



Karolína Stohlová

DON BOSCO SCHOOL

GHENT, BELGIE

BRANDING MUZEA

V prvním úkolu jsem vytvářela branding vymyšleného muzea. Mé muzeum se zabývá českou avantgardou.

Začala jsem rozvržením moodboardu.

moodboard–CZECH AVANTGARDE

multimedia

literature, painting, photography,
typography, architecture, theatre, film

poetism, poetics, kubism, purism,
functionalist architecture,
a departure from the traditional concept of an
autonomous work of art

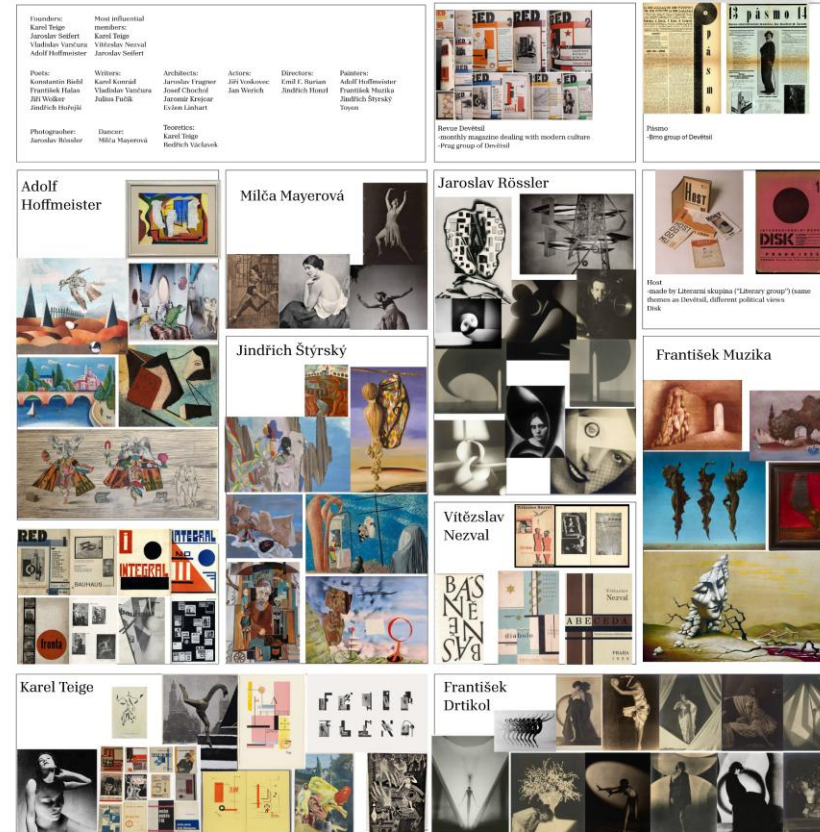
COLORS
black and white/grayscale
basic colors used in magazine printing

REVUE

"Devětsil" may be translated as "Nine forces"

Karolína Stohlová

avant-garde, purely
Czechoslovak, artistic program.
Invented by members of avant-
garde association Devětsil.
Mainly known in literature form,
yet it may also be a lifestyle.
Apolitical, optimistic, emotional,
and proletarian poems, that are
describing ordinary, real things
and everyday life, dealing mainly
with the present time



REVUE



Acme Gothic Condensed Regular

The quick brown fox
jumps over the lazy
dog

Short Film Medium

The quick brown fox
jumps over the lazy dog

Acme Gothic Condensed Regular

The quick brown fox jumps
over the lazy dog

Frighella Pro Medium

The quick brown
fox jumps over
the lazy dog

Frighella Pro Medium

The quick brown fox
jumps over the lazy dog

Dark, spicy & distinctive display typeface

Extreme contrasts and sharp endings may remotely remind

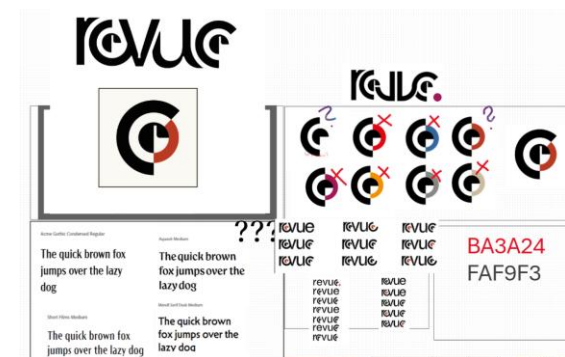
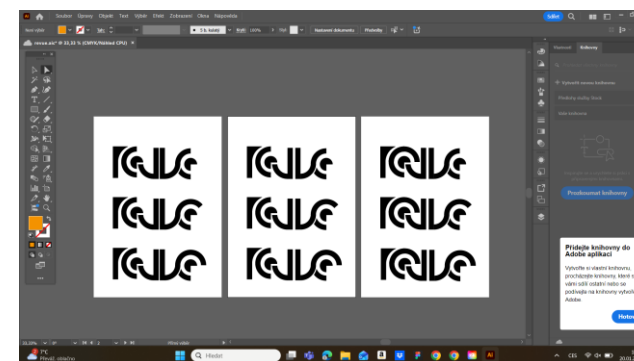
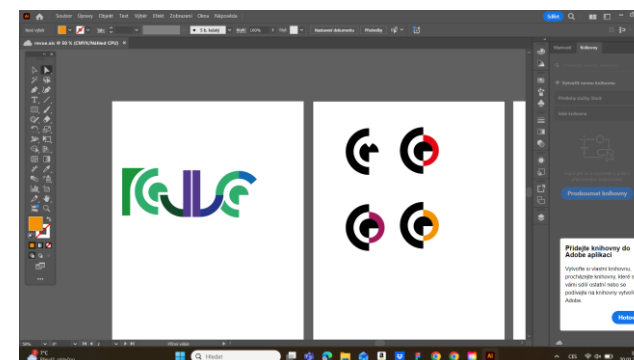
The range of interpolated widths is useful for

Dark, spicy & distinctive display typeface

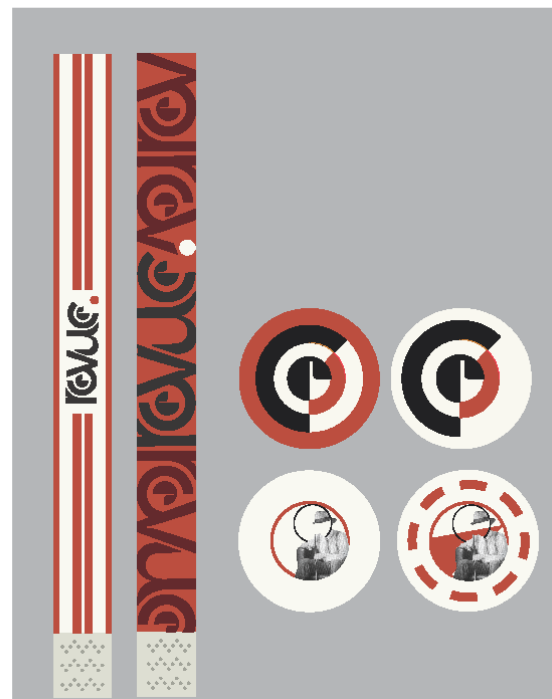
Diamond Grotes

BRANDING MUZEA proces

Zbytek práce jsem vytvořila v programech Adobe Illustrator a Adobe Indesign.

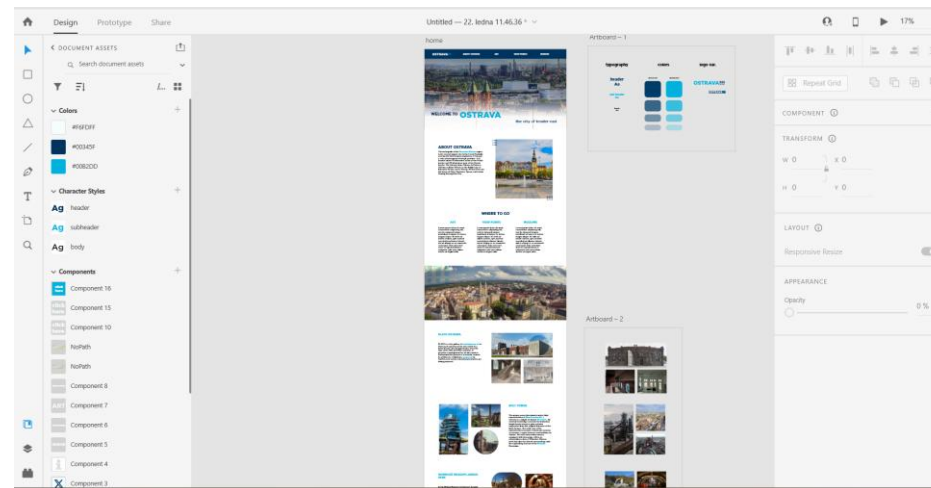
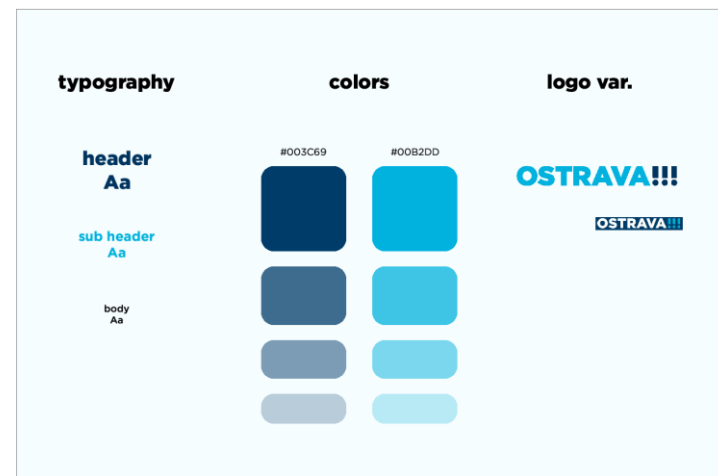


BRANDING MUZEA plakát, náramky, pinbuttons

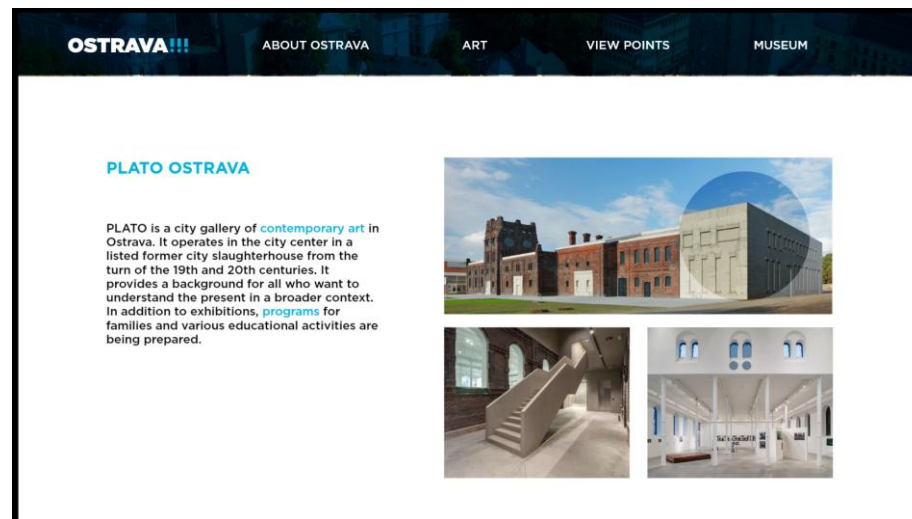
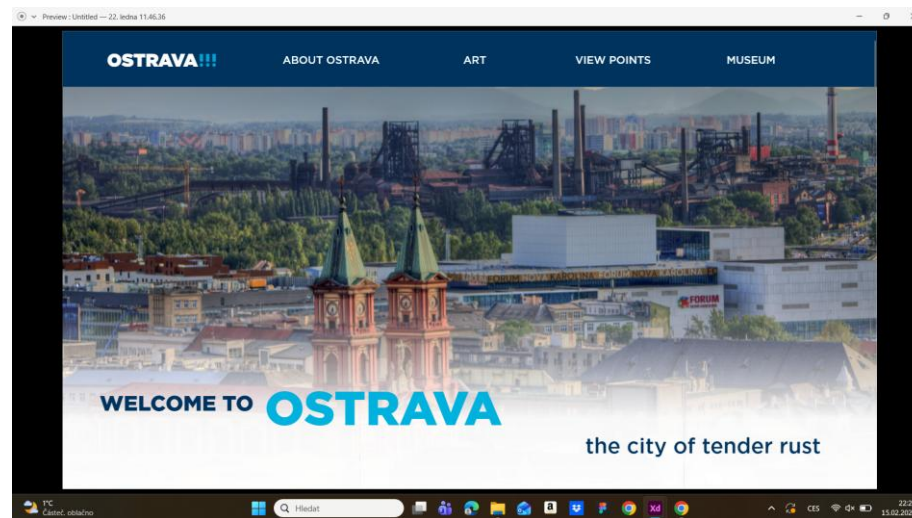


WEB PROCES

Náš druhý úkol se zaměřil na designování webu. Pracovala jsem s programem Adobe XD.



WEB



Y A A Y M O C F A J N D O P O R U Č U J I
U Ž I J T E S I D E N

