



Schriften in der Medienkonzeption (German Edition)

Axel Gräfenhain

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Studienarbeit aus dem Jahr 2001 im Fachbereich Design (Industrie, Grafik, Mode), Note: 2.0, Hochschule Harz - Hochschule für angewandte Wissenschaften (FH) (FB Wirtschaft), Veranstaltung: Medienkonzeption, 4 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Wort Typografie ist zusammengesetzt aus den griechischen Wörtern „typos“ (Gestalt, Muster, Form) und „graphein“ (schreiben).

Unter Typografie versteht man das Arbeiten mit Schrift und freiem Raum. Prinzipiell kann man Typografie in zwei Bereiche unterteilen: zum einen die Vermittlung von Informationen in Dokumenten und zum anderen die Übermittlung von Botschaften in Werbedruckten oder Kunstwerken. Hierbei wird die Typografie mehr als gestalterisches Mittel eingesetzt.

In beiden Fällen muss sich aber die Typografie am Zweck und Inhalt des Gedruckten ausrichten.¹

Typografie ist damit das Mittel, mit dem es möglich ist, einen Text der Aussage entsprechend zu gestalten.

Bei der Herstellung des Dokumentes ist daher entscheidend, ob die bloße Wissensvermittlung mit einer guten Lesbarkeit und mit einem hohen Maß an Übersichtlichkeit im Vordergrund steht, oder ob es gilt, einen Blickfang und den Transfer einer Aussage zu ermöglichen.

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