

INTERNATIONAL JOURNAL
FOR THE HISTORY OF SCIENTIFIC IDEAS

Almagest

8 1 2017

Almagest -- a print periodical publication of scientific studies focusing on a specific theme in each issue. It has already existed for 7 years (14 editions).

Its design is consistently based on the principles of classic typography. It is also supported by dynamic skill, so it can adapt to the pagination needs of each issue. Modern digital techniques and methods reinforce the scientificity of the graphics work in Almagest, refuting the mistaken perception that there exist beautiful or ugly publications. First and foremost, they must be correct and not erroneous.

In the issue of 8/1/2017, the authors deal with concepts such as subjective/objective, small/large, past/future, image/icon and so on. The idea to use a material for the cover which mirrors, reflects, promotes and engages with the concepts of matter and the immaterial was so obvious as well as representative. So we knew that the cover of Almagest would be printed in magic chrome, code 4168.

A little later, a discussion began on the the ability of the scientific community – commonly seen as an enlightened community – to perceive the visual rendering of creation itself in visual communication. In this case, to relate the “mirror” to the theme of the issue.

...graphic design is the means of rendering on paper (and not only on paper of course) a concept, an image, an event. To take you on a journey, before you journey. If it predisposes you...it has succeeded, it is completely apt and commonly accepted.

Let's discuss this a little more!

DesignBond

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