دبیرخانه کشوری هنرهای تجسمی
نمایشی و موسیقی

طراحی پوستر با خوراکی ها

خلاصه درس|فرایند درس|تکلیف|

کارگاه گرافیک

پایه دوازدهم

احسان مرادی

طراحی پوستر با خوراکی ها

احسان مرادی

خلاصه درس

- ما روزانه برای تغذیه خود
- از خوراکی ها غذاها میوه ها سبزیجات و تنقلات و... استفاده می کنیم و هر روز به آنها بر اساس نیازمان مراجعه می کنیم
- اما این بار قرار است جور دیگر به سراغشان برویم
- و آنها را بر اساس فرم شان مورد بررسی قرار دهیم
- و سوژه طراحی پوسترمان بکنیم
- و شاید ببینیم که شبیه چه هستند و چگونه می توانیم آنها را با چیزهای دیگر ترکیب و تلفیق کنیم

خلاصه درس

- در دنیای طراحی و دیزاین خیلی از اتفاقها بر اساس کشف شباهت فرم یا محتوای عناصر شکل می گیرند
- شباهت هواپیما به پرندگان و موجودات دریایی
- شباهت سم چهارپایان و کفش برای انسان
- در طراحی گرافیک و تبلیغات هم شباهت بسیار پرکاربرد است
- شباهت فرم و شکل
- شباهت محتوا و کاربرد

روند درس

دونات نان کیک کروسان








simply
whyte
design.








A good reason
to get up earlier.
mateus
BREAKFAST


mateus

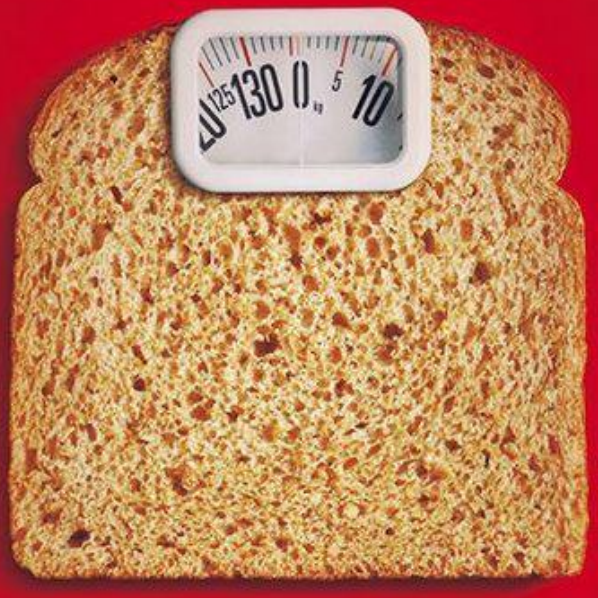

KNOCK, KNOCK!
Krispy Kreme
NOW DELIVERS.
Krispy Kreme
DOUGHNUTS


State Street Pharmacy
720 State Street, Reed, KS
612-888-4321
DUNCAN DAUNAUGHT
TAKE ONE TABLET BY
MOUTH TWICE DAILY
WASH DOWN WITH COFFEE
QTY: 25 Exp: APR/1/08
Dr. J. D. Fost
01/04/2007
MY FOOD LOOKS FUNNY.COM

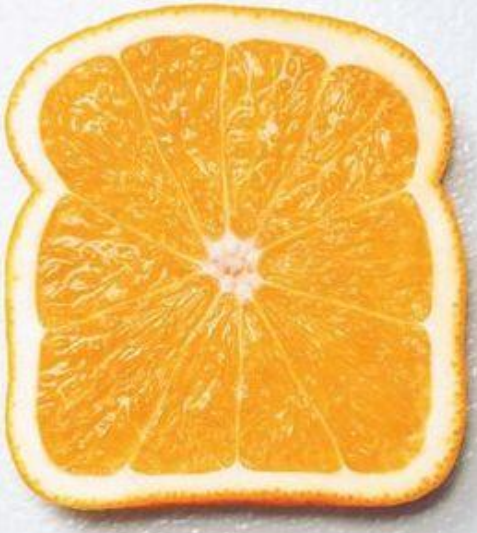





WICKBOLD
Transforma seu sanduíche
num prato de gourmet.

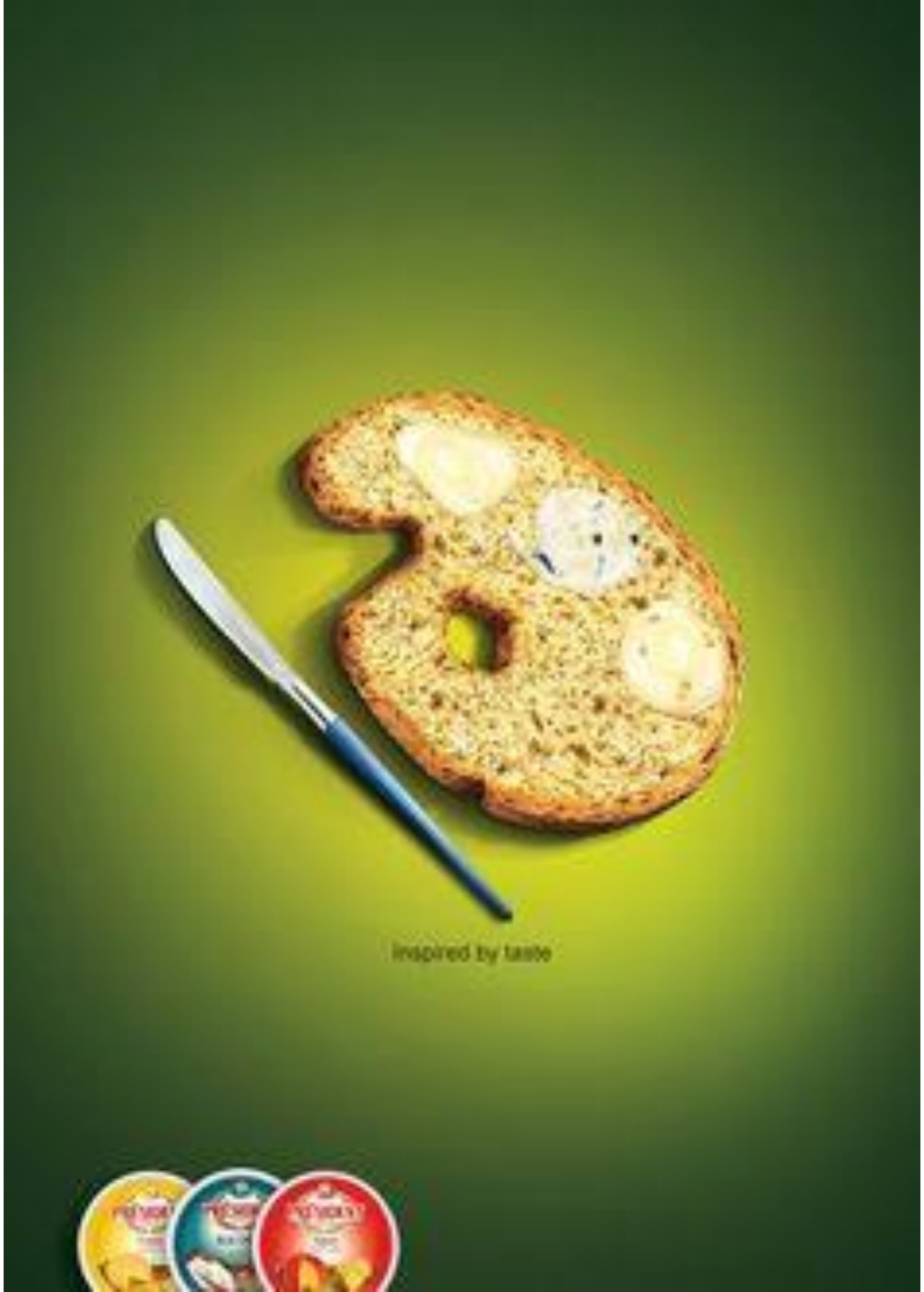

125
130
0
5
10


IDEAL





It's more than orange juice.


inspired by taste



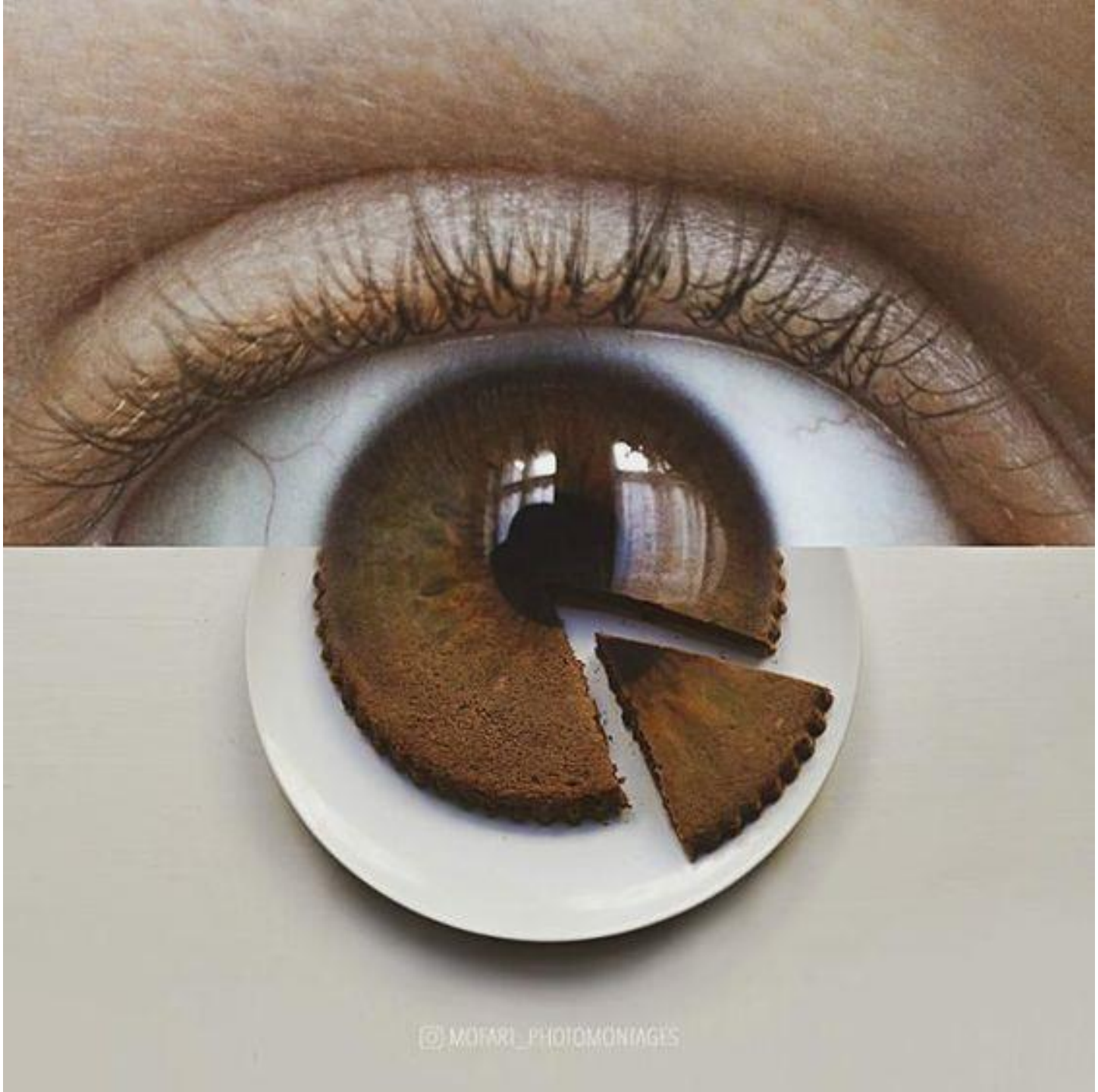

2.13 FRI




©Hannah Kaminsky http://www.bittersweetblog.com

Happy Father's Day




MOHARI_PHOTOMONTAGES


Crest
SENSITIVITY


Better than dessert!
CURTIS
CURTIS



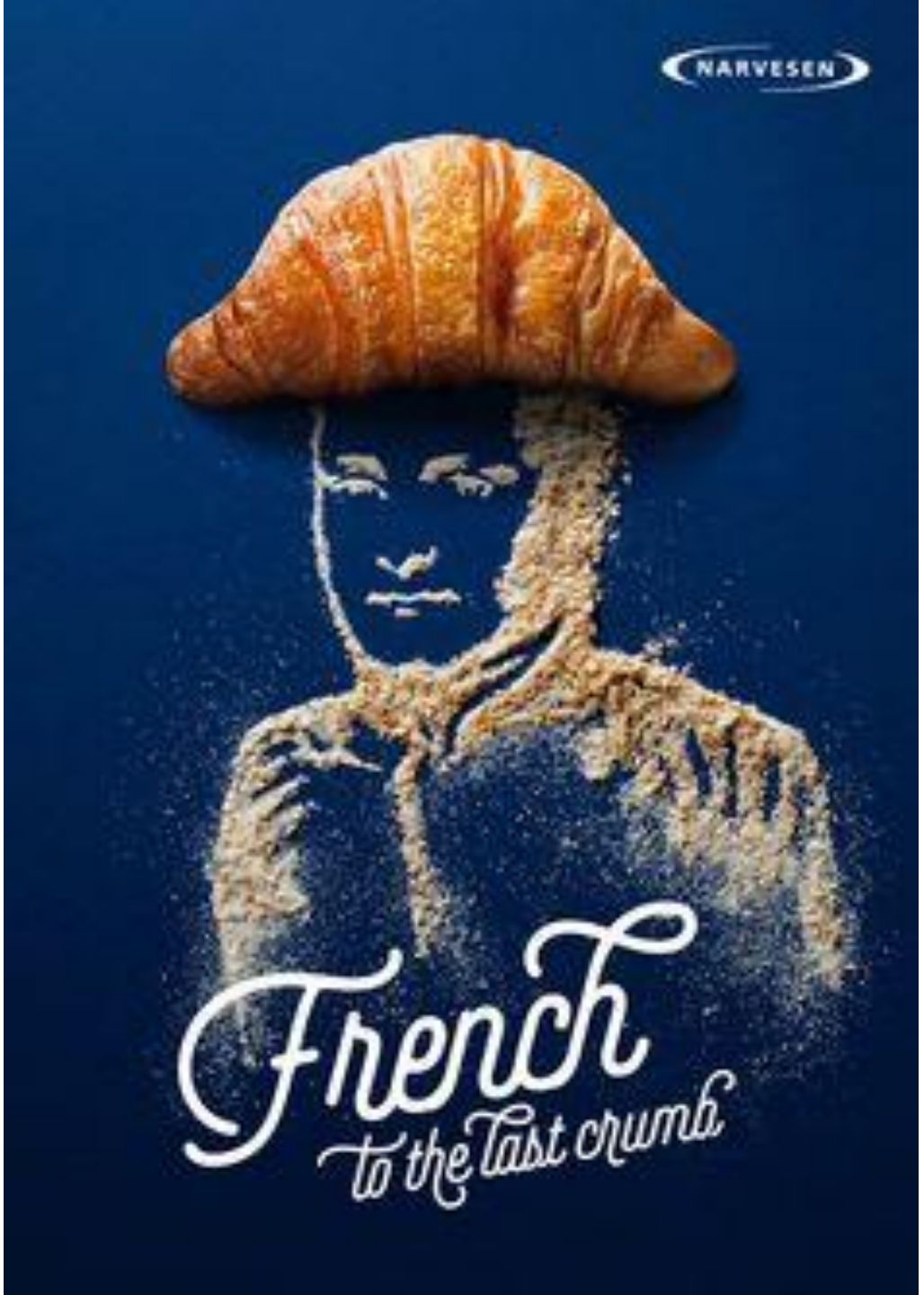

Carbohydrates help muscles recover faster and grow stronger.
BREAD. IT'S ESSENTIAL.
www.grainpower.org



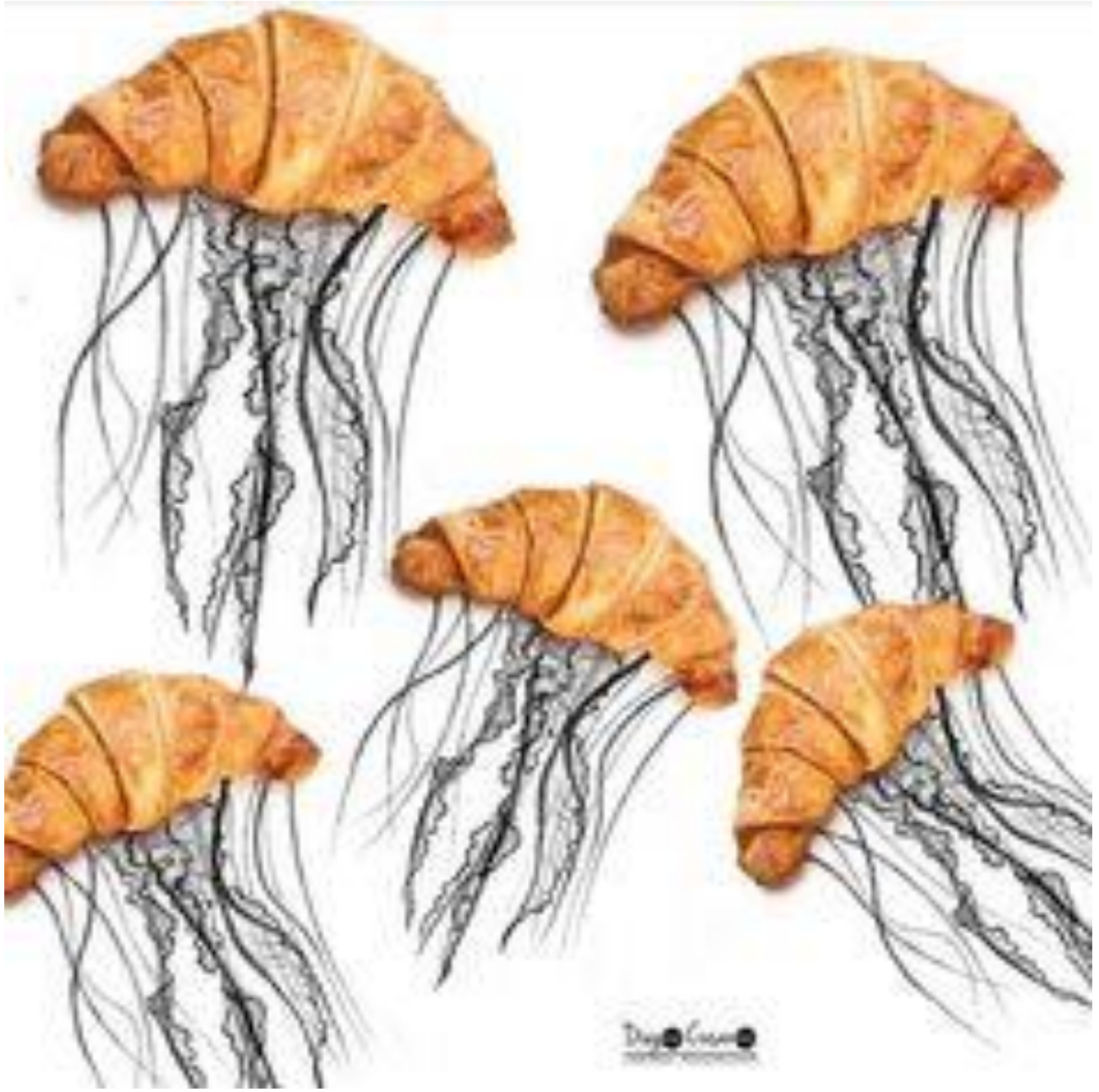
It's all connected.

Organic food creates places where insects can get to work.

BIOSUISSE


NARVESEN
French
to the last crumb





تخم مرغ

Kyle Bean / United Kingdom





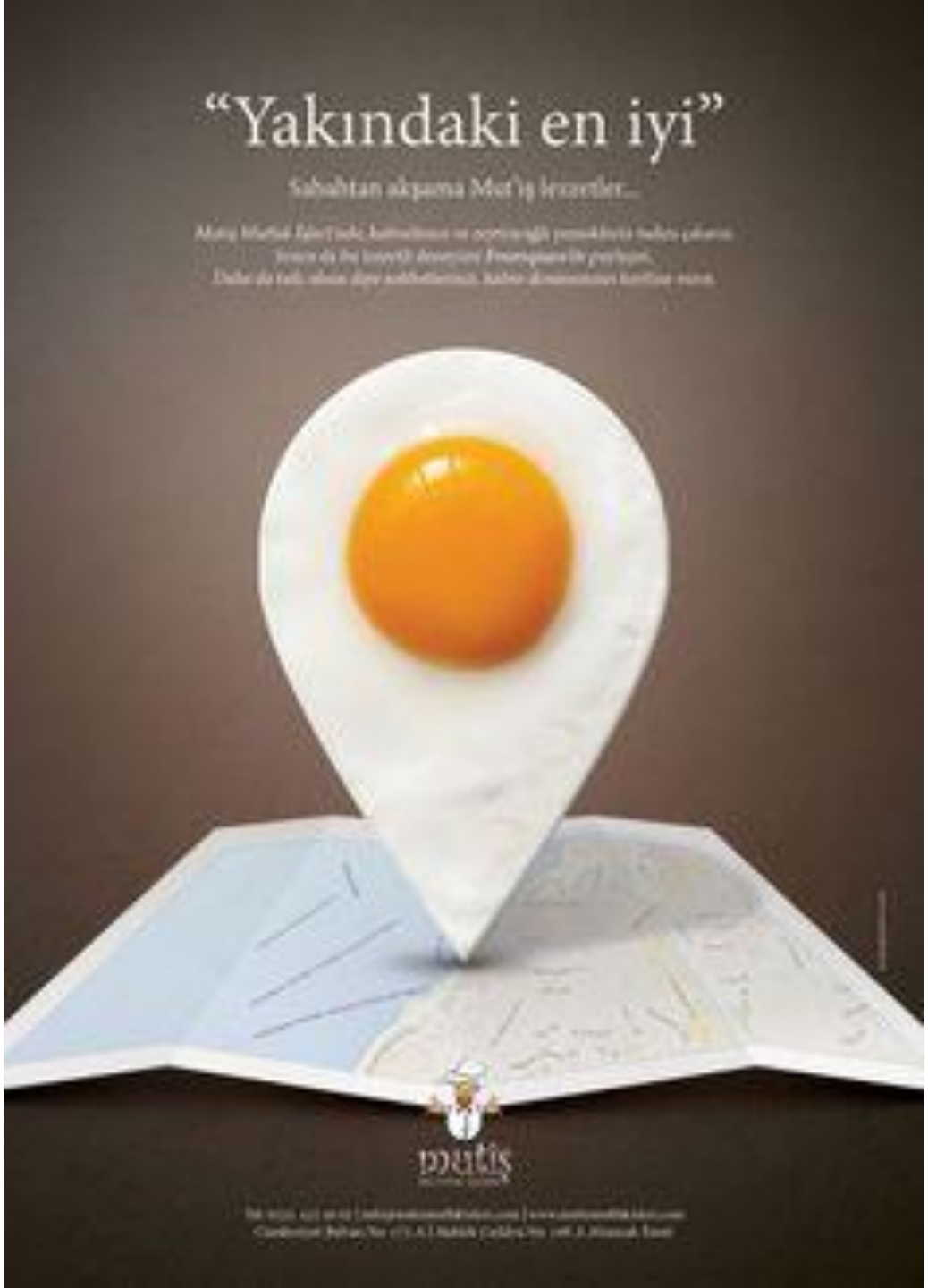










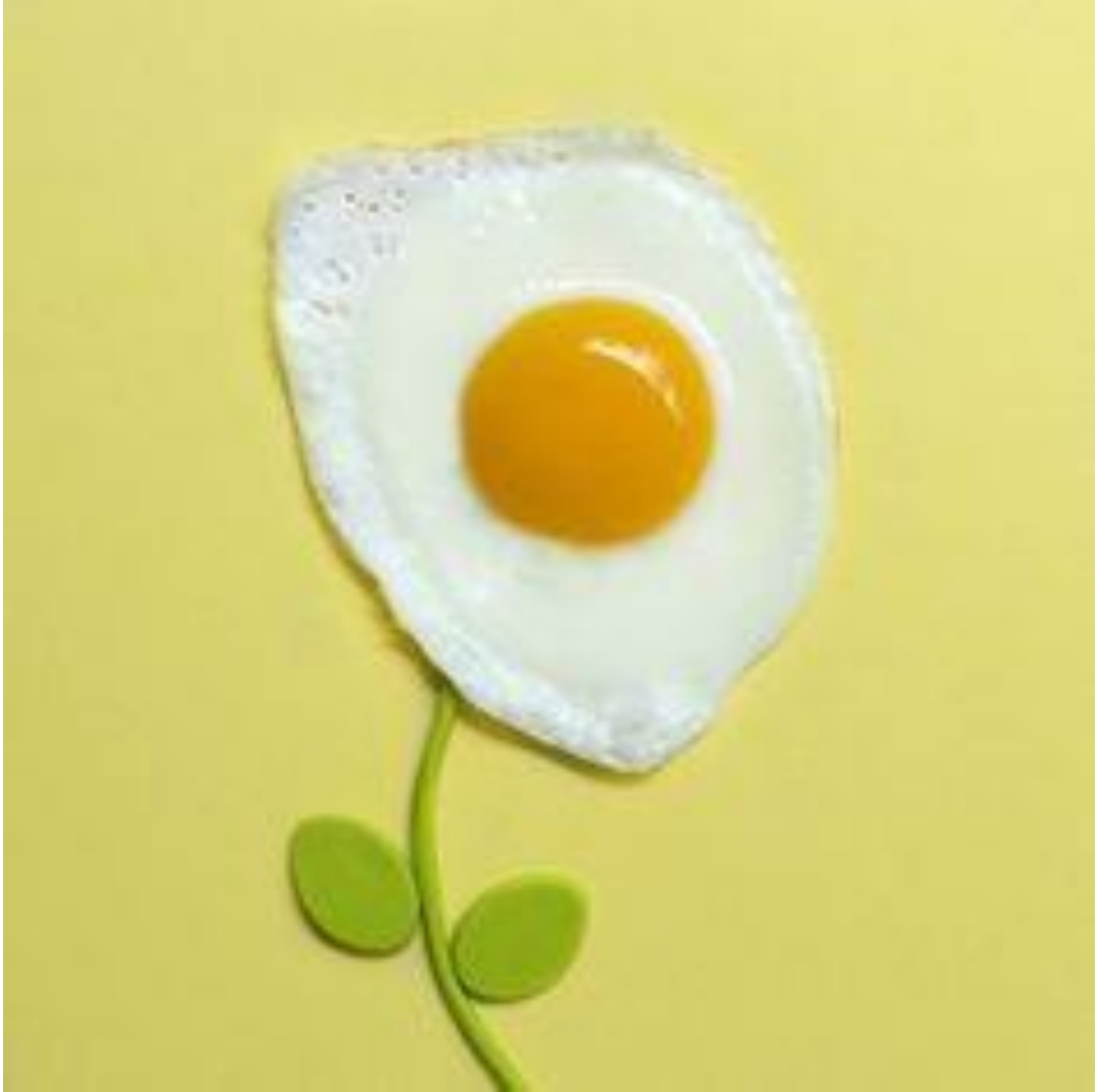

"Yakındaki en iyi"
Sabahtan akşama Met'liş lezzetler...
mutiş

























بیسکویت


1975 | JAWS ATTACKS ON-SCREEN
This year, OREO turns 100 years young.
Celebrate the kid inside at oreo.com/birthday
100



TWO HALVES, WHOLE OREO


Milk's Favorite Game
OREO




nady



6.6 sat



غذا وفست فود


NO ONE WILL FIND, WHAT YOU ATE !
Orbit


Orbit


Light my Fire
crispy!
CREATIVE
STUDIO

TEFAL
revêtement céramique

Funky new meat



Une campagne de publicité sur fond d'onomatopées et d'interjections des musiques

Le Défi
Analyser une cuisine créative "Funkdurid" ou "Funky"qui ensemble et crispie dans vos poêles et casseroles


Love me tender
yum!
STURDY
CRISPY
CREATIVE
CONTROL










IN CASE OF
EMERGENCY
BREAK GLASS

KEEP YOUR
HAPPY MEALS
HAPPY



Don't let your food come back to haunt you



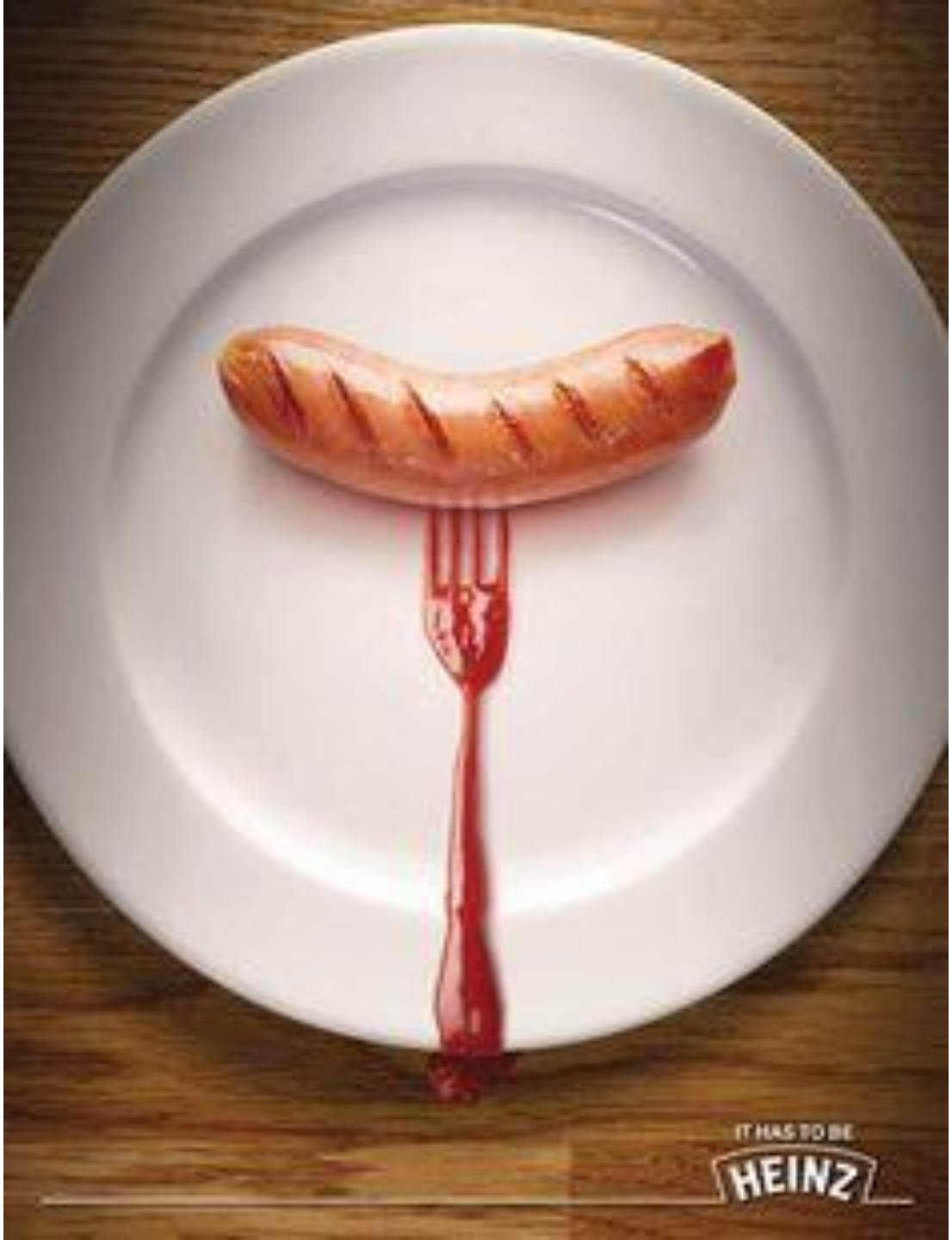
DON'T LET YOUR CLOTHES
TURN BYE TO FOOD FOR MOTHS.
DONATE.

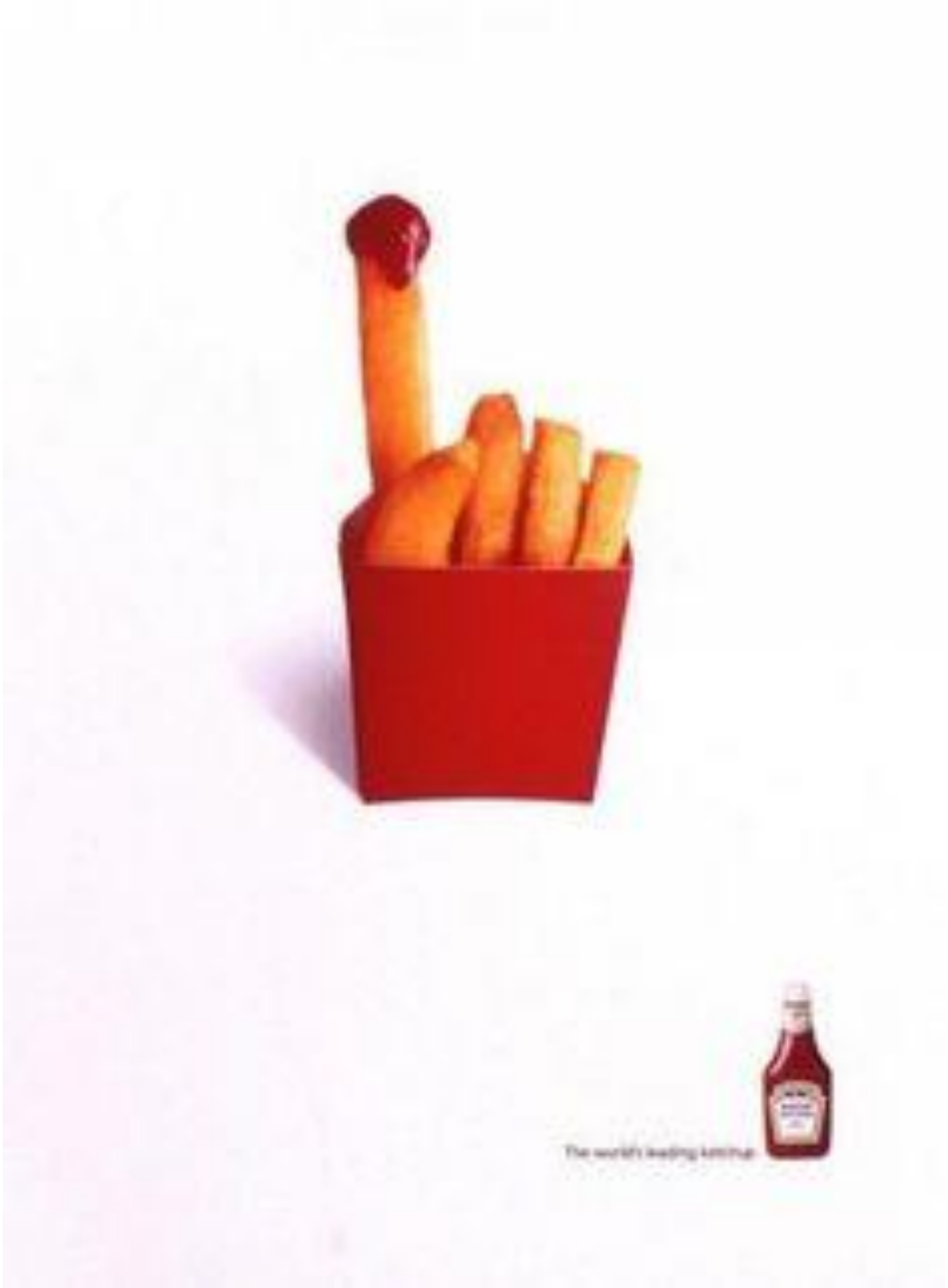









IT HAS TO BE
HEINZ


The world's leading ketchup



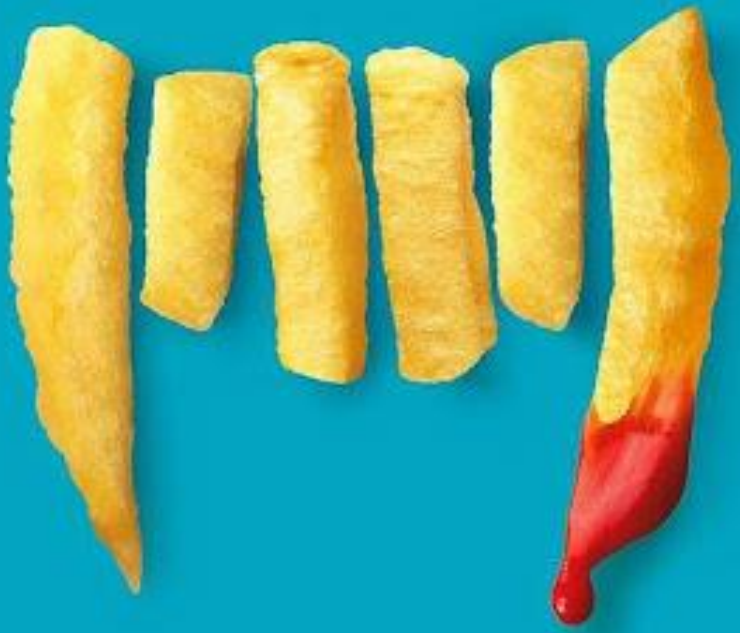
Take your children's imagination to their favorite place this summer.

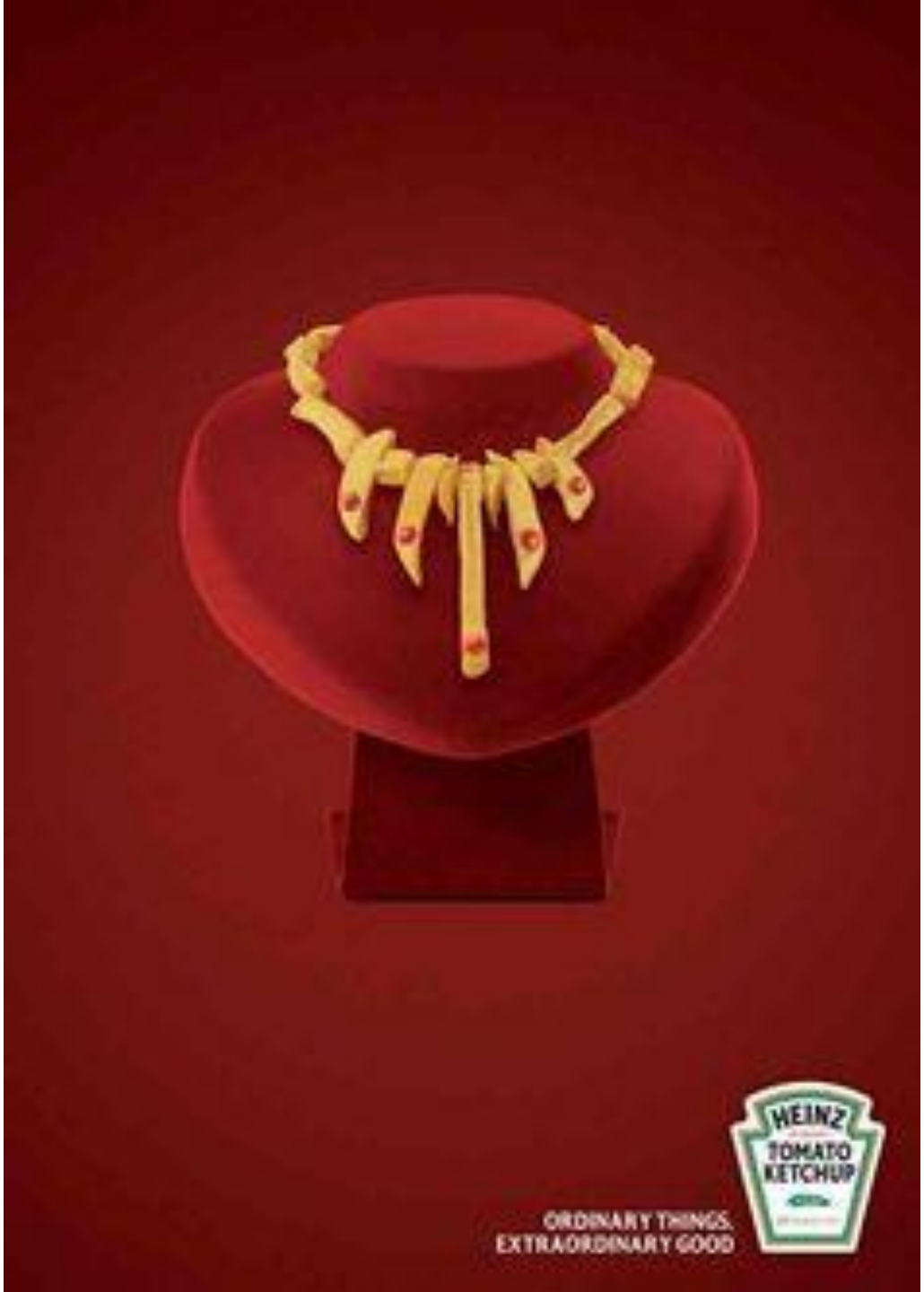
Enhance their creativity even more by enrolling them at the McDonald's Kiddie Crew Workshop.
Sign them up at the nearest McDonald's store now. You'll be surprised as they learn more about
Teamwork, Discipline and Responsibility.


GOAL




Merry Christmas
POSTED AT
theCHIVE




HEINZ
TOMATO KETCHUP
ORDINARY THINGS.
EXTRAORDINARY GOOD

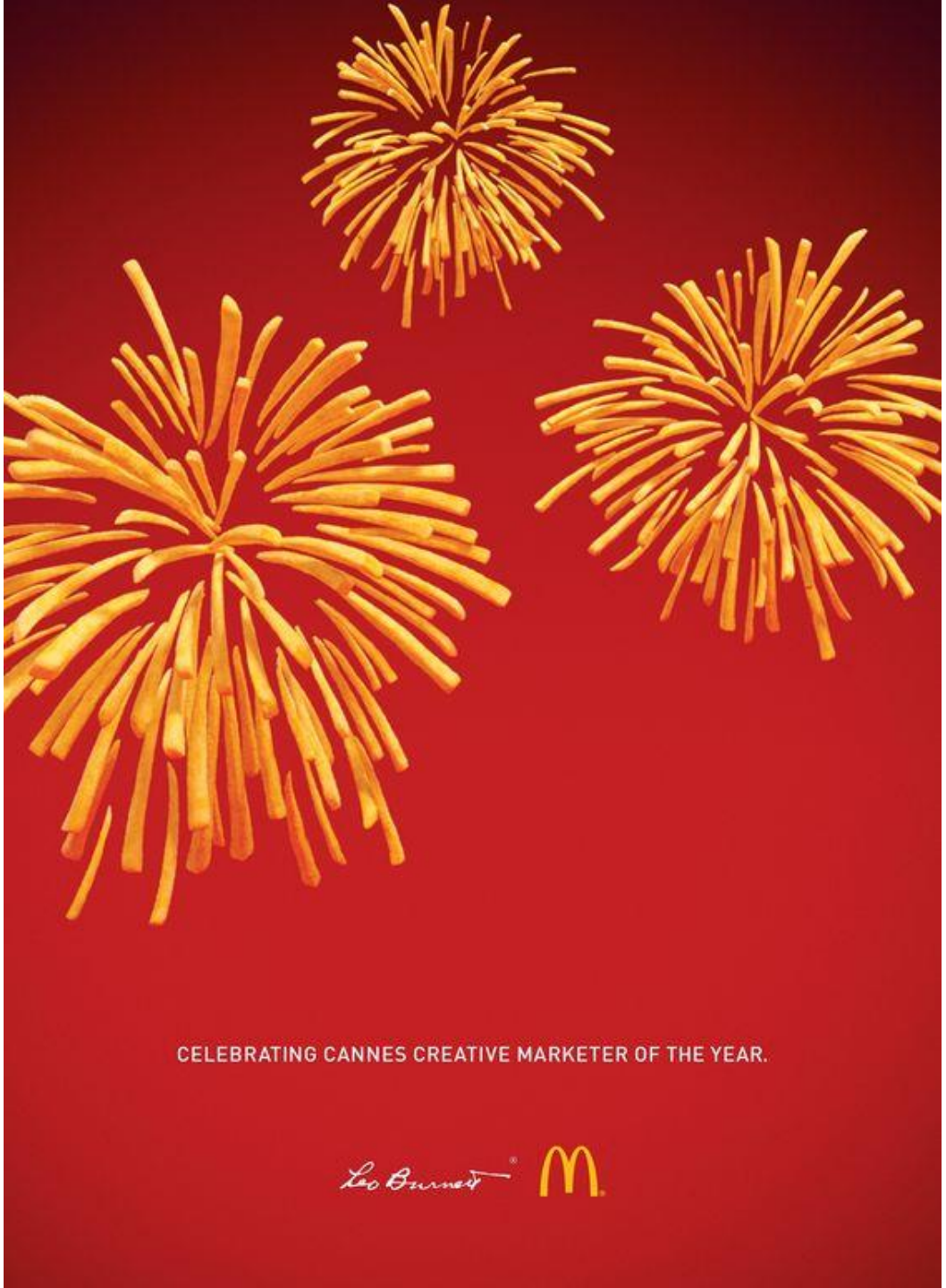

ROMA
PISA
Bring home the taste of Italia


KFC
sogood


KFC
sogood


KFC
sogood
KFC
sogood
KFC
sogood

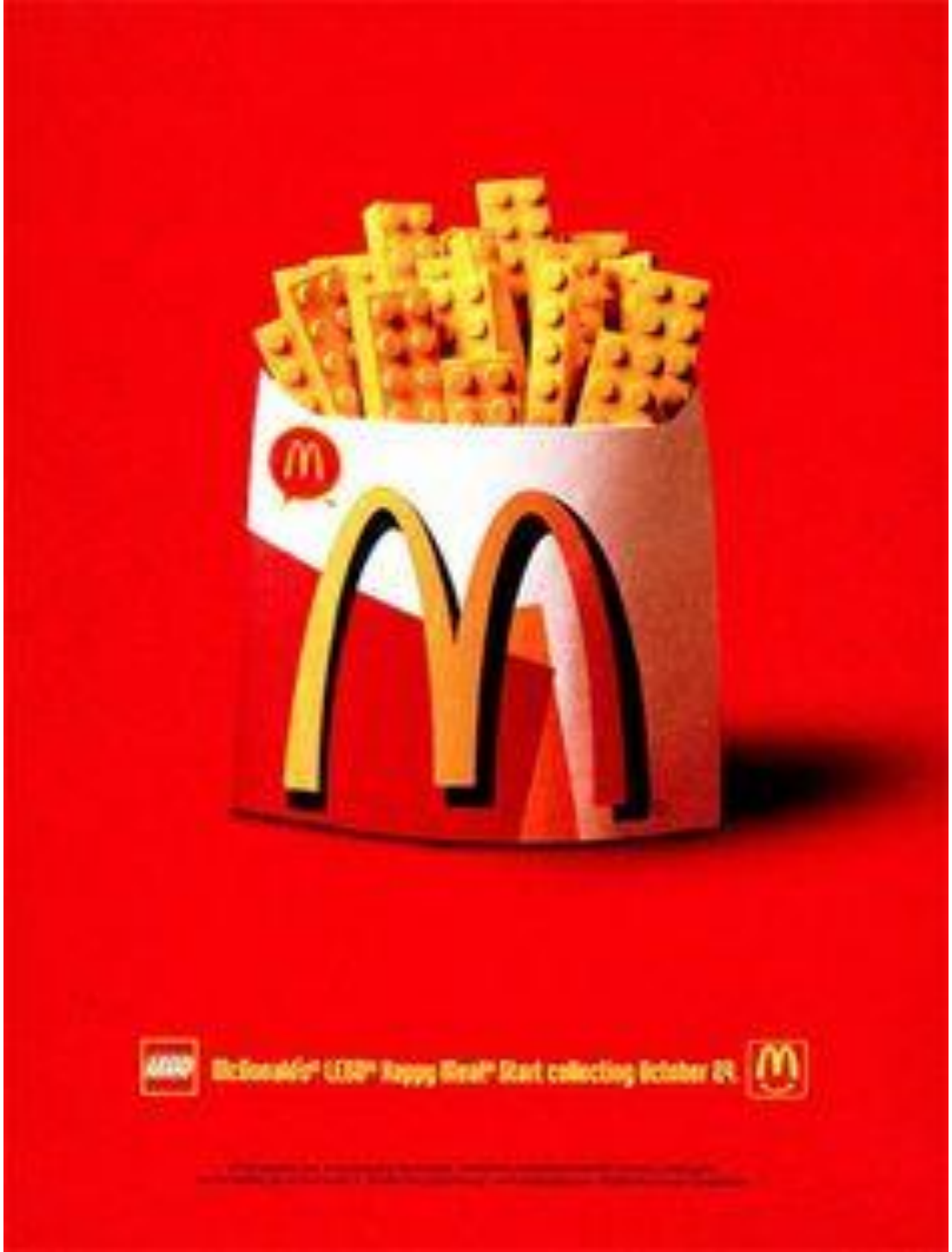


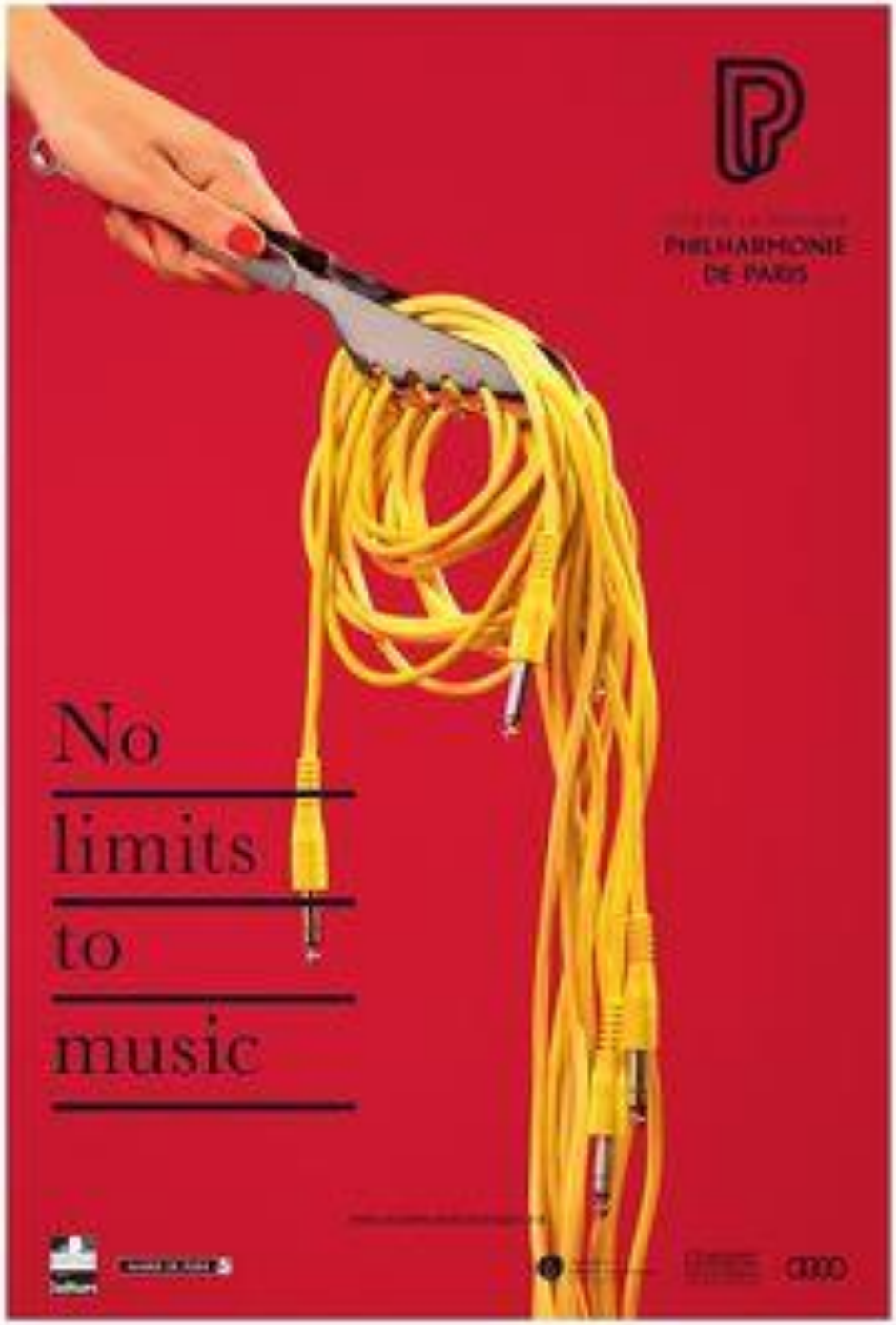

CELEBRATING CANNES CREATIVE MARKETER OF THE YEAR.
Leo Burnett


HAPPY NEW YEAR.
Barilla
The choice of Italy


CELEBRATING CANNES CREATIVE MARKETER OF THE YEAR.
Leo Burnett

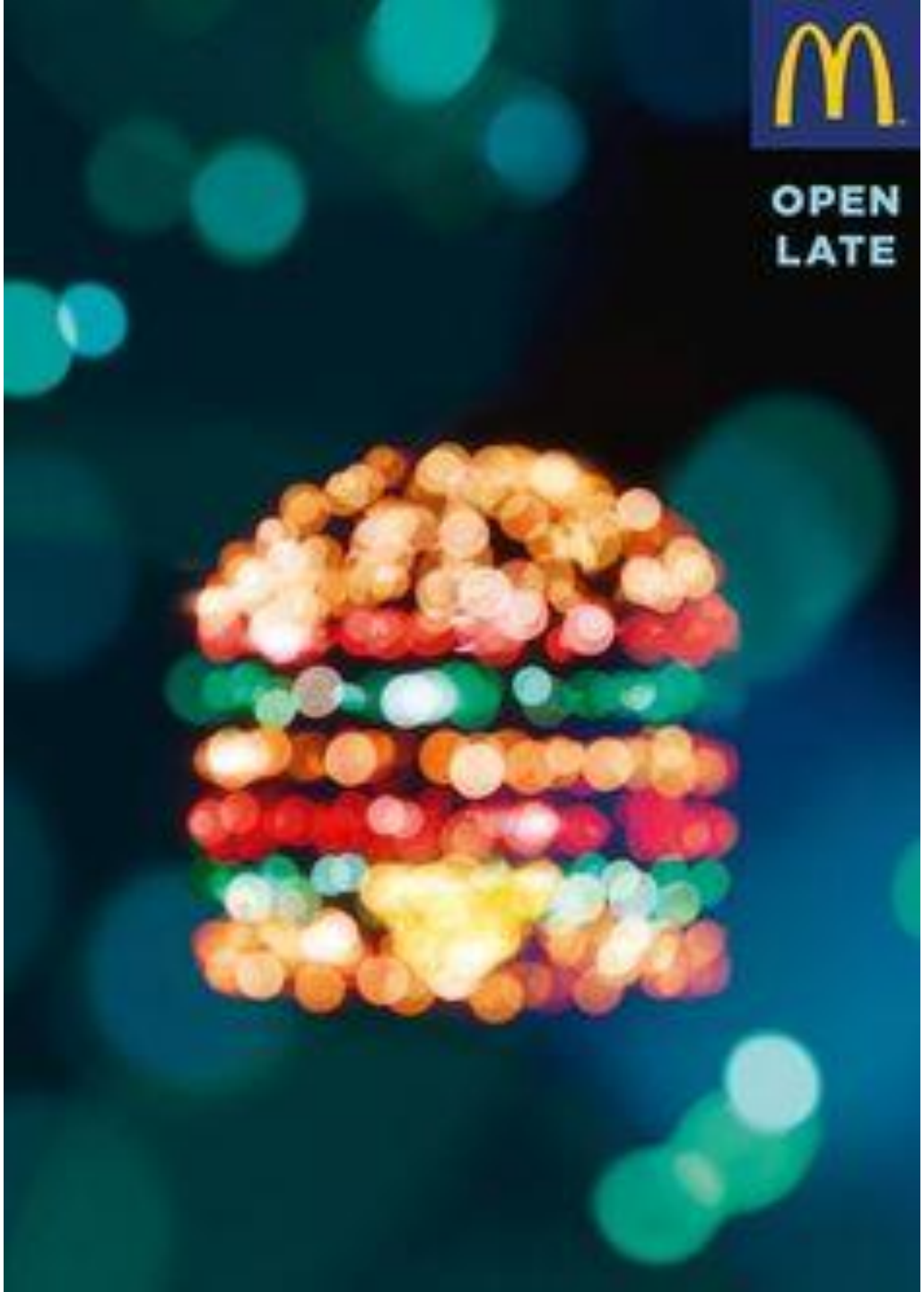

HAPPY NEW YEAR.
Barilla
The choice of Italy


McDonald's® LEGO® Happy Meal® Start collecting October 8!

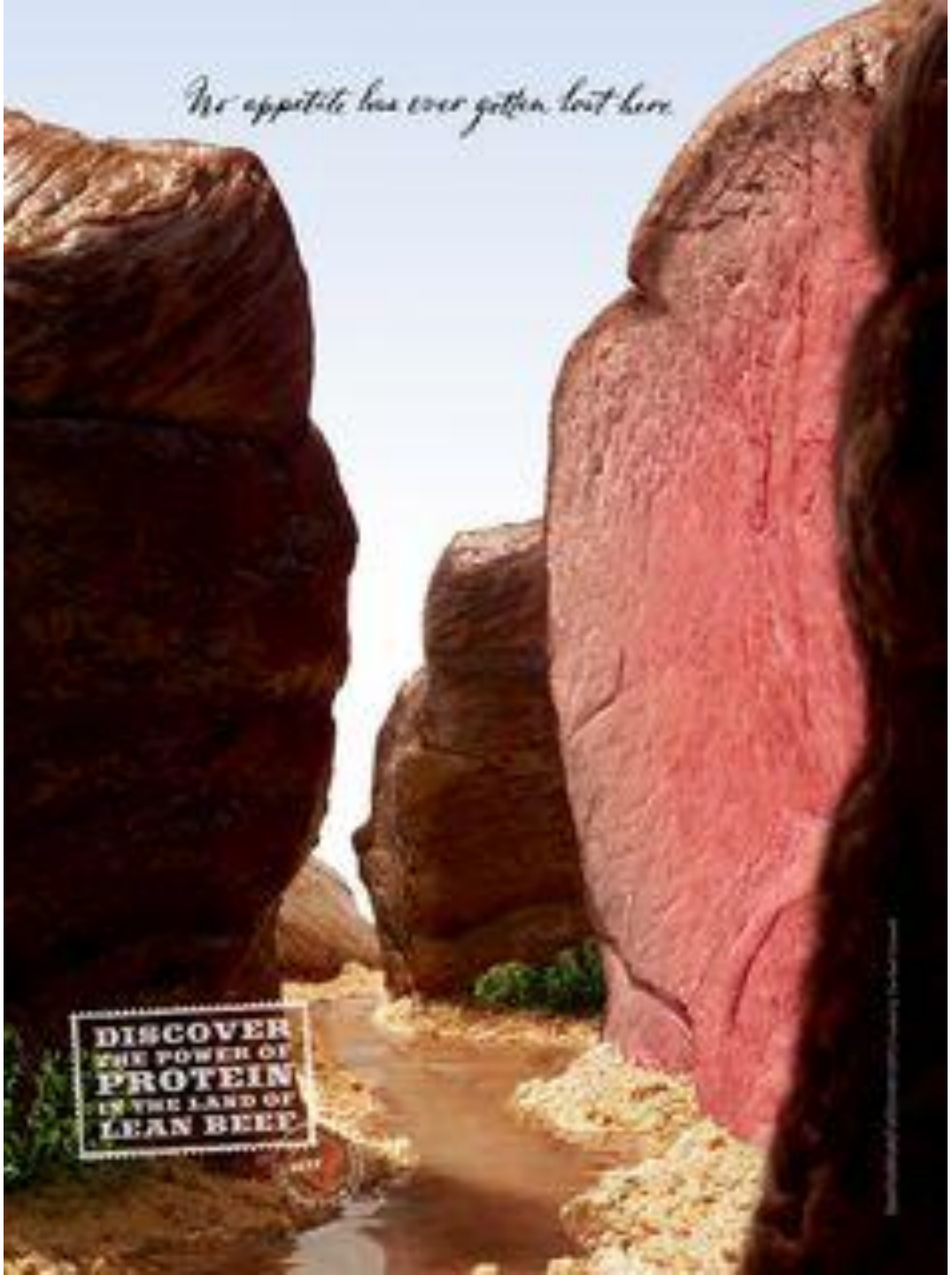

PHILHARMONIE
DE PARIS
No
limits
to
music




LEGO
Pure Brainfood.


OPEN
LATE




No appetite has ever gotten lost here.
DISCOVER
THE POWER OF
PROTEIN
IN THE LAND OF
LEAN BEEF







نوشیدنی


+
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MN1300 1.5V LR20
DEC
2022
DURACELL®
ALKALINE BATTERY
Duracell, d'v of / de P&G, Bethel, CT 06801
P&G Inc., Toronto, ON M5W 1C5


RedBull
HIGH ENERGY

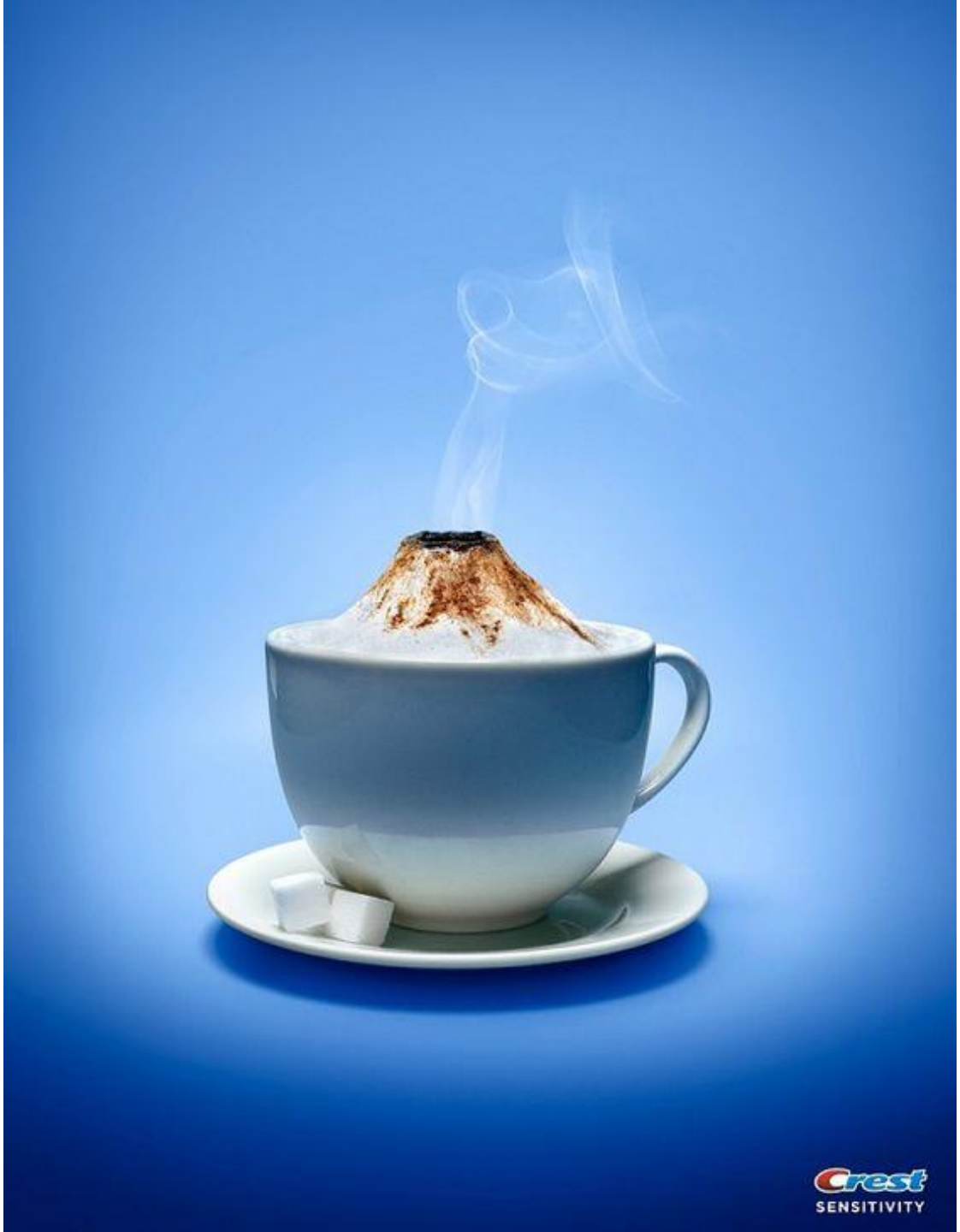

Red Bull
CHARGE
YOUR
ENERGY
Red Bull
Red Bull



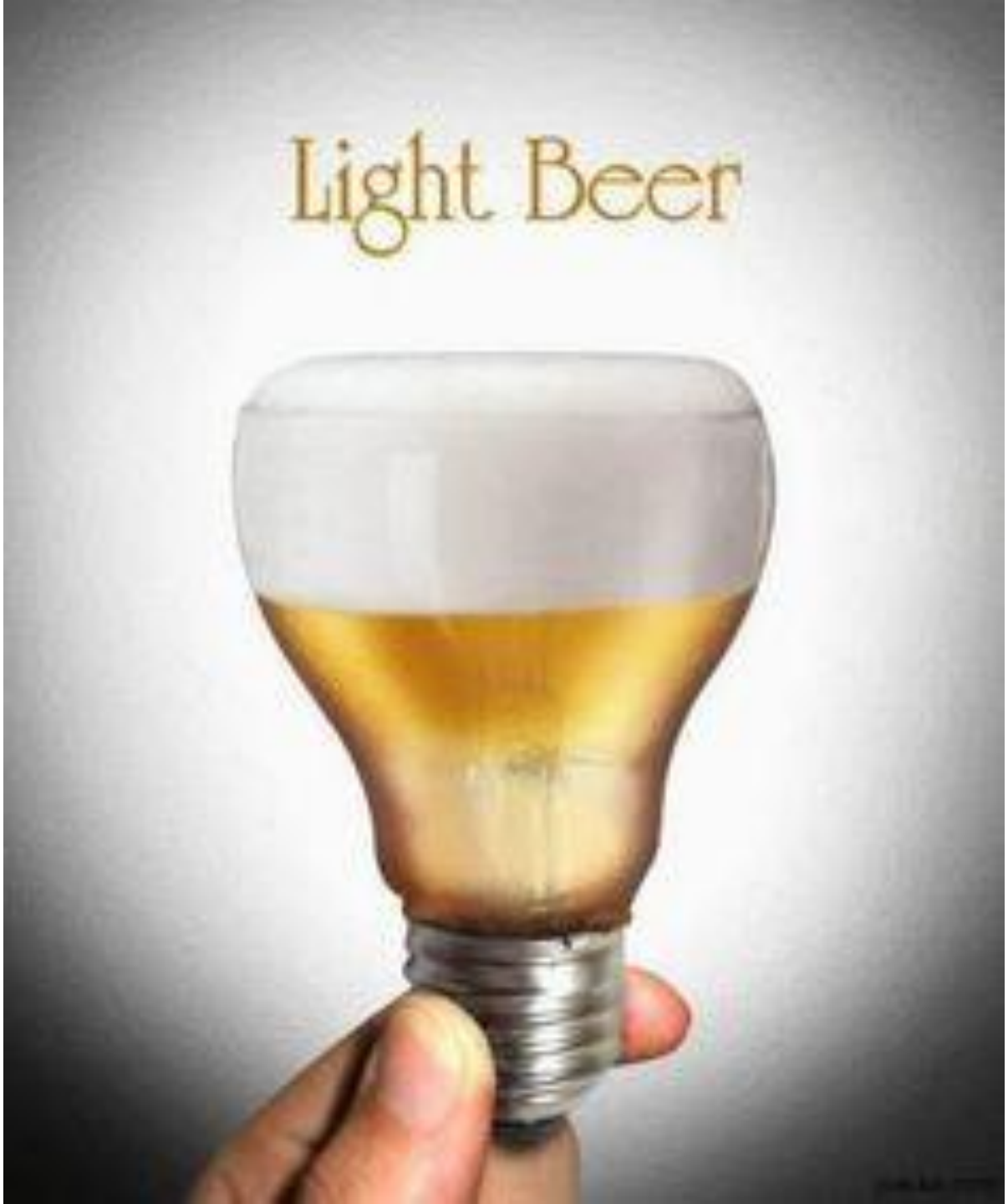
NOTADU ORKUNA

ALVÖRU ORKUDRYKKUR

Orkudrykkir eru ekki ætlaðir börnum yngri en 15 ára.


Crest
SENSITIVITY




Light Beer


Coca-Cola
the dieline
AWARDS 2011
FIRST PLACE

شکلات و آبنبات و آدامس وسایر





Pour l'intégrer
du 12 septembre au 27 octobre 1996

Bonbon acidulé

Ricardo Sued

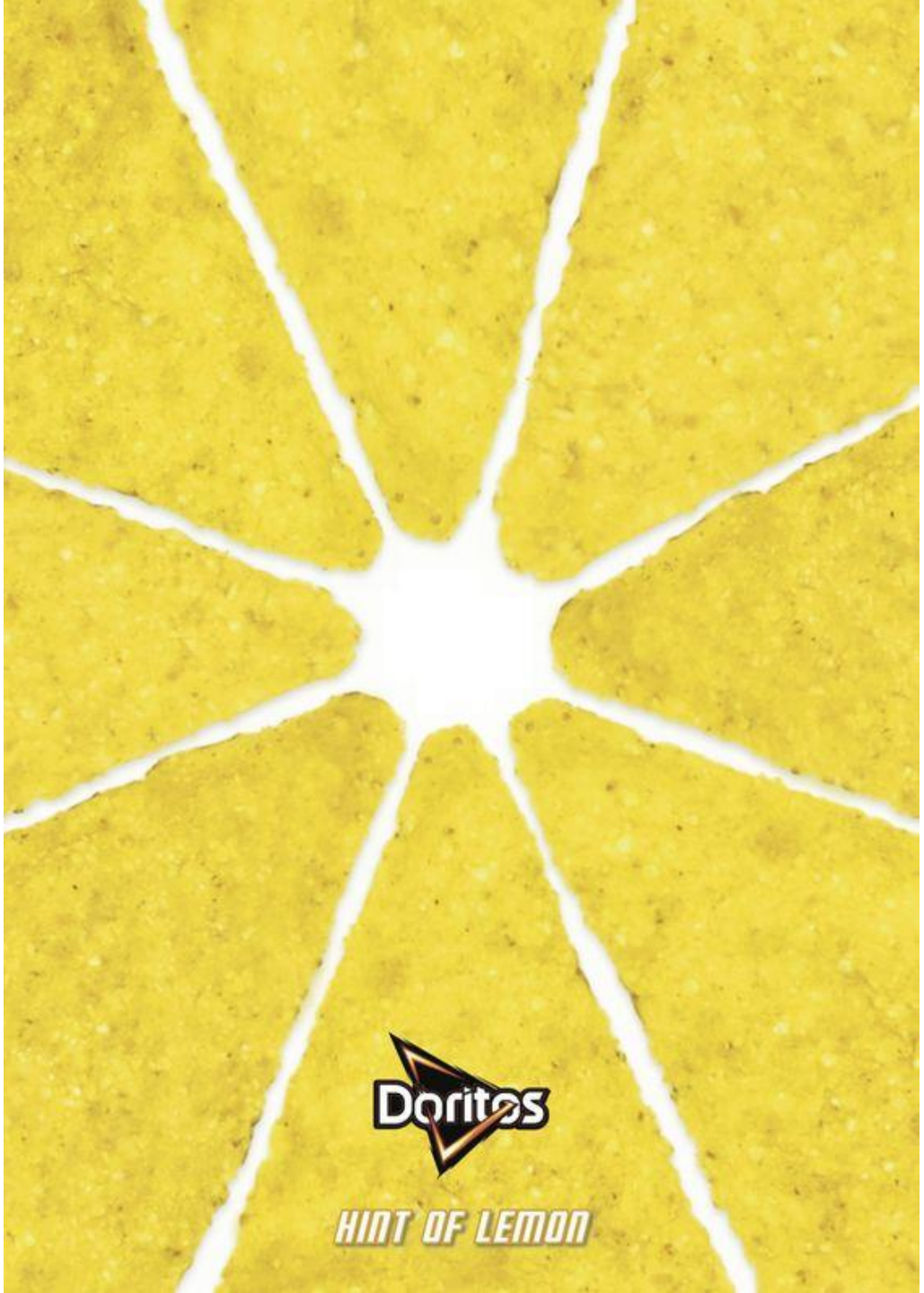







nutella




Doritos
HINT OF LEMON


CAT

THE HOLIDAY DRINKS ARE HERE.




Happy Holidays


HEINZ
TOMATO
KETCHUP



تکلیف

بستنی

ابتدا انواع بستنی های را از لحاظ فرمی کشف کنید







سپس ببینید که انواع آن شبیه چه هست

یا چه چیزی را می توان جایگزین قسمت خوراکی آن کرد

RELATABLE POST 2

JAFFACAKE3D













THE RIGHT PART DOESN'T WORK IN THE WRONG PLACE.
PEUGEOT TECHNICAL SUPPORT.

MOTION & EMOTION

PEUGEOT











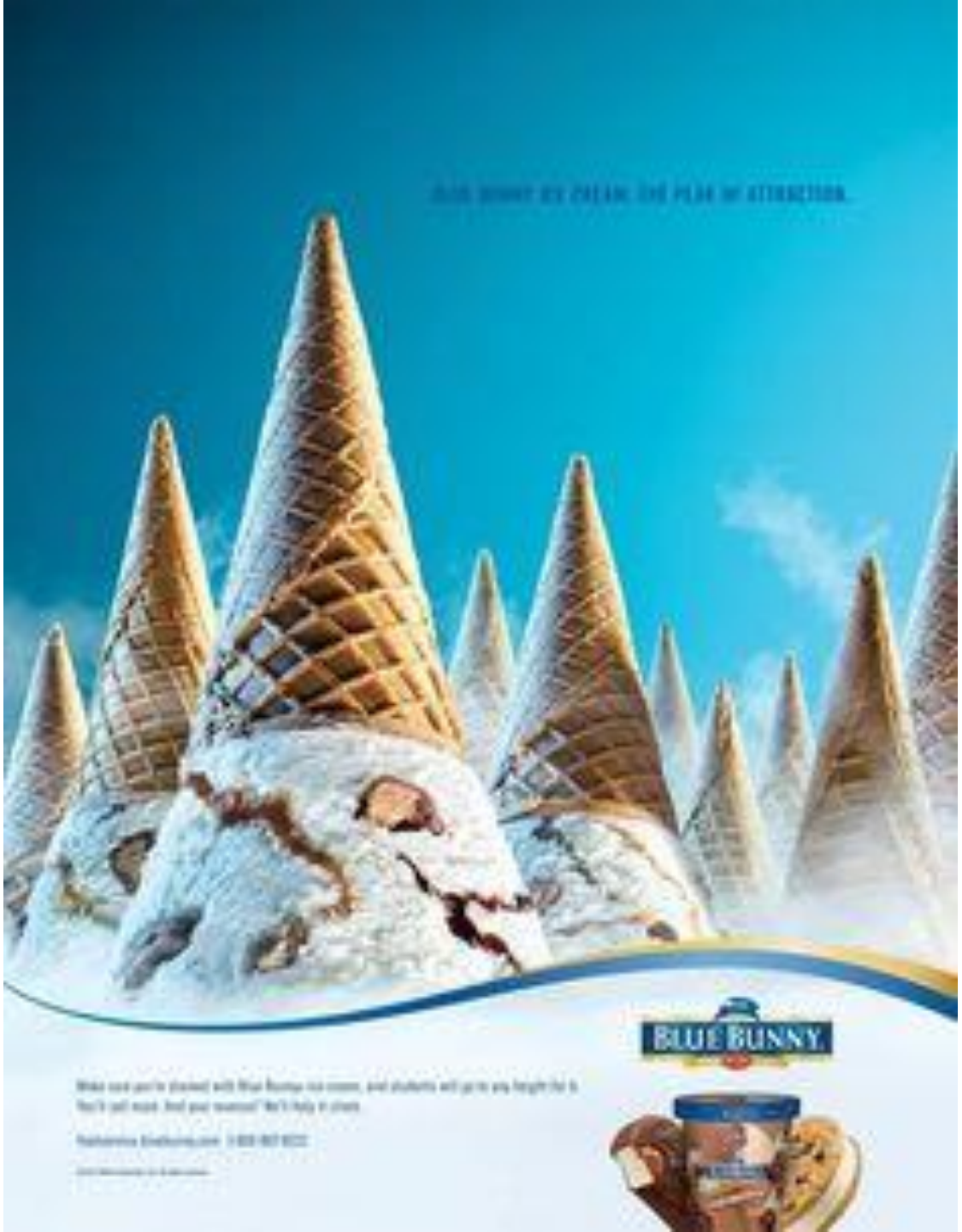

ON
OFF






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NeW flavours in Moscow


BLUE BUNNY

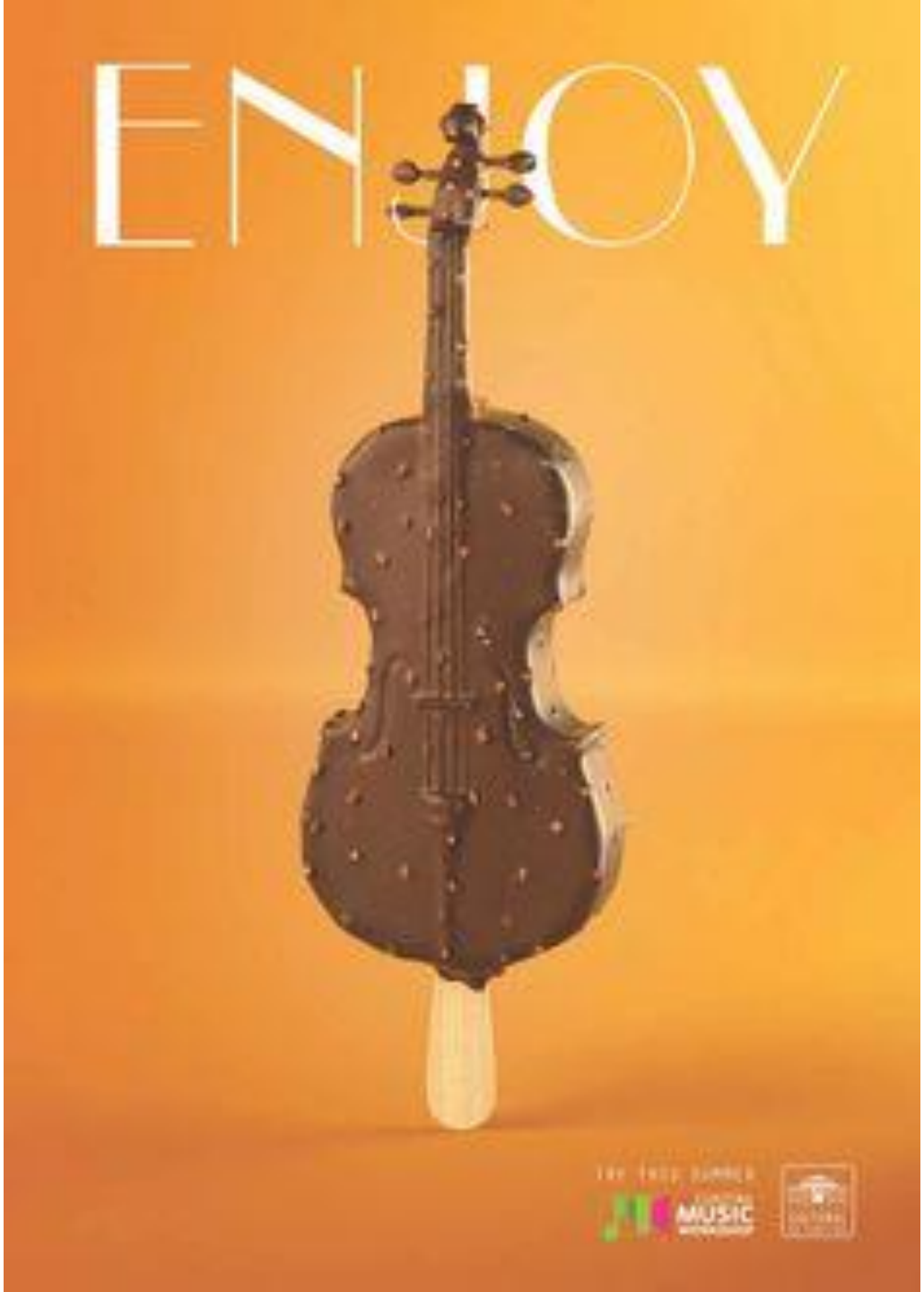









CHABAT


ENJOY
MUSIC