

Il manifesto

Corso di Graphic Design
condotto da Daniele Colistra

Lezione n. 6 del 3 novembre 2022

Il vostro collage:

- a chi è rivolto?
- quale messaggio vuole trasmettere?
- che tono comunicativo adotta?
- che reazione può suscitare?
- quali regole compositive utilizza?
- c'è coerenza fra le risposte alle precedenti domande?

1. A chi mi rivolgo?





Bill Graham Presents

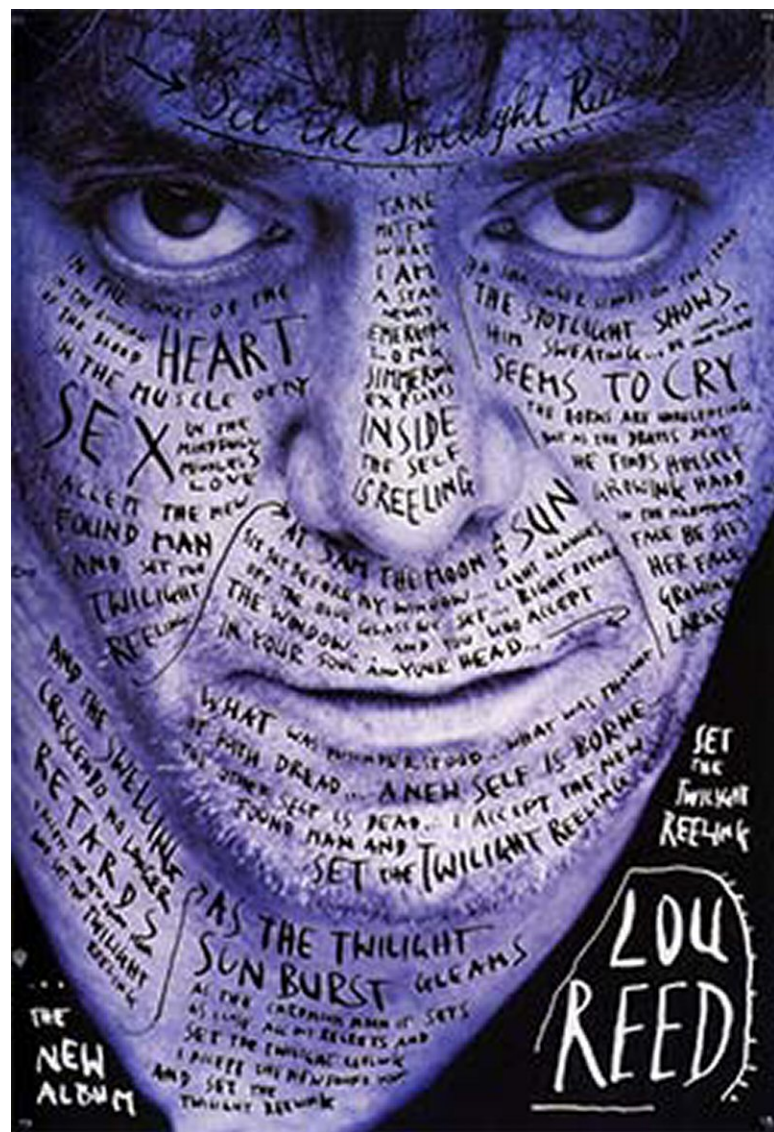
in San Francisco

JEFFERSON AIRPLANE
 PH. PHACTOR / JUG BAND
 AND / ANDREW / STAPLES
 2 SEPT.
 ON MONDAY SEPT. 5
 GRATEFUL DEAD
 QUICKSILVER
 MESSENGER SERVICE
 COUNTRY JOE AND THE FISH
 SUNDAY
 SEPT. 4 WITH JOHNNY TALBOT AND DE THANGS
 FILLMORE AUDITORIUM

TICKETS

SAN FRANCISCO: City Lights Bookstore; The Psychedelic Shop; Bally Lo (Union Square); The Town Squire (1318 Polk); Mnasidika (1510 Haight) BERKELEY: Campus Records; Discount Records; Shake-speare & Co. MILL VALLEY: The Mad Hatter SAUSALITO: The Tides Bookstore; Rezall Pharmacy.

[ALL ADMISSIONS ON MONDAY NIGHT WILL BE \$3.00 — TICKETS AT THE DOOR ONLY]



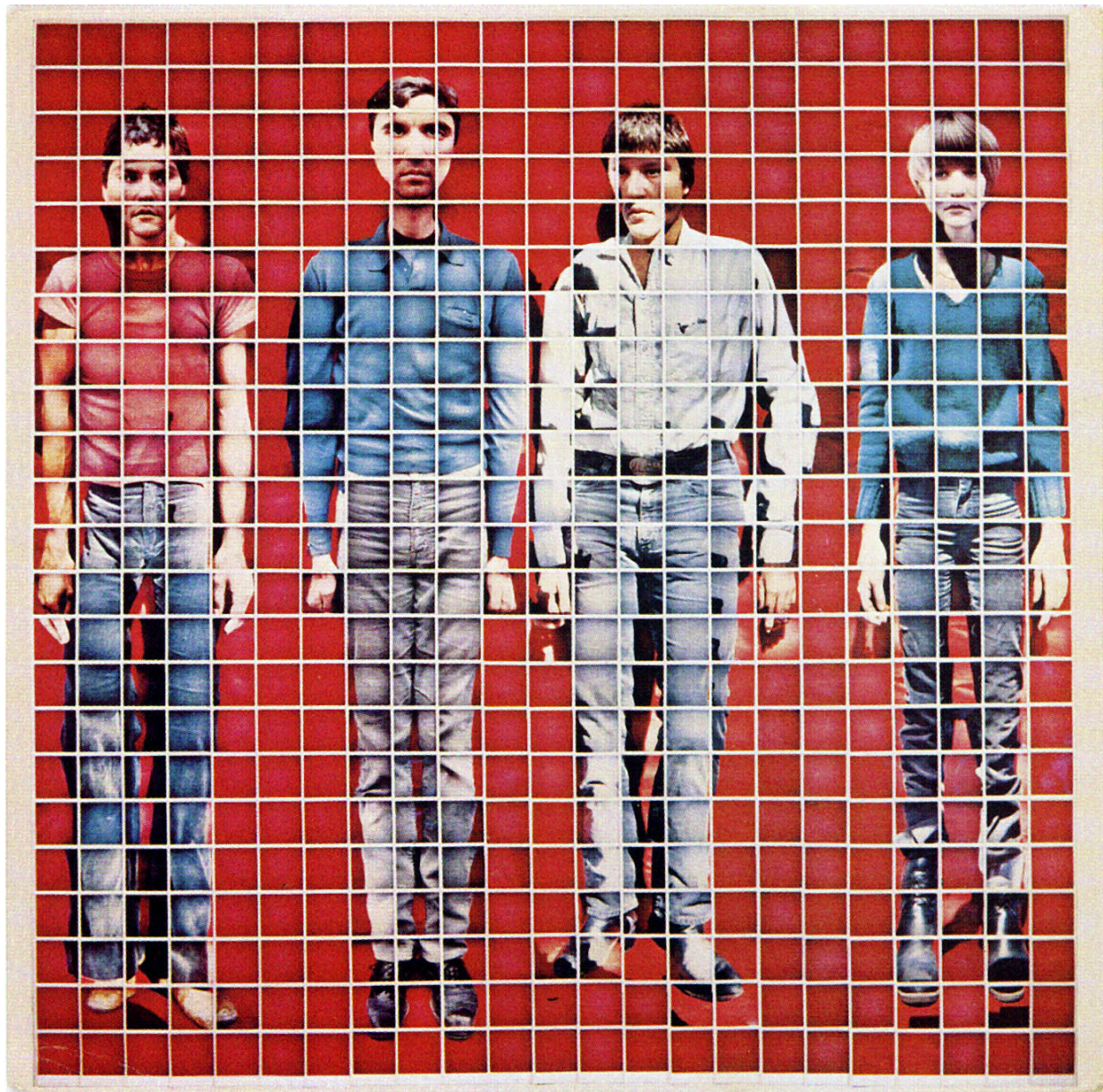


SUZANNE VEGA



FEATURES
BOOK OF DREAMS &
TIRED OF SLEEPING
ENGLISH LYRICS INCLUDED
MIT DEUTSCHEN TEXTEN
TEXTES FRANÇAIS INCLUS
INCLUE LETRAS EN ESPAÑOL
CONTIENE TRADUZIONI ITALIANA
985 889-1

days of open Hand








Ambler Music Festival / Institute of Temple University

2. Che messaggio voglio trasmettere?



JUST DO IT. 

THIS PORTER WAS MANUFACTURED BY THREE BASKETBALL LEAGUE PLAYERS.
IT'S ONE OF 350 AND NO TWO ARE THE SAME.
EACH IS A RECORD OF COMPETITION AMONG THE PLAYERS.
EACH A PAPER BATTLEFIELD.



Apple iPod



10,000 songs* in your pocket. Works with Mac® or PC. The new iPod.™

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RADIO

O

AC ~ 220V 50Hz

DBIE

ROBBIE WILLIAMS RADIO





発売1年3億本 マイペースで飲もう **アサヒスタイナー**

3. Che tono comunicativo scelgo?



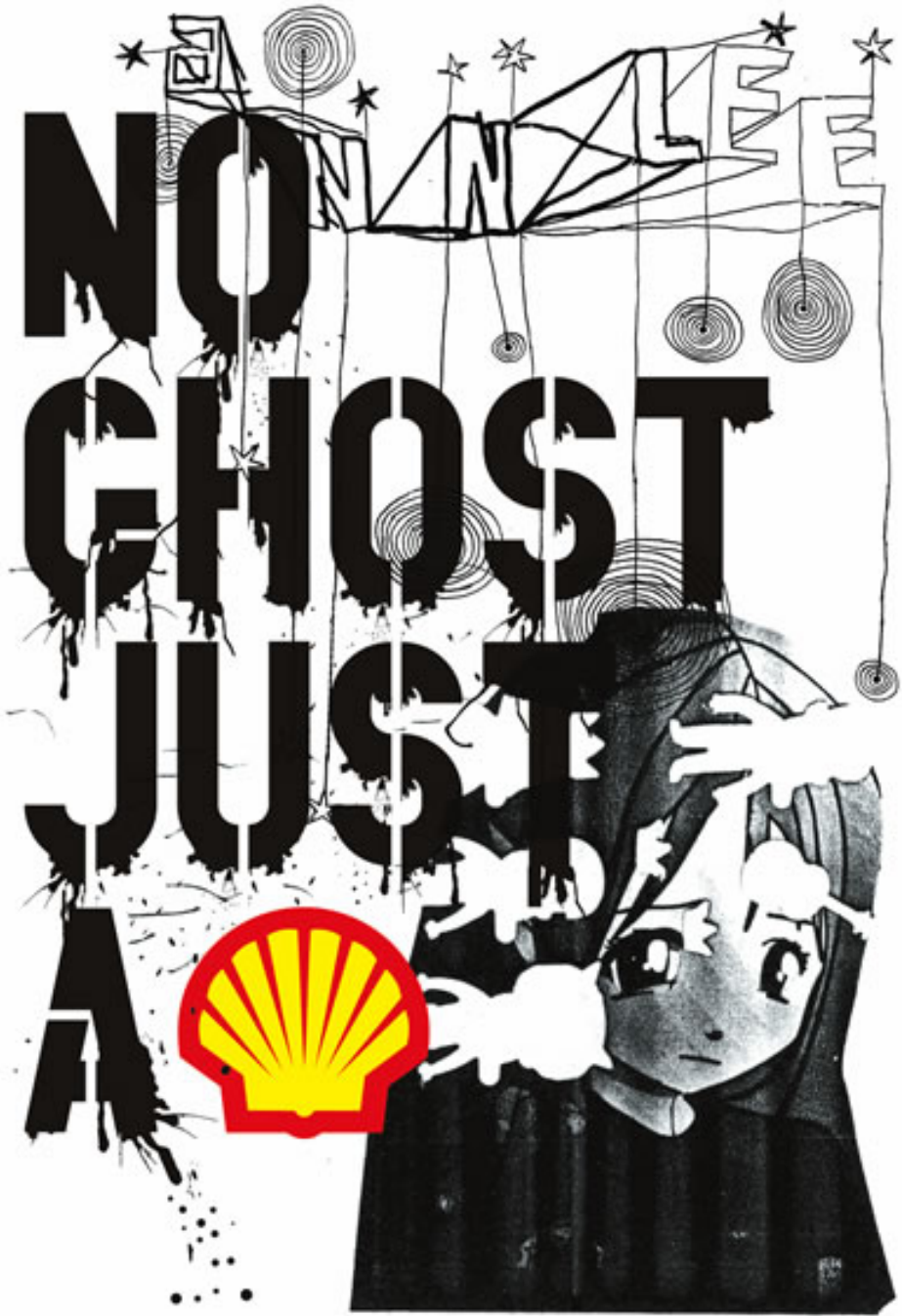
DE HEL VAN **+** HET NOORDEN
PARIS **+** ROUBAIX





**PASSIVE
SMOKE
KILLS**
YOUR DEAREST
ONES FIRST.

 **CANCER AID & RESEARCH FOUNDATION**
www.cancerfoundation.org



NEWSPAPER COLUMNIST HILARY GOTT THROWS HER TELLING IT LIKE IT IS;
HENRY'S TURNING HOSPITALS INTO CAR PARKS; BOBBI'S SELLING ART
IN RETURN FOR SEX; DAWN ON THE FARM DOROTHY'S SQUEEZING
EVERY LAST POUND FROM HER LIVESTOCK; THOMAS IS MAKING A
KILLING ON THE STOCK EXCHANGE; AND MARK IS SELLING ARMS
TO VICTARS.

IN FACT THE WINSTON FAMILY ARE GETTING RICHER AND CRUELER
BY THE DAY BUT ONCE JONATHAN COE'S ECCENTRIC WRITERS
MICHAEL OWEN UNCOVERS THEIR TRAIL OF DEED, CORRUPTION AND
IMMORAL DEEDS THROUGHOUT THE 80'S THE TIME SEEMS RIFE
FOR THEIR COMEDY.

A BRITISH SOCIAL SATIRE ON THE CHATTERBOX AND ALL-POWERFUL
UPPER CLASSES' TIME OUT

WHAT A CARVE UP!

JONATHAN COE

BIG, MILLIONS, FABULOUS, NOTHING
GUARDIAN

WHAT A CARVE UP! JONATHAN COE



1984 - 19
OF 1984 L



“Per alcuni è l'unico modo di toccarmi.”



LA VIOLENZA DOMESTICA CONTRO LE DONNE:
UNO SCANDALO MONDIALE

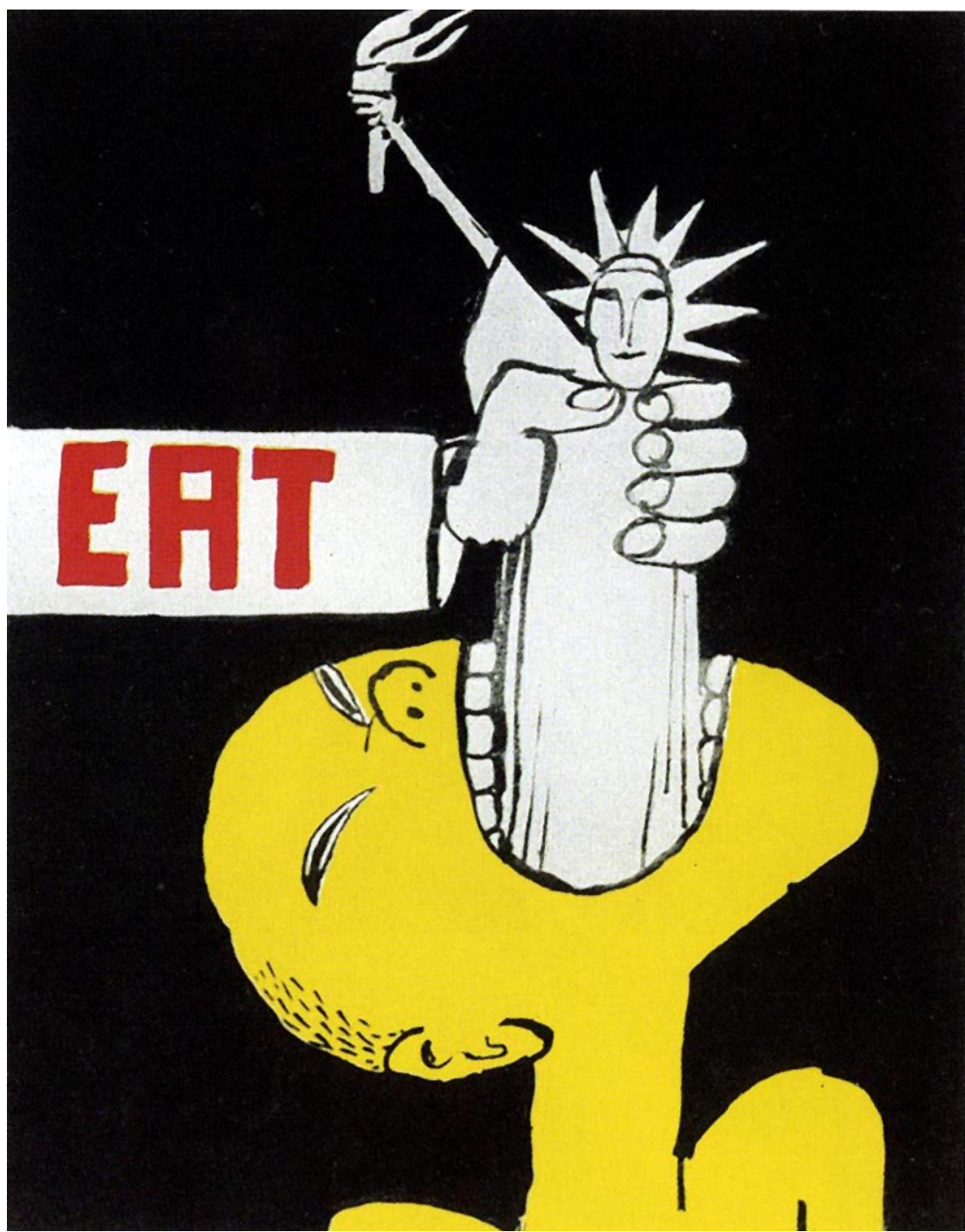


4. Che reazione potrei suscitare?





arena®
WATER
INSTINCT





durex
Sexperience



GET THE CITY OUT OF YOUR HAIR

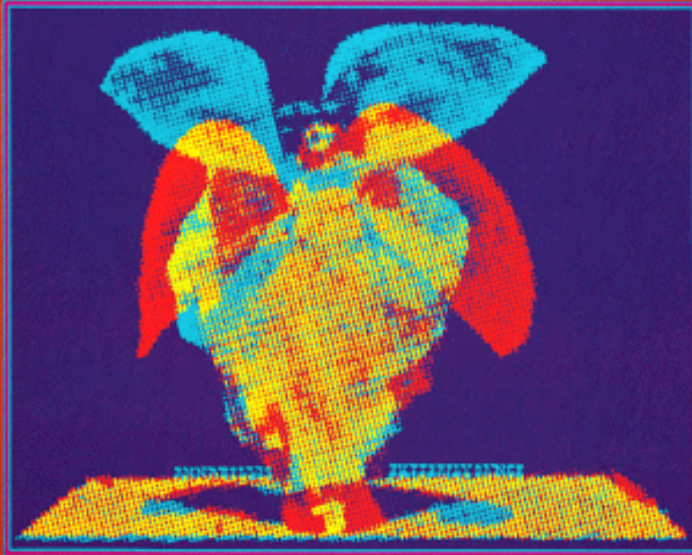
CALCIUM SANDOZ "FORTE"

en los
períodos de
crecimiento



5. Che tecnica grafica e regole compositive utilizzo?





NONNUNCI JATTAMAYUNCI



TUCKER OUTLINE - ONE PHANTOM; MANTONA (MANTON-ABUNDI); CIVILIZED MANS (M. MANTON); KELLY GULLIBORN (1851-4 SACRAMENTO); THE TOWN DIGTON (1770 PEARL); BULLY LO THORN LUNTON (1811) STATED CALIFORNIA; BRIDGLEY; WIND WIND; JOHANNY PHOENIX; SACRAMENTO; TIGER MANTONA (MANTON 1770); PHOENIX MANS OF MANTON (1770 MANTONA); ONE MANTON; TOWN & JOHANNY PHOENIX; CIVILIZED MANS (1811) STATED CALIFORNIA & WIND CALIFORNIA MANTON (1770). MANTON MANTON MANTON MANTON MANTON (1811) STATED CALIFORNIA. MANTON MANTON MANTON (1770) STATED CALIFORNIA.

1770-1811-1851-4



VANDAL
2004

Du 21 au 30 octobre.
Trente ans d'histoire
de basket Nike.
Station Auber. 

VANDAL

1985



TITLE: ~~BAD BROTHERS~~ - ~~RONNY JORDAN~~

BAD BROS

MINI REMIX ALBUM...
LARGE XL

(B)

SHIT GOES DOWN BUT..



NEVER SPLIT THE ATOMS

RONNY

I NEVER HAD IT SOOO GOOD! ©

MMM... BABE

RONNY JORDAN

RONNY JORDAN

ONE & ONLY

PATENT NO. 153496

IN U.S.



THE ORIGINAL GIBSON ES-175 AUGUST 1949

PRICE WAS \$175.00

NATURAL MODEL ES-175N \$190.00 AND NOW IT COST...

JORDAN

MEETS

DJ KRUSH

IN TOKYO SUMMIT '94



PERVERT

SO WHAT

DON'T BE SO PROFESSIONAL BE EMOTIONAL

REASON SEASON 4 CHANGE

ISLAND RECORDS



GIMME FLOPPY.

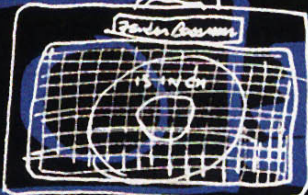
S-2800, S3200, S-3000 ALWAYS IN STOCK & PERMANENT DEMONSTRATION ASK OUR PRICE!!

DJ. KRUSH IN I DON'T TAKE NO BULL SHIT ATTITUDE.



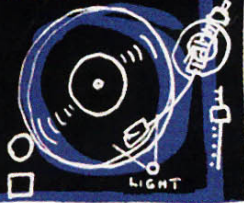
+

東京海上



OLD FENDER VINTAGE TWEED AMPS © TWEED CASE TWEED TROUSERS TWEED SUIT TWEED SHOES TWEED JIMMY HAT

MADE IN ENGLAND. PRINTED IN ENGLAND.



TECHNICS MK-II

BUT I PHUNKED IT UP!

JACKAL

© TM DRAWING BY TOSH 1994

IN

4

THE ADVENTURES
OF MISS THING

· BY · DAVID WILD

MONTHS

ALANIS

MORISSETTE

HAS GONE FROM
WASHED-UP
CHILD STAR TO
QUEEN OF THIS
YEAR'S POP
CULTURE PROM

PHOTOGRAPHS
· BY · FRANK
OCKENFELS

3

6. C'è coerenza fra target, messaggio, tono, reazione, tecnica grafica e composizione?

Proviamo a rispondere alle sei domande in riferimento
ai seguenti otto manifesti

Mercoledì	Giovedì		
Venerdì	Sabato	10 - 12	14 - 18
Mercoledì	Domenica		14 - 18
Lunedì		chiuso	

OSKAR

schlemmer

TILSNOCS

Scenografie, acquerelli, disegni, documenti per la musica di

IGOR STRAWINSKY

Museo Cantonale d'Arte, Via Canova 10, Lugano

2 Luglio - 2 Ottobre 1988



SEX PISTOLS

FUCK

forever



THRO

"MEN WOULD RATHER HAVE THEIR
FILL OF SLEEP, LOVE, AND SINGING
AND DANCING THAN OF WAR," SAID
HOMER. THE EDITORS OF AVANT-
GARDE AGREE, AND DO HEREBY
ISSUE A CALL FOR ENTRIES FOR
AN INTERNATIONAL POSTER COM-
PETITION BASED ON THE THEME:

NO MORE WAR

Judges: Richard Avedon, Leonard Baskin, Alexander Calder, Milton Glaser, Ari Kane, Jack Levine, Herb Lubalin, Dwight Macdonald, Robert Motherwell, Robert Osborn, Larry Rivers, Ben Shahn, Edward Steichen & Sloan Wilson.

NOT ALL OF THE CONTESTANTS ARE PROFESSIONALS. AMATEURS MAY ENTER, TOO, BUT ONLY WITH PERMISSION OF COLLEGE, ART AND PHOTOGRAPHY SCHOOLS, THEATERS, AND SIMILAR INSTITUTIONS.
Ten winners will be selected. All winning posters will be reproduced and sold for \$1 each through bookstores, art supply stores, coffeehouses, bookshops, and other retail outlets. Sales will be promoted by vigorous advertising and publicity campaigns. Profits will be donated to peace funds as designated by the editors.
Articles will not be published. Advance entries \$1.42 will be guaranteed in

advance \$500 to a grand prize winner and \$100 to each of the other nine winners.
All winning posters will be featured in an issue of Avant-Garde Magazine. Fifty of the best entries will be exhibited at a New York Museum or gallery and sent on tour of the United States.
Choice of subject matter is at the discretion of individual artists. Though posters must have some relationship to the theme of the contest, word panels, slogans, and other verbal slogans, captions, or titles or more or less may relate to such specifics, such as the war in Vietnam. Entries will be judged on the basis of artistic merit and impact of anti-war message.
Judging will take place in New York on May

30, 1968. Memorial Day. Winners will be announced at a press conference held on that day thereafter.
Deadline is 5 p.m., Monday, May 27, 1968. Entries may not exceed 22 x 30" in size and must be accompanied by artist's name and address.
The address of Avant-Garde, Inc., for entries and inquiries, is 110 W. 43rd St., New York, N.Y. 10018, U.S.A.
This contest is made possible in part by the generous support of the New York State Council on the Arts, which is administered by the State Office of Cultural Affairs, 120 West Street, New York, N.Y. 10038. It is also made possible in part by the generous support of the City of New York, Office of Cultural Affairs, 120 West Street, New York, N.Y. 10038. It is also made possible in part by the generous support of the City of New York, Office of Cultural Affairs, 120 West Street, New York, N.Y. 10038.

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GARDE**

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**SOUL JUST CAN'T
REPLACE**



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**BACK
IN THE 60'S
THIS WAS
THE ONLY
SOURCE OF
GLOBAL
WARMING.**



TWO OF THE GREATEST JAPANESE
ANIME CARTOONS NOW
ON THE ANIMAX CHANNEL.



**AFTER SUSHI
AND SASHIMI,
THE MOST FAMOUS
DUO IN JAPAN.**



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