

THIẾT KẾ là CHUYỆN NHỎ?



LỚP **HỌC THIẾT KẾ** DÀNH CHO MARKETER





CÁC LƯU Ý VỀ
CHỮ
TRONG THIẾT KẾ



PHÂN LOẠI FONT CHỮ

MỘT SỐ DẠNG FONT CƠ BẢN

FONT CHỮ CÓ CHÂN (SERIF)

ABC

serif font

(Adobe Garamond Pro)

CHUNKY & SLAB SERIF

Aachen
Aardvark
Big Mummy
CANAVERAL
Chunk Five
DEMING
FATSLAB
HOMESTEAD
Josefin Slab
Lapland
Roland
Rockwell
RYNO SLAB

FONT CHỮ KHÔNG CHÂN (SAN-SERIF)

ABC
sans serif font
(Arial)

That is really quite *Grotesque* of you

Open Forge

*In addition to his strong aesthetic design sense,
he was a master of the technology of his day.*

Illinois University

CLOSE UNDO **OPEN** FILE SAVE

Multinational

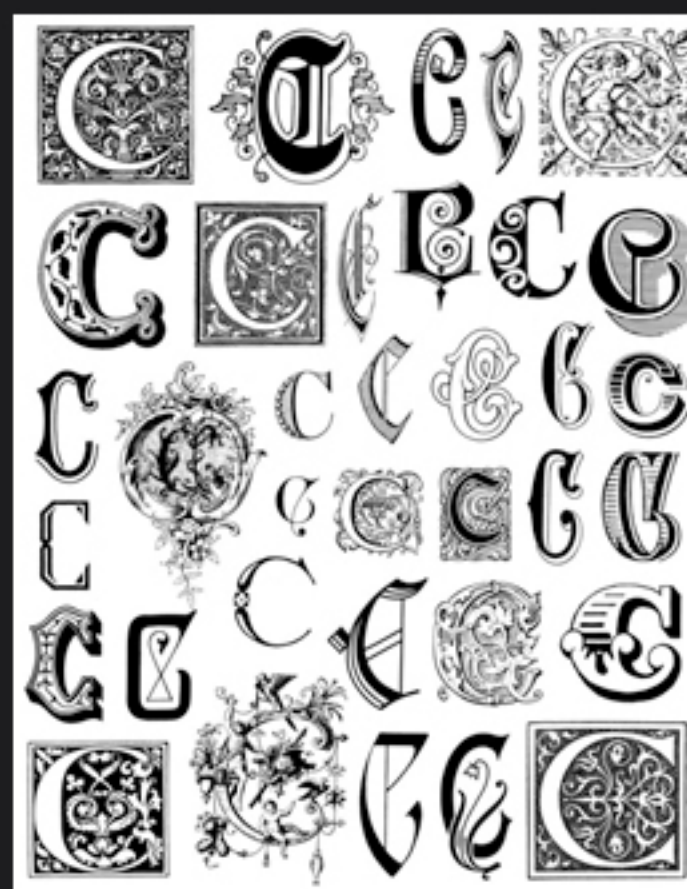
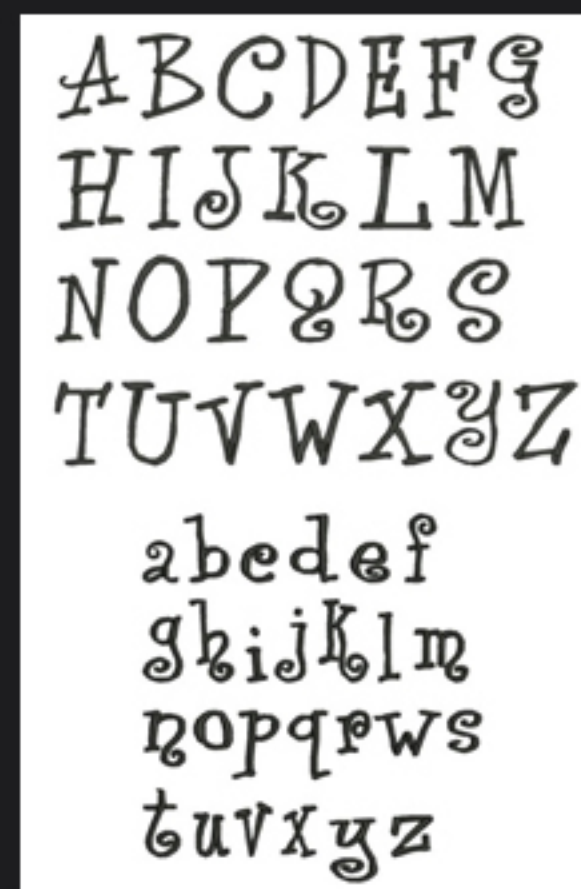
Sand, clay, water, and straw

On this, a most auspicious date, 01/31/08

FONT CHỮ VIẾT TAY (SCRIPT)



FONT CHỮ TRANG TRÍ (DECORATIVE)





FONT
CÁCH CHỮ
CHỌN ĐẸP
ĐỂ SỬ DỤNG

FONT MỘT LOẠI NÉT

Did you know
that you can put
whatever you
want in a poster
and it would
still look good in
helvetica
!?

"Helvetica is art."

Hehe there I am Robo Arial and I made this poster on 11/29/2008 using Photoshop CS3, 4000000, 40000, Arial, Helvetica Neue LT STD 15 Bold and 15 Roman, all of them using Smooth Anti-Aliasing. As you can see I LOVE TYPOGRAPHY! Very few people understand how beautiful typography is per se. I hope you are one of them.

100%
helvetica

0%
arial

No Arial* was used in the production of this poster

* Although the word Arial technically appears in this poster, it is not typeset using Arial.

The preceding percentages stated are for educational use only. I will be held accountable should minority individuals choose to ignore the sound advice.

There is no margin for negotiation

Educational poster designed by
Graeme Smith | InkJustCreative.com

 **helvetica**





CÁC LƯỚI V TRONG VIỆC BỘ CỤC CHỮ



KHÔNG SỬ DỤNG QUÁ NHIỀU FONT CHỮ TRONG 1 SẢN PHẨM





~~BÓP MÉO~~ BÓP MÉO

KHÔNG **BÓP MÉO** FONT CHỮ



MARKETER DESIGNER

Tel 0466 809 841 • **Website** www.RIO.vn • **Email** hello@rio.vn



TIPS ***KẾT HỢP CHỮ***



Marketer **Design**

Marketer *Design*

Marketer **DESIGN**



o d o

Marketer design

Marketer design



marketer
Design

MarketerDesign



AB d/ m

designmarketing



KHOẢNG TRỐNG

VÔ LÝ

LẮP KHOẢNG TRỐNG VÔ LÝ



Don't Cry



Cry



Don't
Cry.



Don't
Cry
www.dontcry.vn



The logo for "RIO Next Top Women 2013" features a pink circular icon with the RIO logo on the left. To its right, the word "next" is in pink with a crown above the 'x', followed by "2013" in a black script font. Below "next" is the word "Top" in pink, and "Women" is in a large black script font. At the bottom, the Vietnamese phrase "Nữ hoàng không dao kéo" is written in a black script font.

next 2013
Top *Women*
Nữ hoàng không dao kéo



LOVE.E is
not just
roses.

Happy **Valentine's** day





La
Khue
Creative Studio

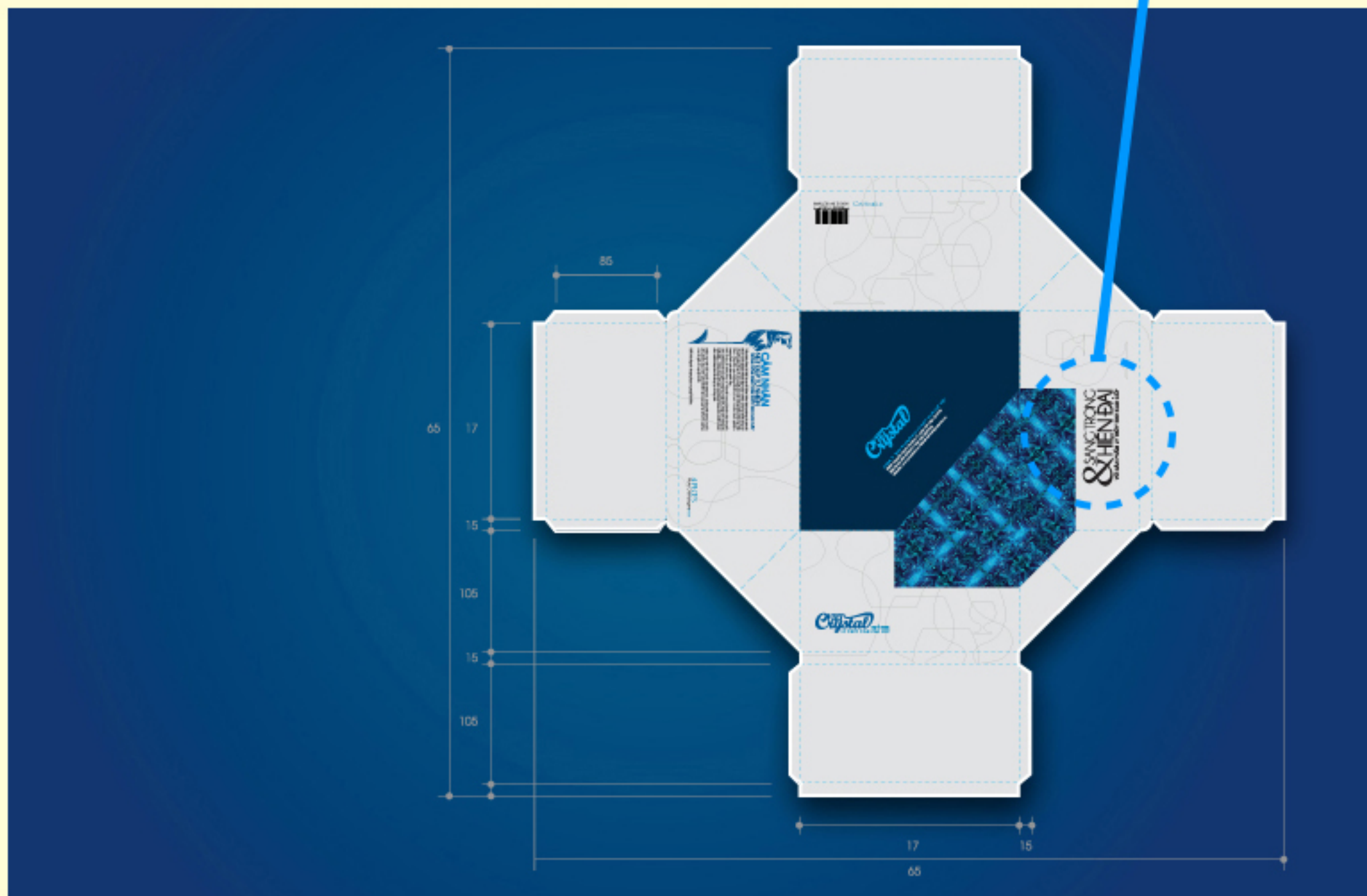
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Unique



SANG TRỌNG & HIỆN ĐẠI

trong từng sản phẩm ly thủy tinh cao cấp





& SANG TRỌNG HIỆN ĐẠI

trong từng sản phẩm ly thủy tinh cao cấp