
NORM - Sign generator

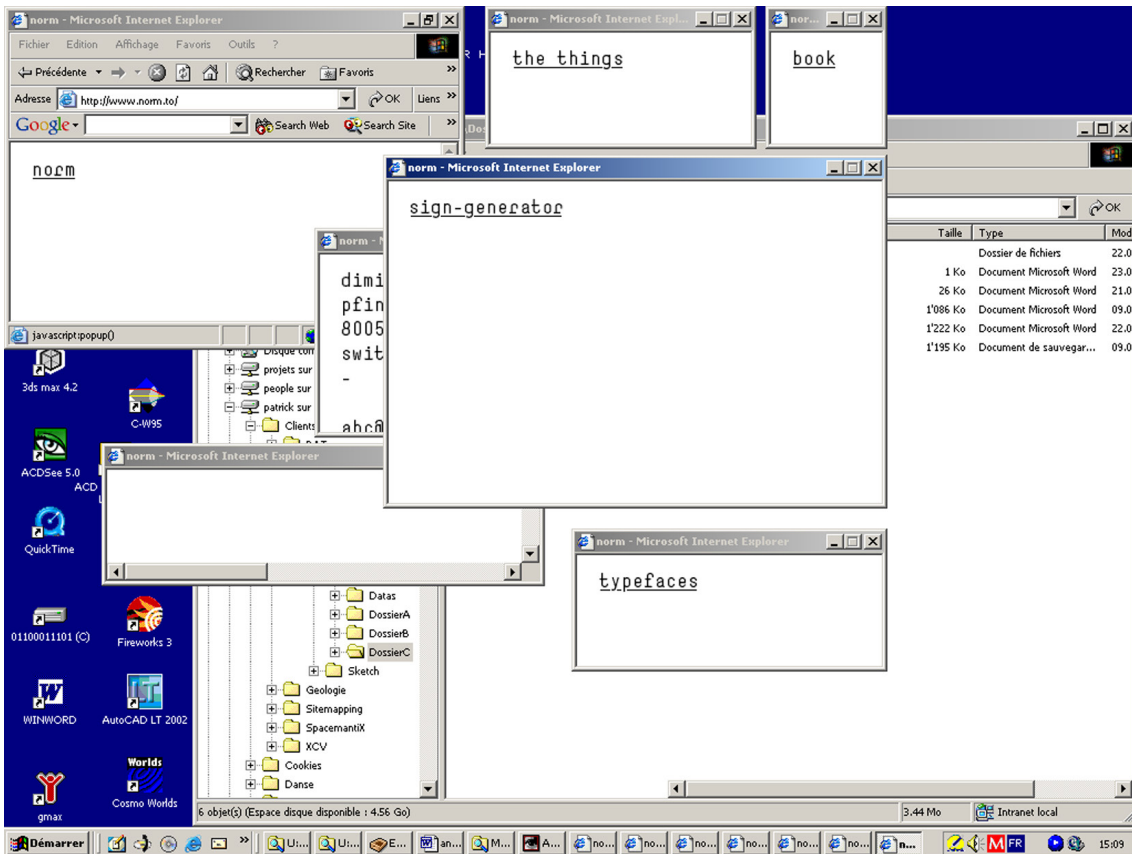
2002

Sign generator software (1st version) by fabric | ch for NORM

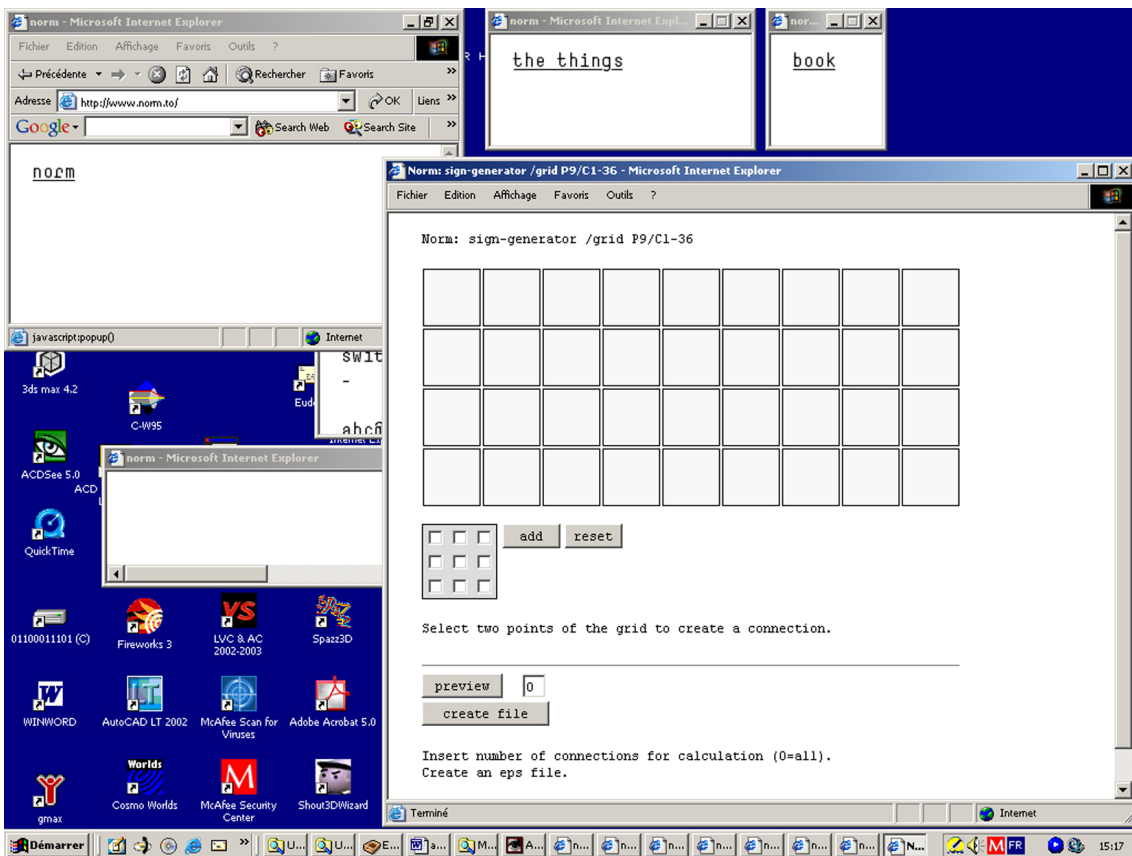
Client: NORM (Zürich, CH)

Location: Internet

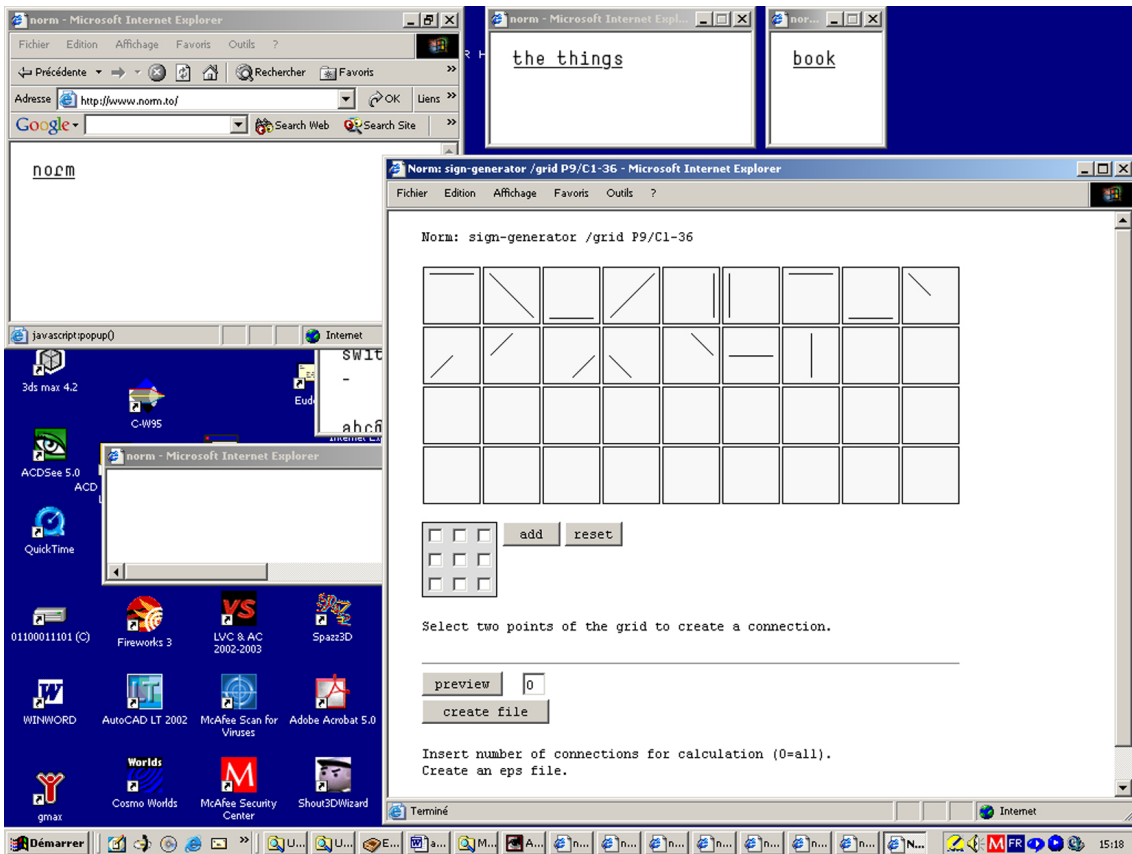
-
- NORM graphic design (www.norm.to)
 - Sign generator for NORM
 - Book “The things” by NORM
 - Logotype as avatars (used by fabric | ch as avatars in the “map_I.T.” project)



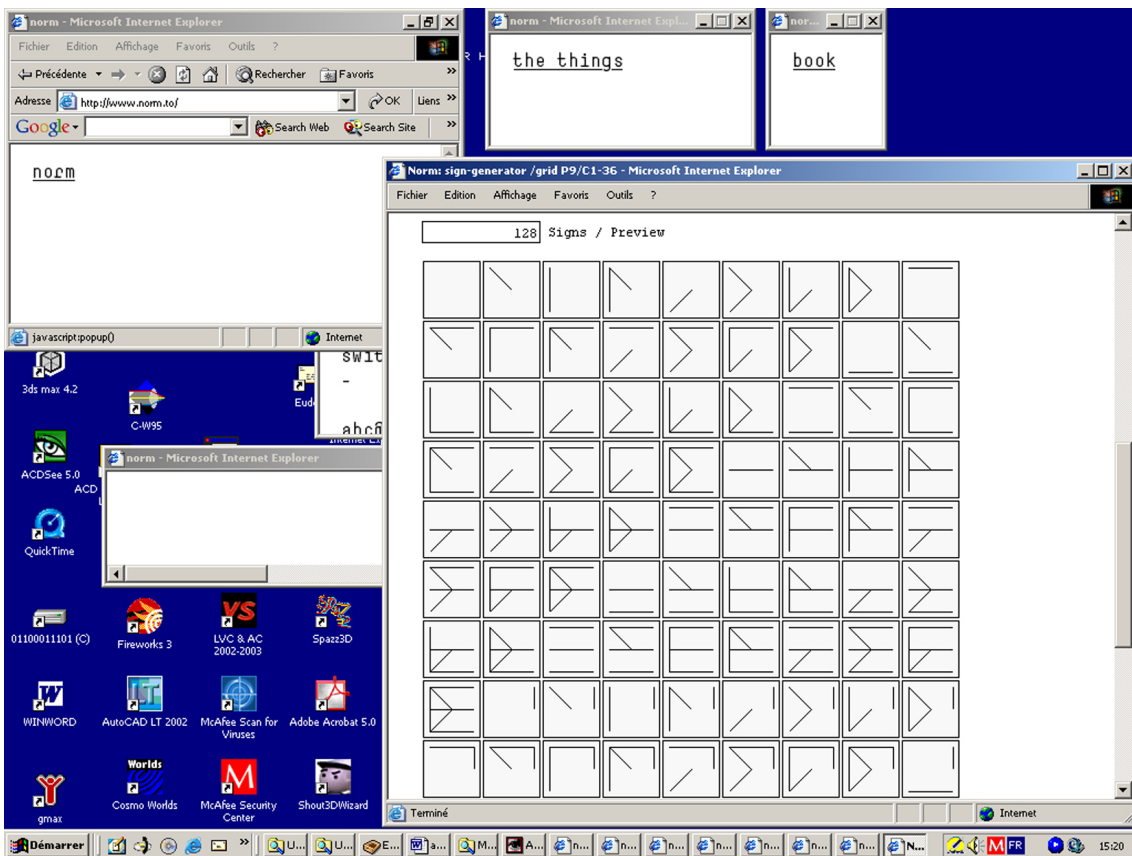
[Img. 1]



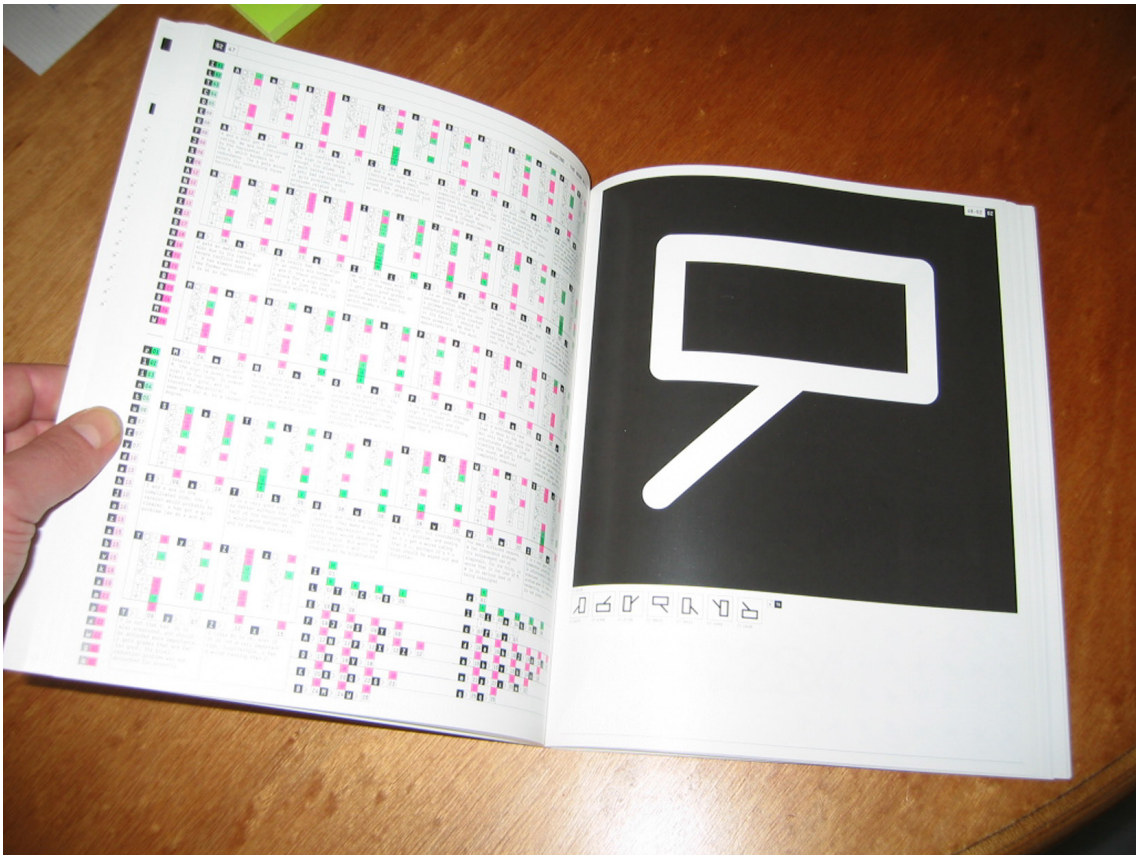
[Img. 2]



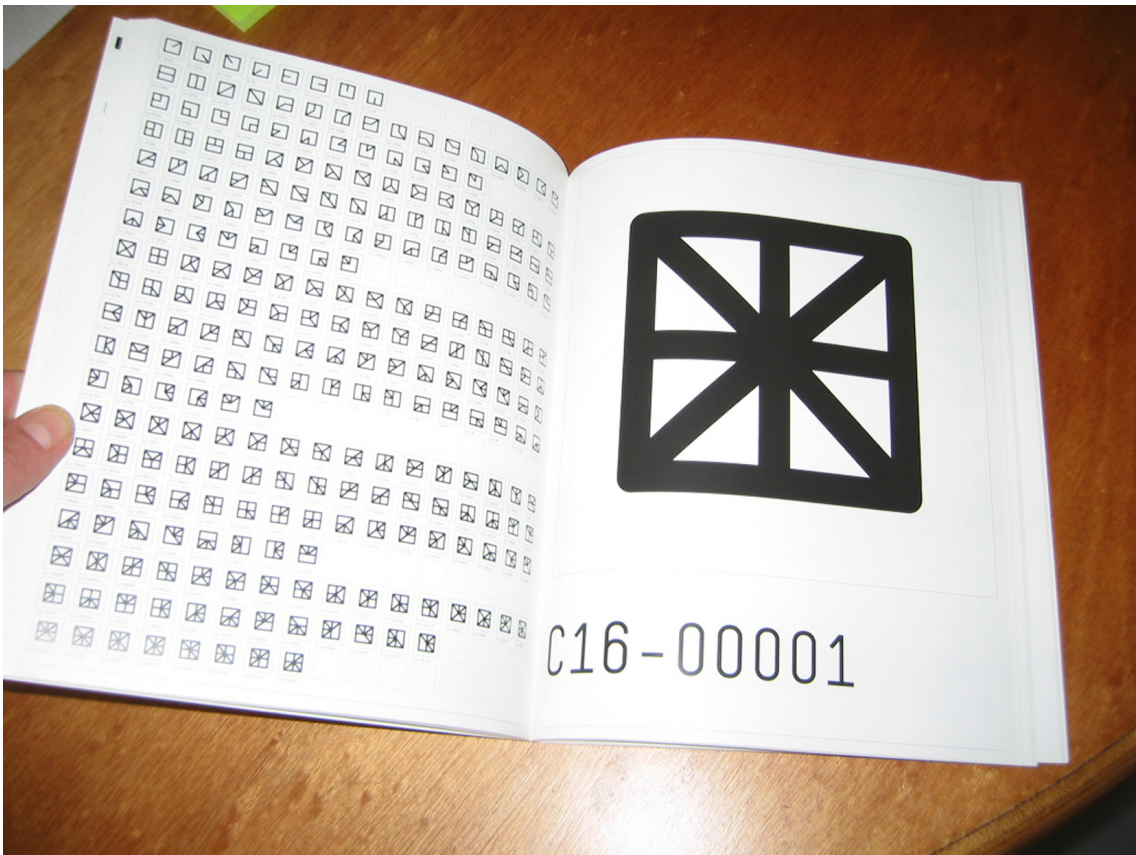
[Img. 3]



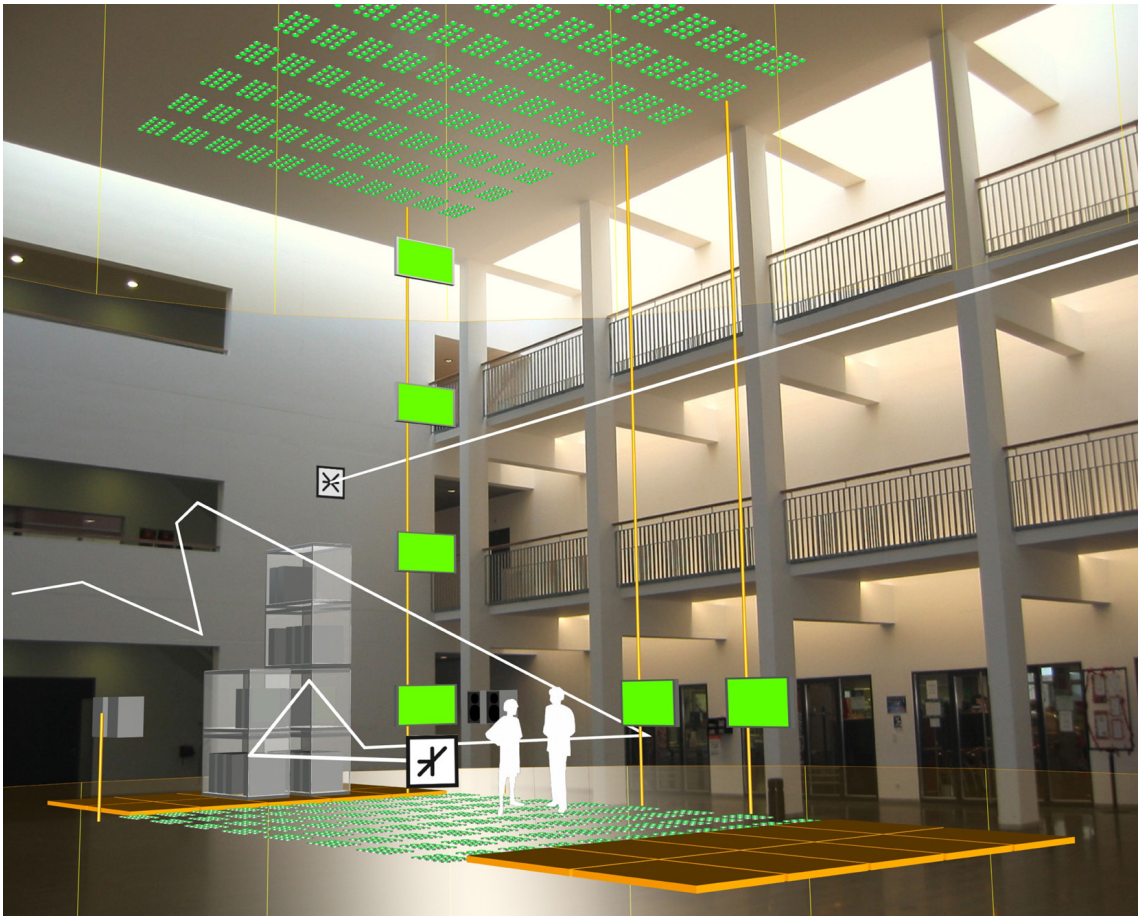
[Img. 4]



[Img. 5]



[Img. 6]



[Img. 7]

Image captions:

- [Img. 1] NORM's website, online access to the sign-generator. The sign generator is in close relationship with NORM's book, "The Things".
- [Img. 2] Main "by default" user's interface for the sign generator.
- [Img. 3] Grid based creation of the main lines that will be used to generate the logotypes.
- [Img. 4] Some of the logotypes created based on the selected lines. Those logotypes can then be exported to an illustrator format and used for any other purpose (like avatars).
- [Img. 5] One sample of the generated logotypes in use into the graphic design and research book "The Things", by NORM.
- [Img. 6] A different use of the logotypes in the same book.
- [Img. 7] The use of the logotypes as avatars by fabric | ch, in the context of a master plan for the digital campus of the Swiss Federal Institute of Technology, Lausanne.

Contact

fabric | ch (97-23)

Architecture/Art direction:

Christophe Guignard

Patrick Keller

-

Technical/Technological direction:

Stéphane Carion

Christian Babski

-

Collaborators:

Marc Escher

Franz Hoffman

Partner:

NORM

Contact:

fabric | ch

6, rue de Langallerie

1003 Lausanne

Switzerland

-

www.fabric.ch

-

t. +41(0)21-3511021 // f. +41(0)21-3511022 // m. info@fabric.ch