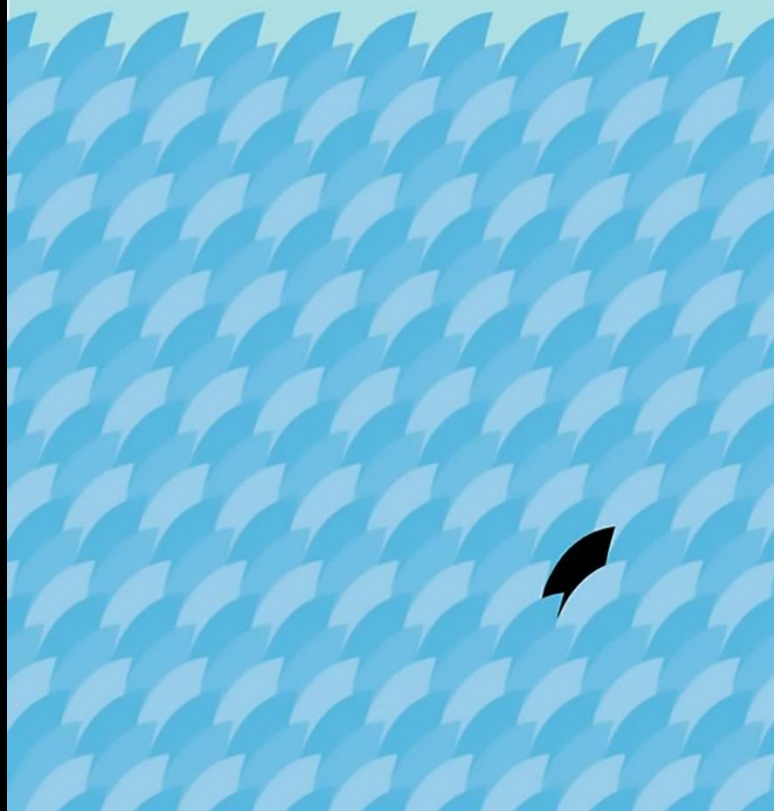
الحجم  
Scale



الإنجاه  
direction



# JAWS





GOOD  
DESIGN  
IS  
**OBVIOUS.**  
GREAT  
DESIGN  
IS  
TRANSPARENT.

-JOE SPARANO

BEBAS NEUE

MY LOVE FOR DESIGN WILL  
NEVER GO AWAY. IT IS IN MY BLOOD.  
IT FLOWS THROUGH MY VEINS AND MY HEART.





BRAD PITT



# WORLD **Z** WAR

JUNE 2013  
[WorldWarZMovie.com](http://WorldWarZMovie.com)

FLAME & PAIN

OK

# Wild ROSE

HOLLY *Rose Emery* brings a trace  
of teen spirit to winter's *ROSY* hues.  
Photographed by Nicole Bentley.

Entre 1936 y 1962, Diana Vreeland expuso toda su imaginación y estilo en *Harper's Bazaar*. Ahora, LISA IMMORDINO VREELAND, nos recuerda por qué se convirtió en una de las editoras de moda más influyentes de la historia.

"Tienes que tener estilo. Ayuda a la hora de bajar unas escaleras. Ayuda a levantarse por las mañanas. Es una manera de vivir. Sin estilo, no eres nadie." Así hablaba la legendaria editora de moda de *Harper's Bazaar* e icono de moda, Diana Vreeland. Ella lo sabía mejor que nadie. Fue una anécdota icónica, original en sus planteamientos, y cultivó un singular y atractivo sentido del estilo personal como respuesta al crítico veredicto de su hermosa y autoritaria madre, Emily Hoffman Dubiel, dama de la alta sociedad neoyorquina. "Siempre fui para ella como un pequeño monstruo", decía Vreeland. Pero desde muy joven Diana fue consciente de que su buen gusto y su personalidad la iban a volver distinguida. Por eso, según fue creciendo, en vez de disimular sus supuestos defectos, Vreeland los transformó en su marca, haciéndolos más evidentes. Se cortó el pelo muy corto y lo llevó siempre negro oscuro, lo que destacaba mucho más su severo perfil y su palidez, con un tono rojo en las mejillas y uñas de color escarlata.

FOTO: COLLEEN LUTHER VAN CACQUE PHOTOGRAPHY UNIVERSITY OF PENNSYLVANIA  
© 1998 ANDREA MARINO OF PANGLOSS

DIANA





# IDEAS

onemany smallbigany



University of Brighton  
**INNOVATION AWARDS 2006**

**Awards Categories**

Innovation and Entrepreneurship.

**Who can Apply**

Open to students and staff past and present of the University of Brighton.

**How to apply/contact details**

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Tel: 01273 643222

**Prizes**

4 awards each worth **£1,000** for the winning student and staff member in each of the two categories

**Closing date for entries**  
**9 April 2006**

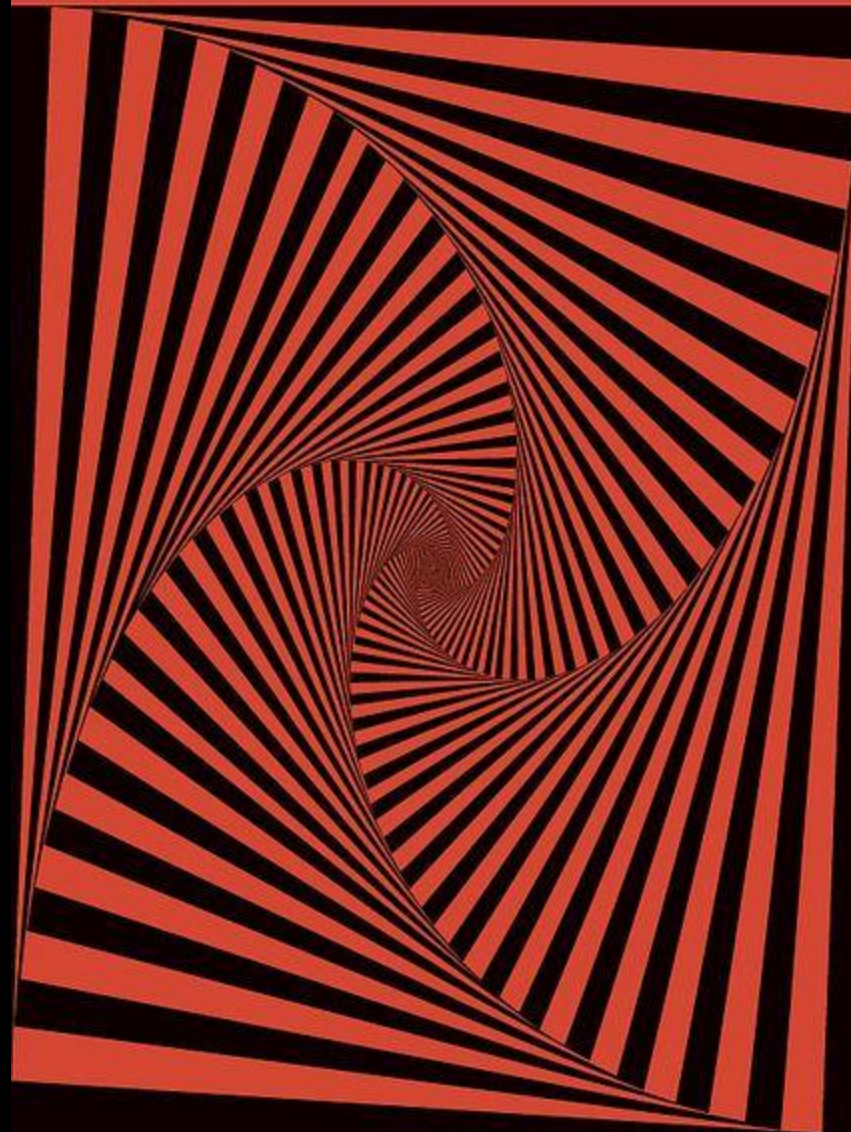
الإيقاع  
Rhythm

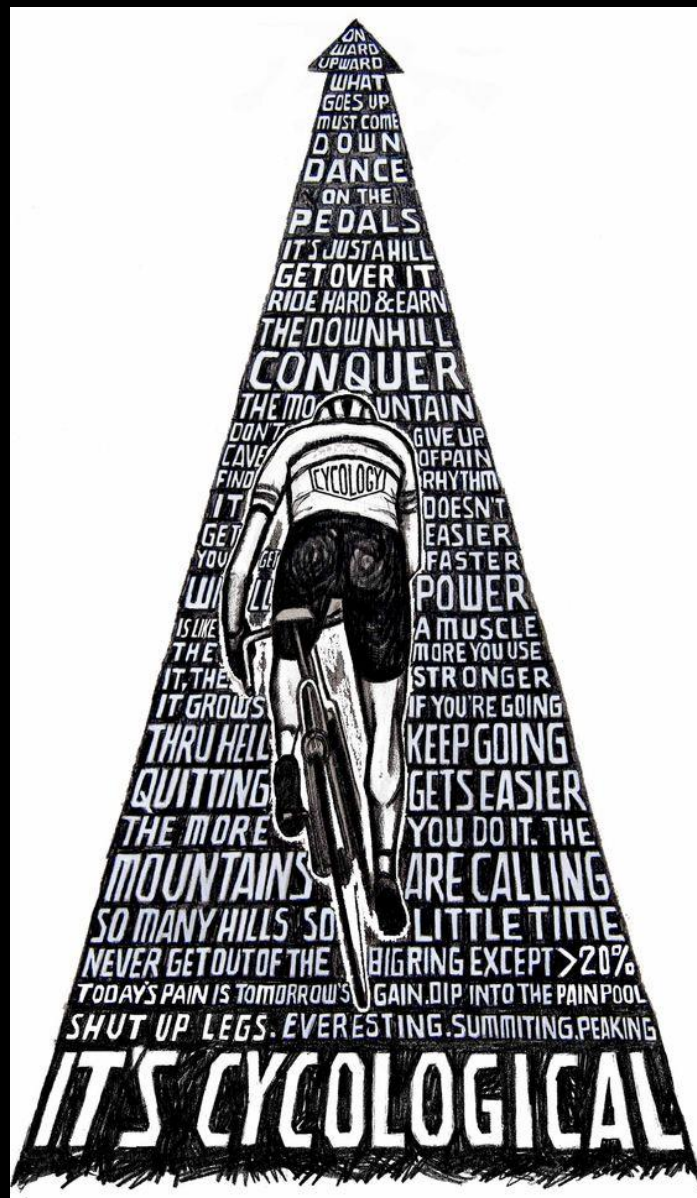
ALFRED HITCHCOCK'S

# VERTIGO

A FILM BY  
JAMES STEWART & KIM NOVAK

THE  
VERTIGO  
EFFECT







"IT WAS A  
TEENAGE WEDDING  
& THE OLD FOLKS  
WISHED 'EM  
WELL"

MIRAMAX FILMS PRESENTS  
"PULP FICTION"

starring JOHN TRAVOLTA  
SAMUEL L. JACKSON  
UMA THURMAN  
BRUCE WILLIS  
VING RHAMES  
and TIM ROTH

written & directed by QUENTIN TARANTINO



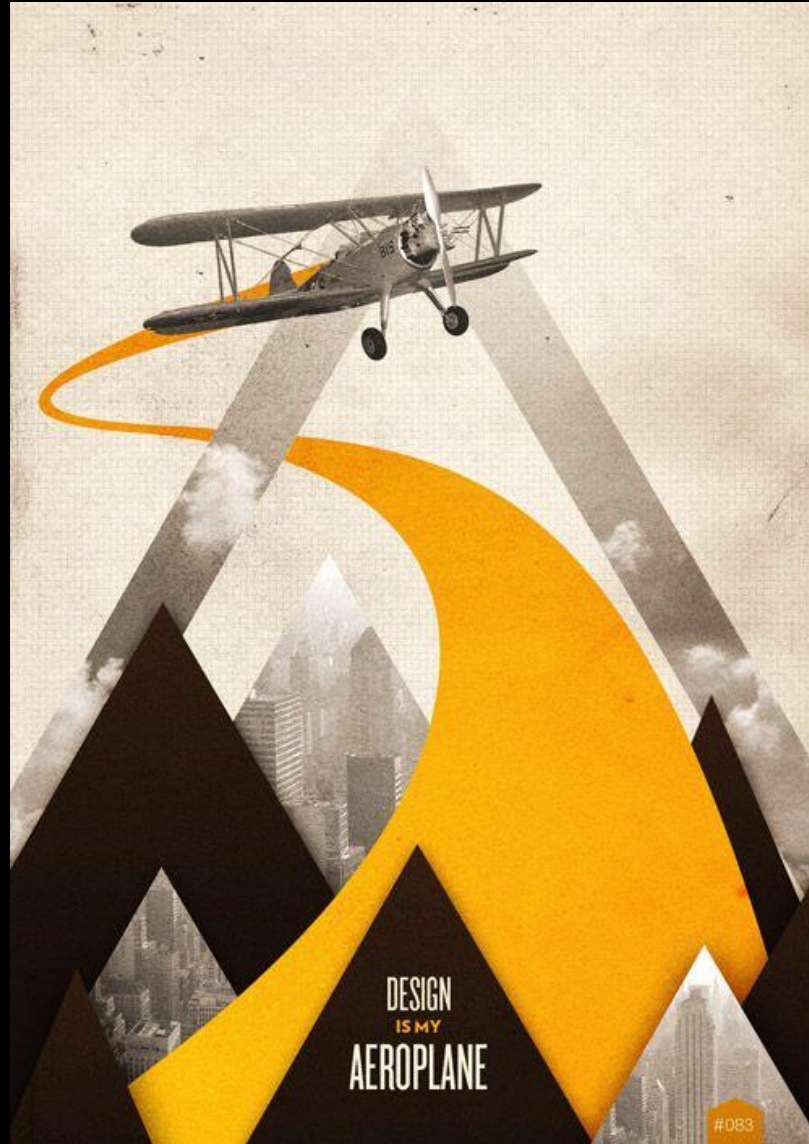


*Run Forrest Run*



FORREST GUMP





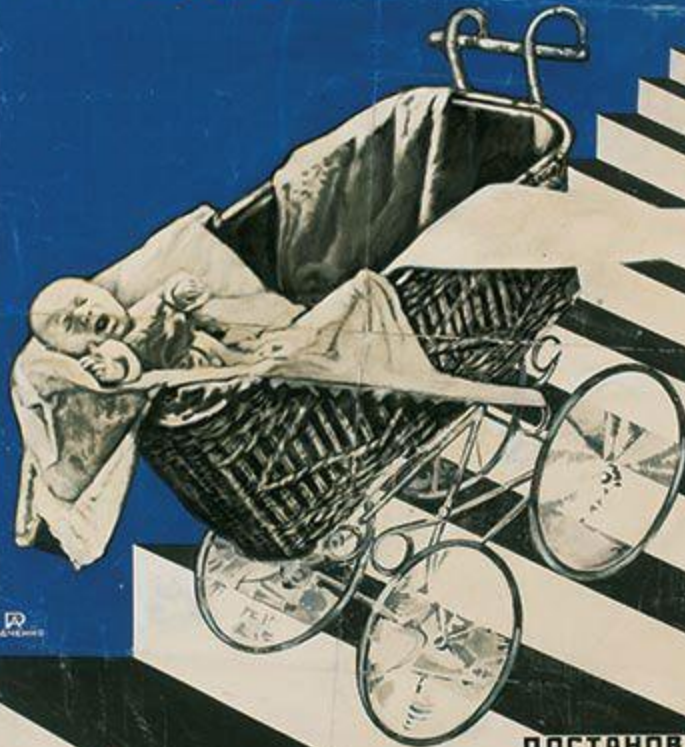
DESIGN  
IS MY  
AEROPLANE

#083

# БРОНЕНОСЕЦ ПОТЕМКИН

ПРОИЗВОДСТВО  
ГОСКИНО  
ПЕРВОЙ ФАБРИКИ

## 1905



Р

ПОСТАНОВКА  
**С.М. ЭЙЗЕНШТЕЙНА**  
ГЛАВНЫЙ ОПЕРАТОР  
**ЭДУАРД ТИССЭ**







# drive

FILMDISTRICT PRESENTS IN ASSOCIATION WITH BOLD FILMS AND DODLOT ENTERTAINMENT A MARC PLATT-MOTEL MOVIES PRODUCTION  
A NICOLAS WINDING REFN FILM RYAN GOSLING "DRIVE" CAREY MULLIGAN BRYAN CRANSTON CHRISTINA HENDRICKS  
RON PERLMAN WITH OSCAR ISAAC AND ALBERT BROOKS CASTING BY MINDY MARTIN C.S.A. EDITOR ERIN BENACH MUSIC BY CLIFF MARTINEZ  
PRODUCTION DESIGNER BETH MICKLE COSTUME DESIGNER MAT NEWMAN PRODUCTION OFFICE NEWTON THOMAS SIGEL A.S.C. EXECUTIVE PRODUCERS DAVID LANCASTER GARY MICHAEL WALTERS  
BILL LISCHAK LINDA MCDONOUGH JEFFREY STOTT PETER SCHLESSEL PRODUCED BY MARC PLATT ADAM SIEGEL GIGI PRITZKER  
MICHEL LITVAK JOHN PALERMO BASED UPON THE NOVEL BY JAMES SALLIS SCREENPLAY BY HOSSEIN AMINI DIRECTED BY NICOLAS WINDING REFN

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Motion Picture Artwork © 2011 FilmDistrict Distribution, LLC, and Drive Film Holdings, LLC. All rights reserved.

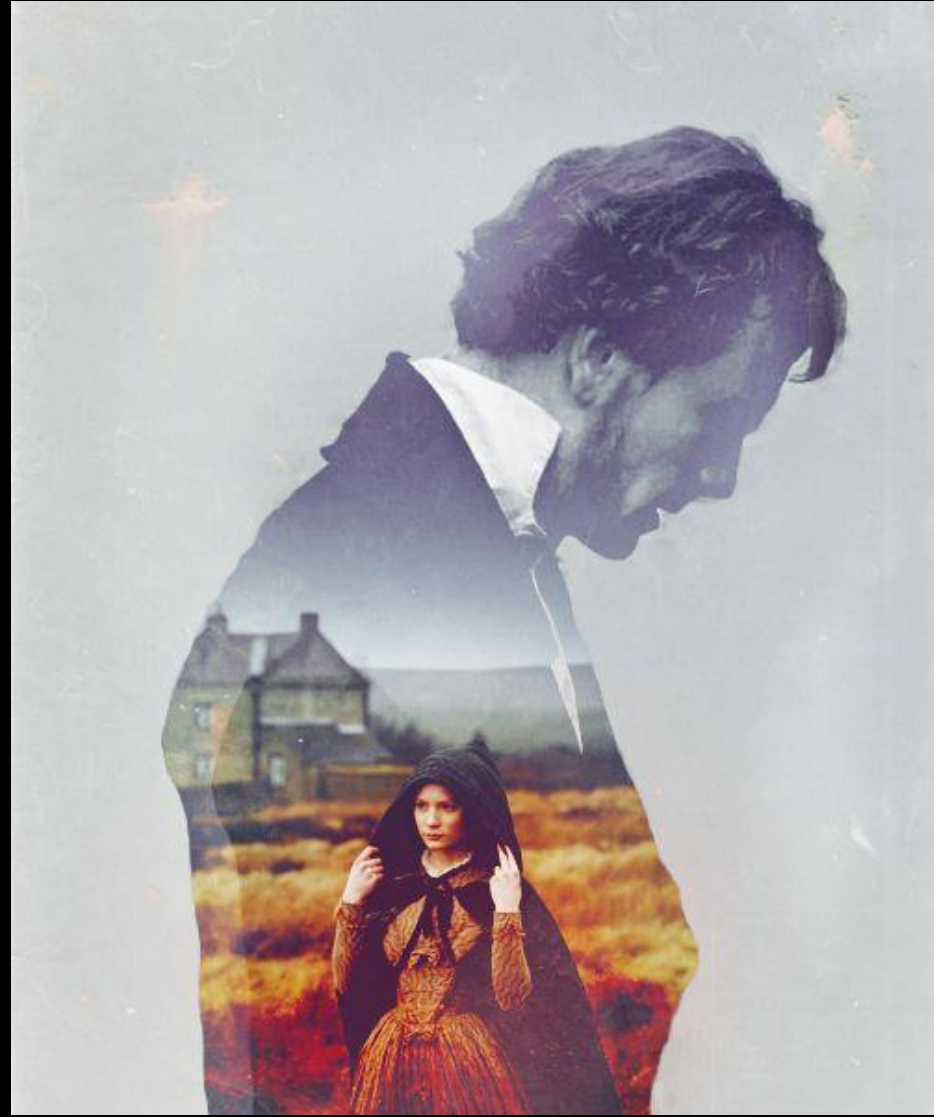
الوحدة

Unity

NORTON    PITT    BONHAM CARTER



A DAVID FINCHER FILM  
POSTER BY WWW.FLORE-MADOIN.COM







LIBRARY LOVERS  
**ART AUCTION**



# T Y P O 2 7

CREATED BY KATO STUDIO PETER TARKA  
MUSIC  
PETER TARKA  
FEBRUARY 2013  
WWW.KATO.NET/US  
IN TYPECASEY PROJECT  
TWENTYSEVEN  
ESTABLISHED 1996



The 27 Club is a term used to refer to popular musicians who have died at the age of 27, often as a result of drug and alcohol abuse. Notable names include Jimi Hendrix, Brian Jones, Janis Joplin, Janis Joplin, Kurt Cobain, and Amy Winehouse all died at the age of 27, giving rise to the idea that premature deaths at this age are unusually common.

The 'Club' has been repeatedly cited in music magazines, journals and the daily press. Several websites have been devoted to the Club or 27, distributed merchandise products, events, films and stage plays captured this topic. There have been many different theories and speculations about the causes of such early deaths and their possible connections. Culture and fashion biographer Charles D. Cross writes 'The number of musicians who died at 27 is truly remarkable by any standard. Numbers the regularly at all ages, there is a statistical spike for musicians who die at 27.'





# THE GOONIES

A RICHARD DONNER FILM

 XEROX



المحاذاة

Alignment

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#### What makes a great app?

It's all about the experience. People love apps that are fun and simple to use. We make those apps.

#### The way we work

Our creative approach involves rigorous design and usability testing to create superior apps for everyone.

#### Meet the makers

Our team combine form and function to create visually appealing, easy to use apps people want to use.

## OUR STORY

Formed in New Zealand in 2004, Image Mechanics has gone from strength to strength since opening our Sydney studio, continuing to deliver premium branding, design and digital services.

With a ton of successful new media projects under our belt, we've turned our experience designing and developing websites and applications to the art of crafting unique and exciting user experiences within the mobile space. This means we're able to take an integrated approach to creating innovative applications to enhance your business and brand, looking at the wider picture beyond just apps.

If you're after a mobile strategy to revolutionize your business, optimise your website for mobile devices, or something else bold and brave, give us a call. We're not just designers - we're innovators, too.



*IM pack the creative punch of the big boys, with service and attention you only get from a small studio.*

Rya Rozhdenskiy, Rizz Advertising

#### Jason

"Great design is a merger of form and function." This is the heart of Jason's design philosophy. Specialising in strategy, user experience and design for interactive projects, Jason is IM's creative powerhouse, taking clients' ideas and turning them into reality. He's passionate about design, planning and making the most out of technology. Jason aims to exceed client expectations every time, creating exciting, original campaigns.

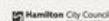
[@imagemechanics](#)

#### Vicki

With plenty of experience in communication and production honed as a brand consultant for a diverse range of venture capitalists, as well as business experience working as a corporate trainer, Vicki assists IM's clients from the very first stages all the way through to the end product. Vicki's job isn't to handle clients, it's to listen to them, to work with them and make sure their ideas are heard at every stage of our work.

[@vickibourne](#)


#### Our Clients



hello@imagemechanics.com.au  
Studio 11, 12 Brown Street  
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THE TYPE THAT MAKES US MOIST

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20.8% HELVETICA	4.5% GILL SANS
13.9% GOTHAM	3.6% FRUTIGER
11.4% FUTURA	2.1% INTERSTATE
7.8% AKZID- ENZ GROTESK	2.1% OPTIMA
7.5% UNIVERS	1.4% NEUBAU GROTESK
6.9% DIN	0.6% IMPACT
6.3% FRANK- LIN GOTHIC	0.6% ARIAL
5.1% NEUTRAFACE	0.3% EUROSTYLE
4.8% AVANT GARDE	0.3% BANK GOTHIC

# 20.8% MORE SLUTTY

20% STATISTICS

40% TYPOGRAPHY

10% DESIGN

30% ADDICTION



# ignored everyday

12 - 23 september 2013

international festival of industrial design  
cockatoo island, sydney

[ignoredeveryday.com](http://ignoredeveryday.com)

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*Leica*

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## Visual Hierarchy



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DO

— *what* —

YOU

— *love* —



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Der geschmückte Hund

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A ROBERT ZEMECKIS FILM

Michael J. Fox  
Lea Thompson

Christopher Lloyd  
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cars and films

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Später als Kolumbus: "Reisend" durch die Zeit / Regeneren des Futurs / "Rück zu den Wurzeln"

De Mille parte a Futuro / Regenero el Futuro / Torna al futuro / Torna al futuro