



**ISEA
2010
RUHR**

the very basics

if you are planning a publication in the context of ISEA2010 RUHR, you are of course free design it as you like.

However, if you want your publication to fit together with others produced for ISEA2010 RUHR when they are on future bookshelves, this brochure offers some general guidelines on how we design the ISEA2010's own publications (catalogue, proceedings, etc.).

These are the very basics for the spine:

Typography on the spine is rotated 90° clockwise. Font is Helvetica Bold, colour is white.

The top 10% of all ISEA2010 publications are white (due to co-branding issues with the Ruhr.2010 Cultural Capital organisation). The ISEA-logo-pixel is placed so that it touches the white area a little bit.

Publisher logos may be placed at the bottom.

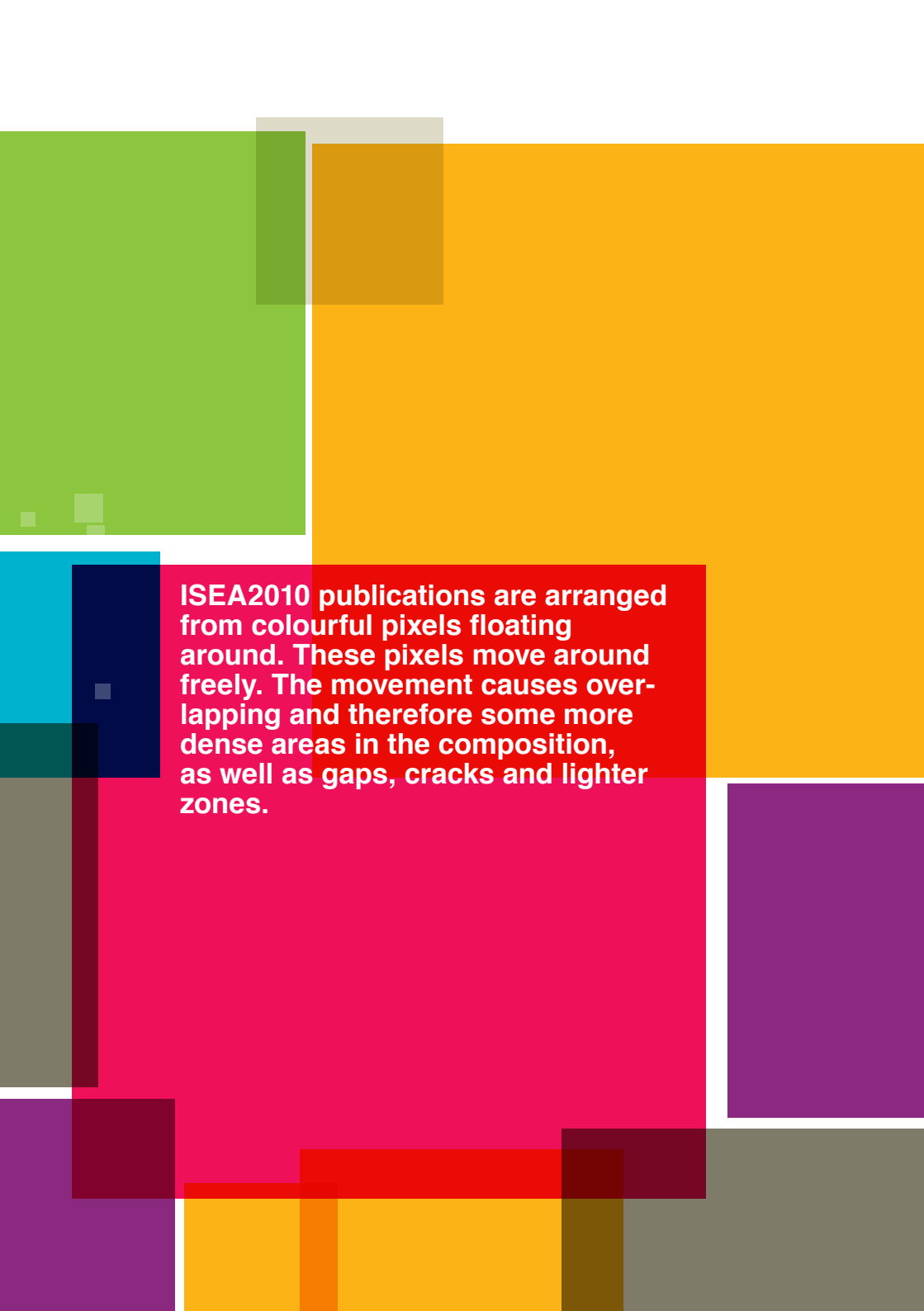
That's it. If you'd like to take it further, the following pages will show you some aspects of the ISEA2010 RUHR design and will hopefully inspire you. Any design-related questions will kindly be answered by Björn Rüter of laborb designbüro (bjoern@laborb.de). For any other inquiries please contact ISEA2010 RUHR directly.

for harmony on the bookshelf



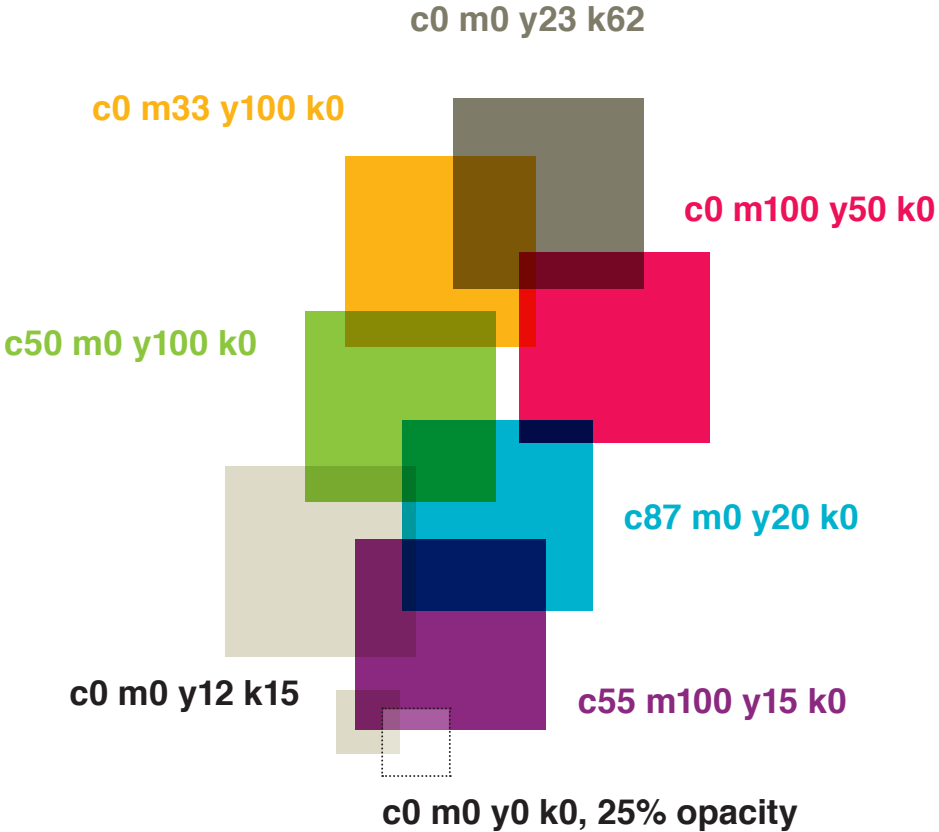
pixel-environment





ISEA2010 publications are arranged from colourful pixels floating around. These pixels move around freely. The movement causes overlapping and therefore some more dense areas in the composition, as well as gaps, cracks and lighter zones.

colours



colours multiply.

usually two colours and the two greys are used to build the composition – occasionally, it's helpful to involve a third colour for highlighting something or to differentiate two similar compositions (e. g. two language versions of the same flyer).

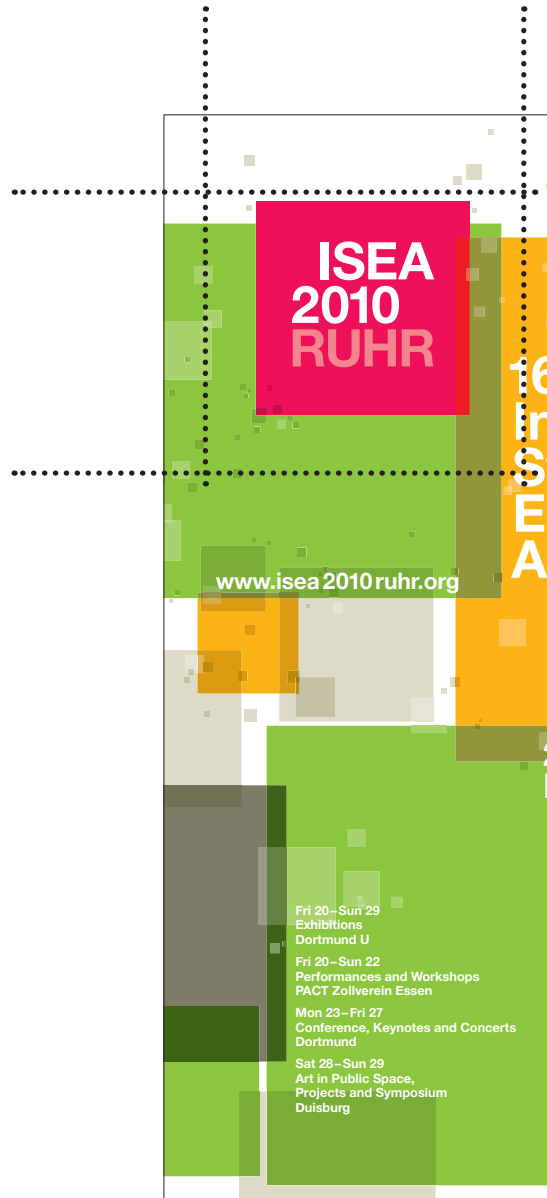
Colours can be paired up freely, but not all combinations yield nice tinges (of course).

The two greys can be used to create more dense parts of the composition and give the whole thing more depth. You can also add detail using smaller pixels in light grey and white as well as the associative terms floating around.

Typography on colour is always white.

ISEA-Logopixel

The pixel holding the ISEA2010 logotype is red and likes to be at the top left without being cropped at its left end. It always lurks up into the 10% of white space and can vary in size. The Logo-Pixel is always accompanied by some smaller light grey pixels very busily floating around.



CoBra RUHR.2010



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.....

10% in height of each ISEA2010 publication's cover page are reserved for the co-branding of RUHR.2010 GmbH. The use of the Ruhr.2010 logo is understood both as an obligation and a privilege and is reserved for projects officially listed by the Ruhr.2010 Cultural Capital organisation.

If you are in doubt whether you should use it, or not, please inquire with Andreas Broeckmann. Under normal circumstances, you'd only use it if your project is an integral part of ISEA2010 and thus directly or indirectly supported by Ruhr.2010. – If you want to (or have to) use it, see their 60-page Co-Branding Manual to find out how it's done properly – and be relieved that not all of these rules have to be followed strictly, but official publications need to be checked with the Ruhr.2010.

Typography

There are no explicit rules on setting typography. To make it look like ISEA2010, use white Helvetica Bold on pixel patterns. Line spacing tends to be rather tight. Feel free to use different sizes for the graphic arrangements on flyers, book covers, posters, etc. and let the type float with the pixels !

When setting copytext, however, try to use as little different font sizes as possible. Preferably copytext is set in one size throughout one publication.

August 2010
Germany

Call for proposals

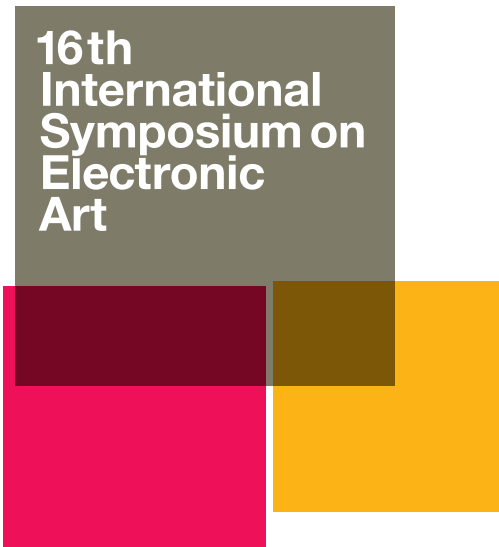
International Symposium on Echonic

- silence
- diversity
- ecologies
- sensory overload
- expanded sounds
- open hardware
- resources
- immersion
- performance
- intimacy
- sustainability
- trash
- spam
- knowledge commons
- access
- conversation
- media ecology
- free software
- low tech
- periphery
- urbanity
- passages
- irreversibility

Submission
deadline
15 September

characteristic typographic elements

These five lines are somewhat characteristic, too. They show on the title of every publication. Size can be chosen freely.



Associative terms floating around the composition represent the smallest font size used. These are used like the light and dark floating pixels to balance the composition and add detail here and there.

ISEA 2010 RUHR

visual sounds

silence

hybrids

ecologies

recycling

synaesthesia

performance

acoustics

periphery

conversation

aural walks

knowledge commons

low tech

spam

www.isea2010ruhr.org

sonic reality

media ecology

16th

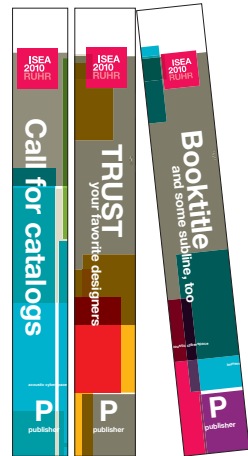
div

Book jackets

Book covers are designed like any other media.

Be sure to add a logopixel to the upper part of the spine.

Text on the Spine is rotated clockwise.



ISEA
2010
RUHR

16th
International
Symposium on
Electronic
Art

Booktitle
and some subline, too

hybrids

silence

visual sounds

recycling

ecologies

performance

spam

media ecology

diversity

access

live-ness

image & sound

digital psychedelia

Booktitle
and some subline, too

schizophrenia

expanded sounds

body

intimacy

open hardware

space/time experience

resources

sensory overload

microsounds

ISEA 2010 RUHR

20–29 August 2010
Ruhr/Germany

Call for catalogs

The International Symposium on Electronic Art is one of the most important festivals for digital and electronic art. Being one of the projects of RUHR:2010 European Capital of Culture, the symposium will be held in Germany for the first time this year! At several venues in the cities of Dortmund, Essen and Duisburg, the festival presents current works and debates in Media Art workshops. To that end, international artists and scholars will meet in the Ruhr metropolitan area. More than one hundred speakers will present recent developments in contemporary art and digital culture and exchange ideas with local creatives.

16th International Symposium on Electronic Art

Call for catalogs

P publisher

www.isea2010.ruhr.org

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TRUST
your favorite designers

16th International Symposium on Electronic Art

TRUST
in good books designed by your favorite designers

www.isea2010.ruhr.org

P publisher

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Booktitle
and some subline, too

16th International Symposium on Electronic Art

Booktitle
and some subline, too

www.isea2010.ruhr.org

P publisher

ISEA 2010 RUHR

16th International Symposium on Electronic Art

www.isea2010ruhr.org

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in good books designed by
your favorite designers

hybrids

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electronic sounds

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spam

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access

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microsounds

paper, sizes and proportions

Flyers are A5 (148 × 210 mm) in size (or, respectively, multiples of this format).

Books are 168 × 234 mm in size.

The paper used for printing flyers and posters is “Profi silk” with weights of 135 or 350 g/qm.

Printing is done in 4c with FM screen to make all colours look smooth and have a crisp white typography.

Dispersion varnish (matte) is applied.

