

# *Tipografía 2*

Licenciatura en Diseño Gráfico

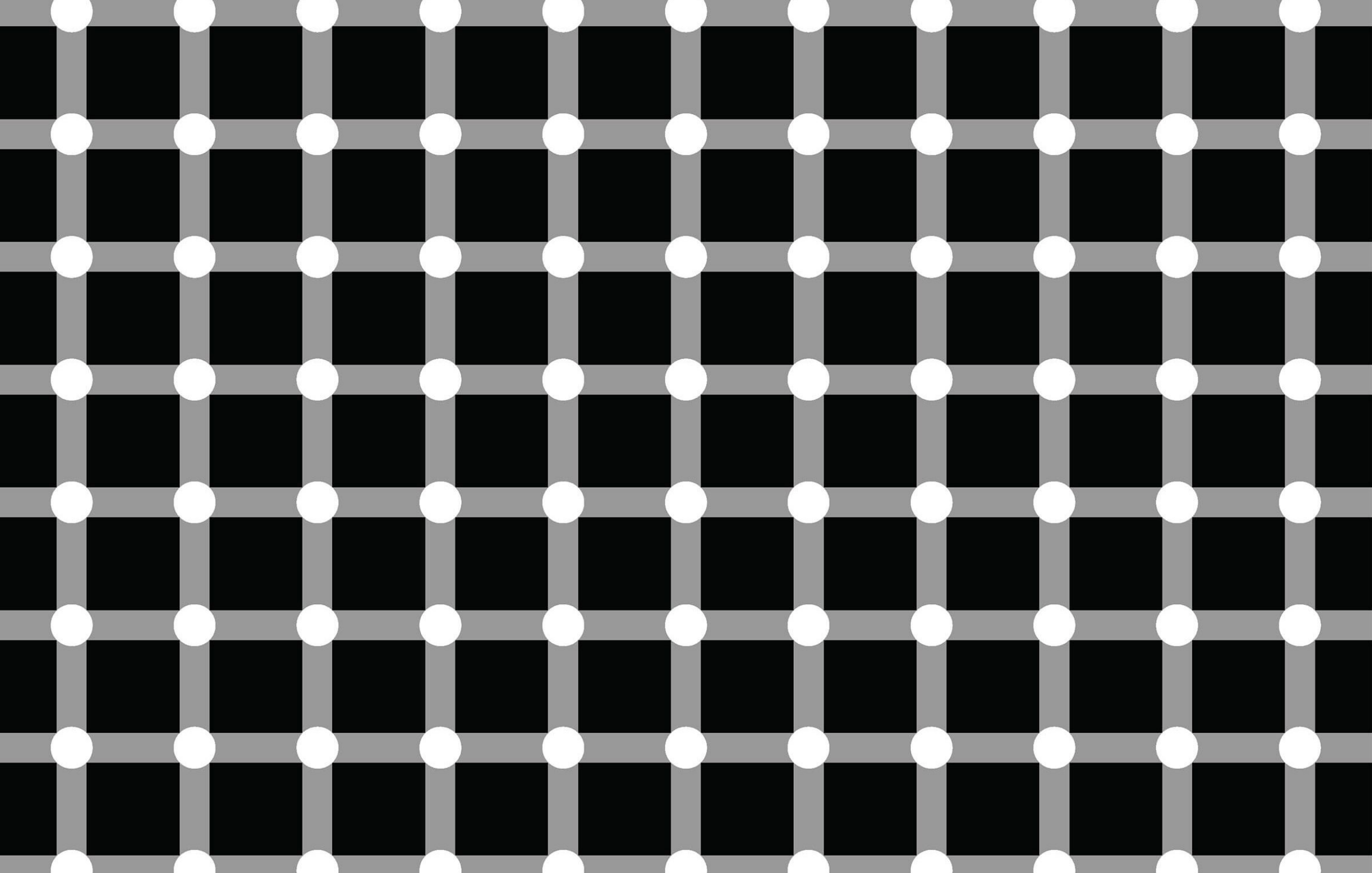
**FERNANDO DÍAZ &  
AVRIL PONCE DE LEÓN**

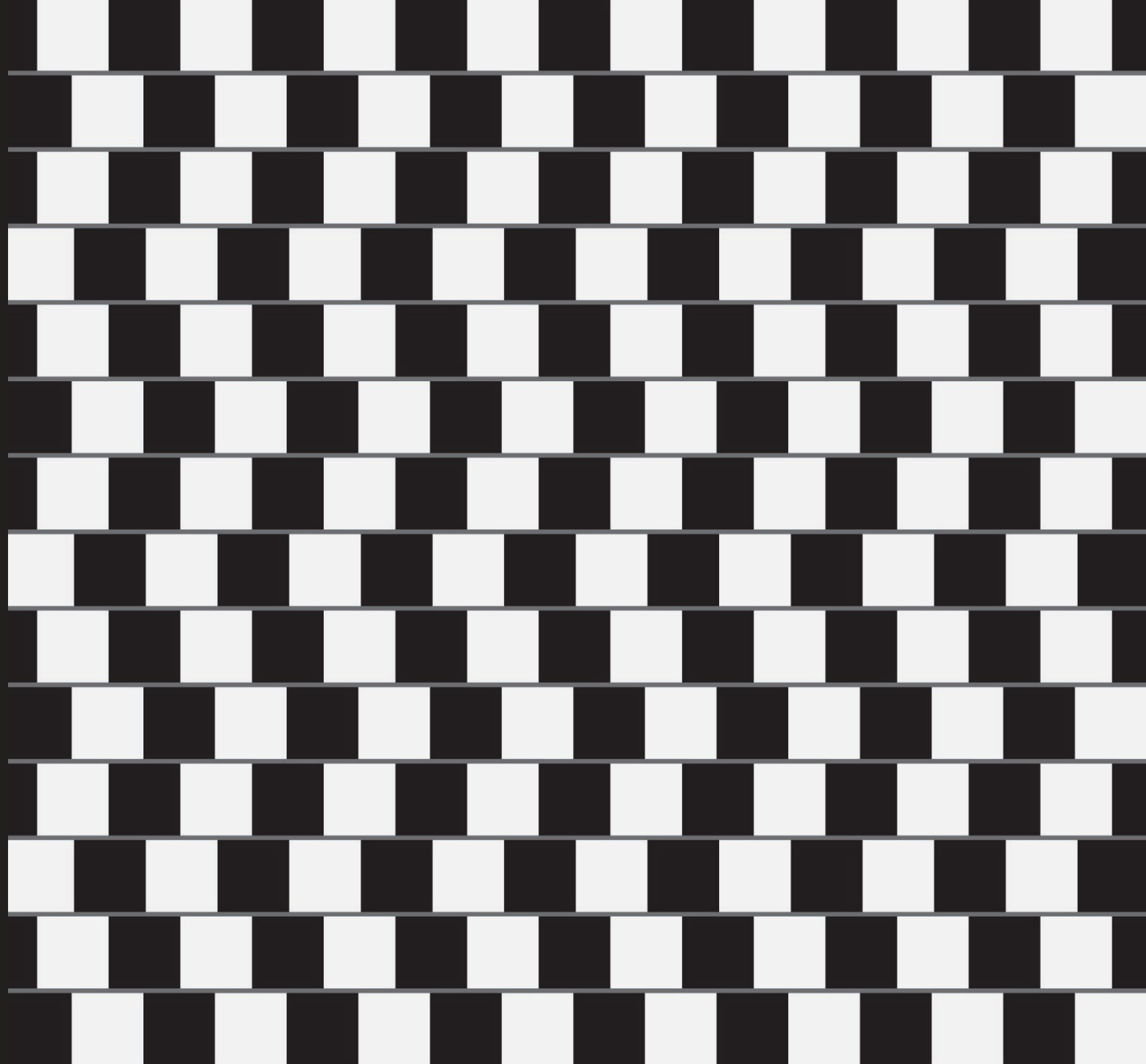
*ferfolio@gmail.com*

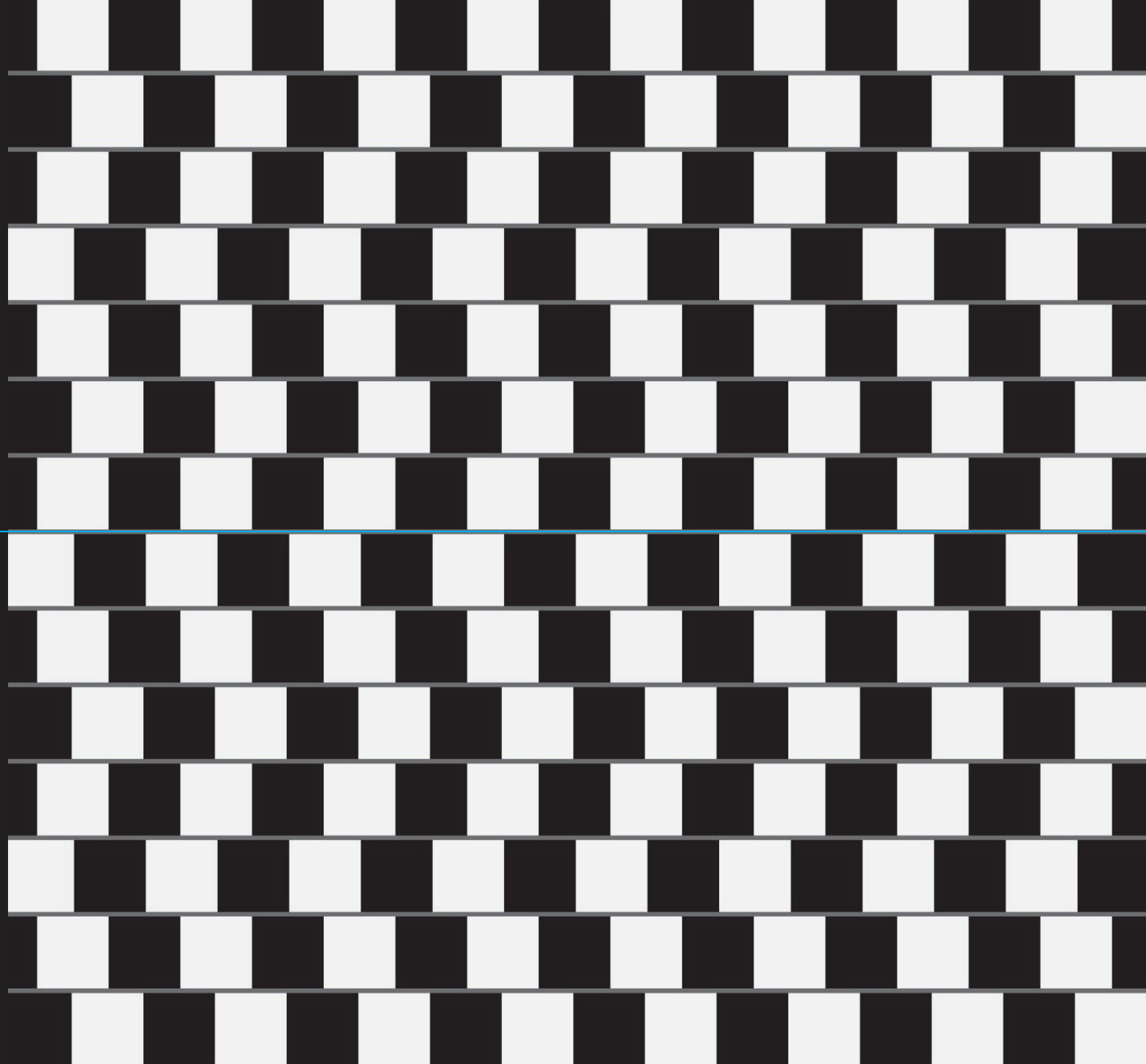
**PÁGINA DEL CURSO**

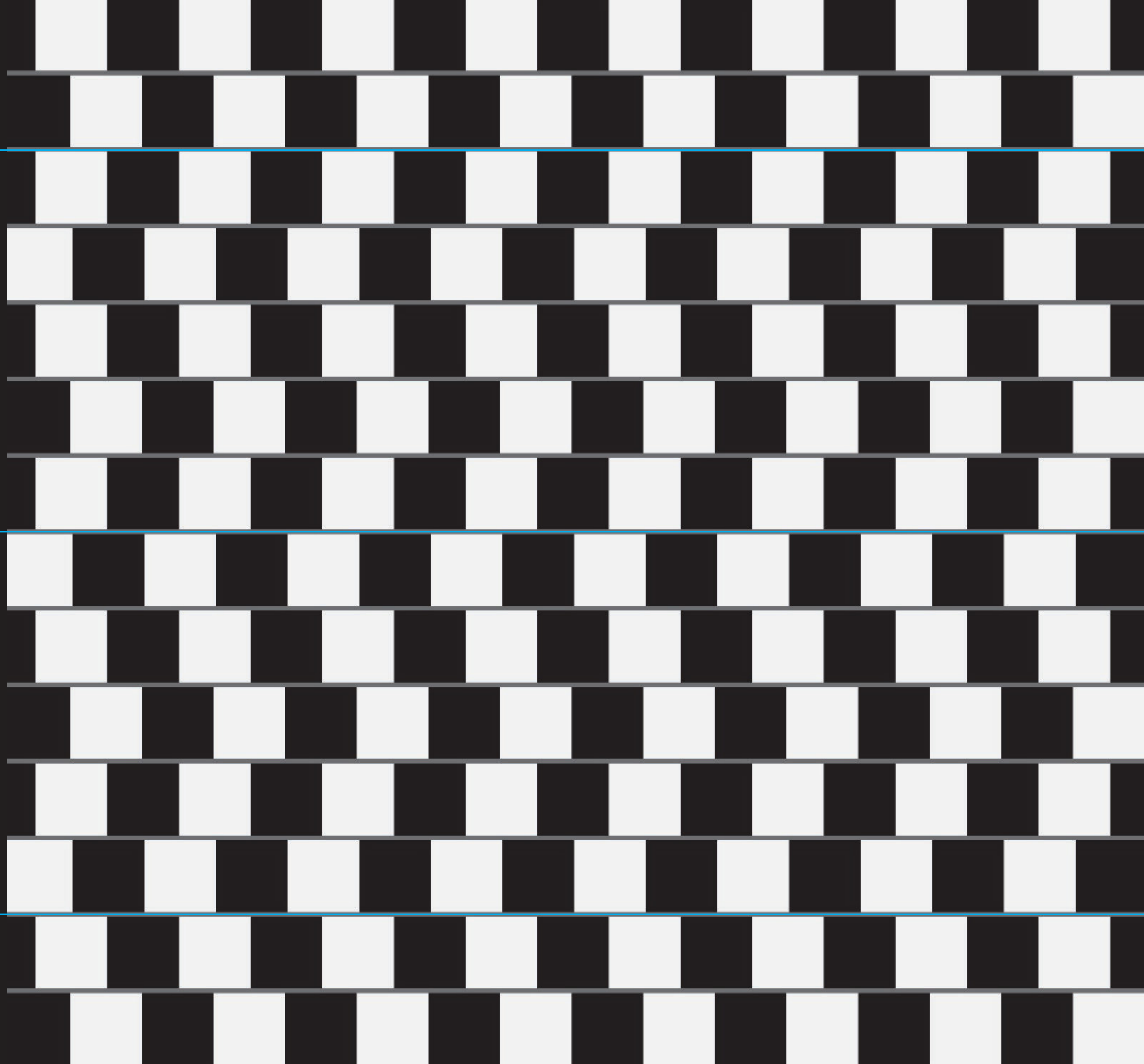
*[www.fdz.org/tipografia2](http://www.fdz.org/tipografia2)*

# *Ajustes Ópticos*





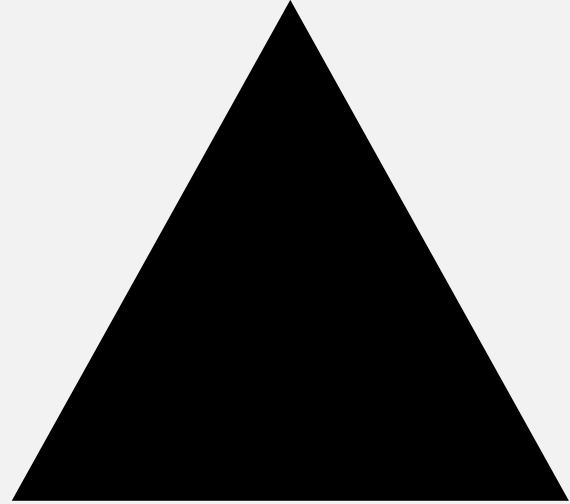
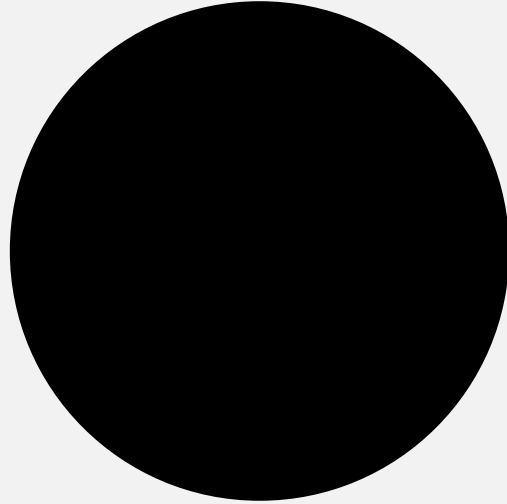
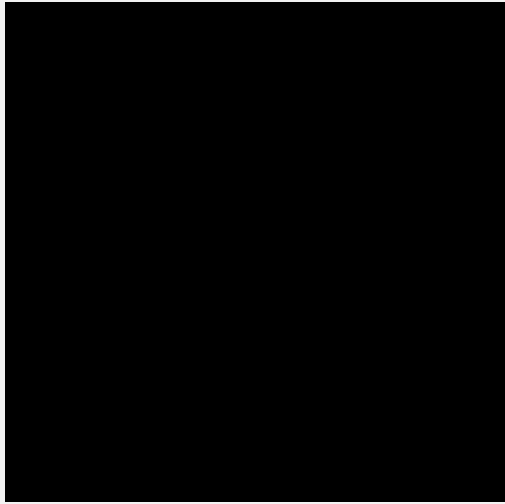


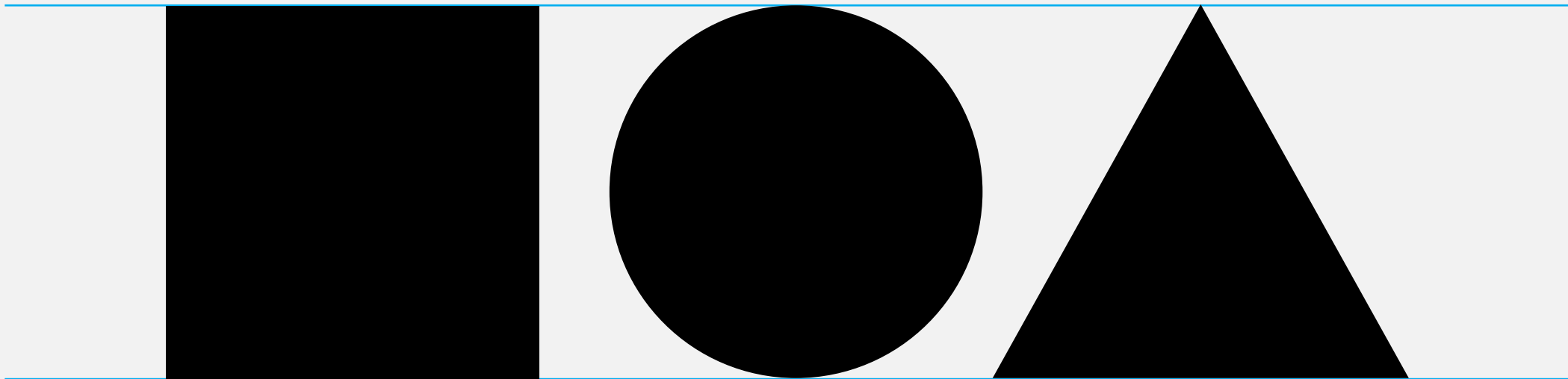


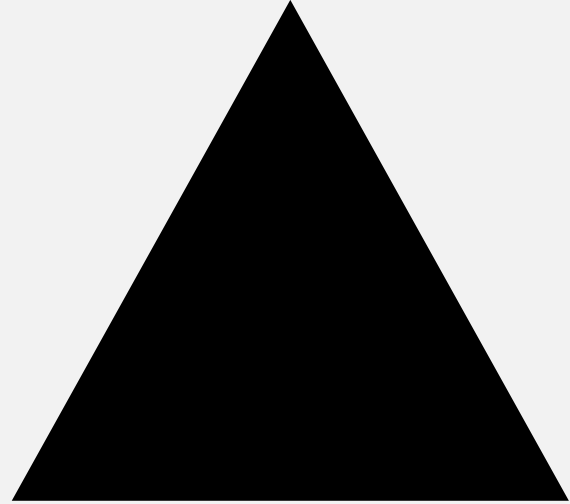
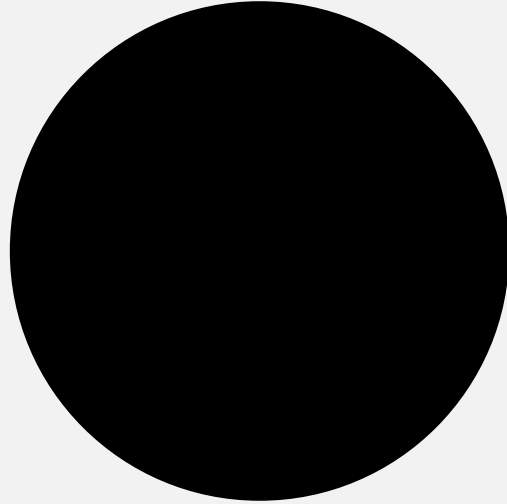
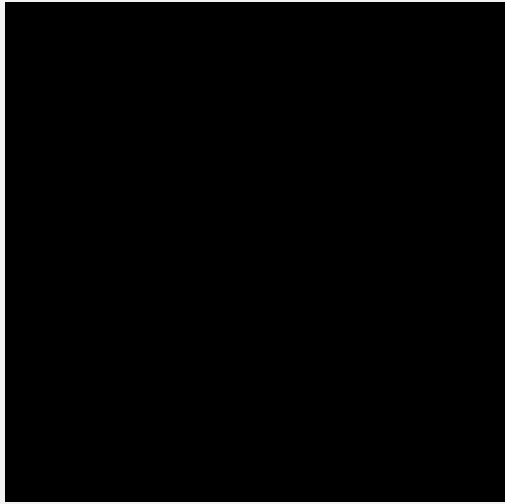
**1**

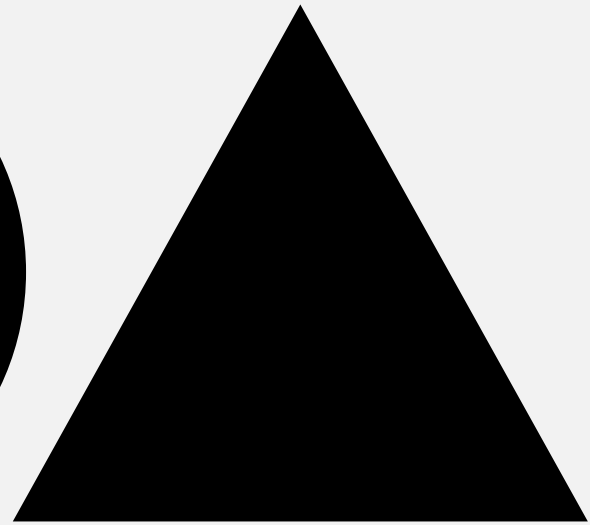
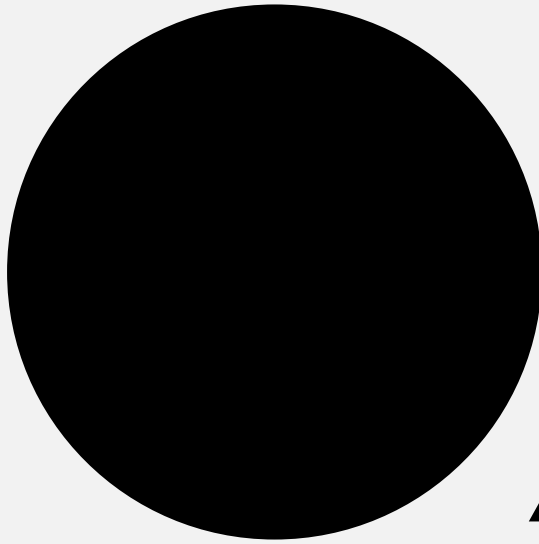
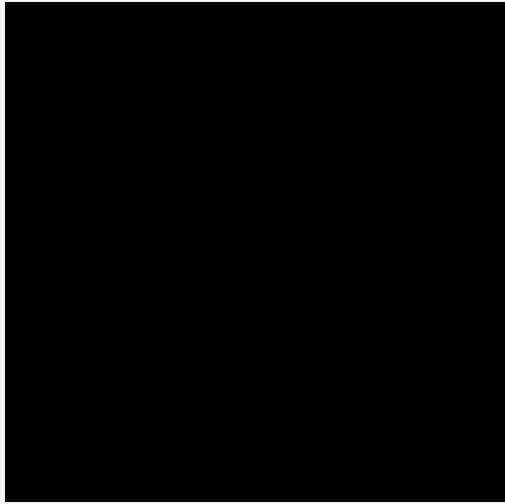
***Formas circulares  
y triangulares***

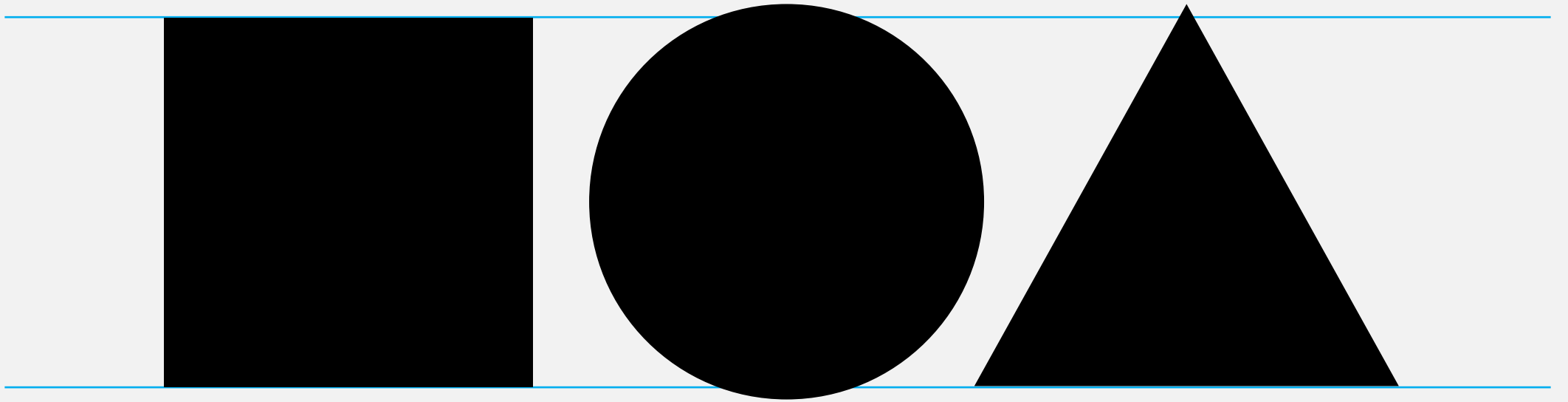


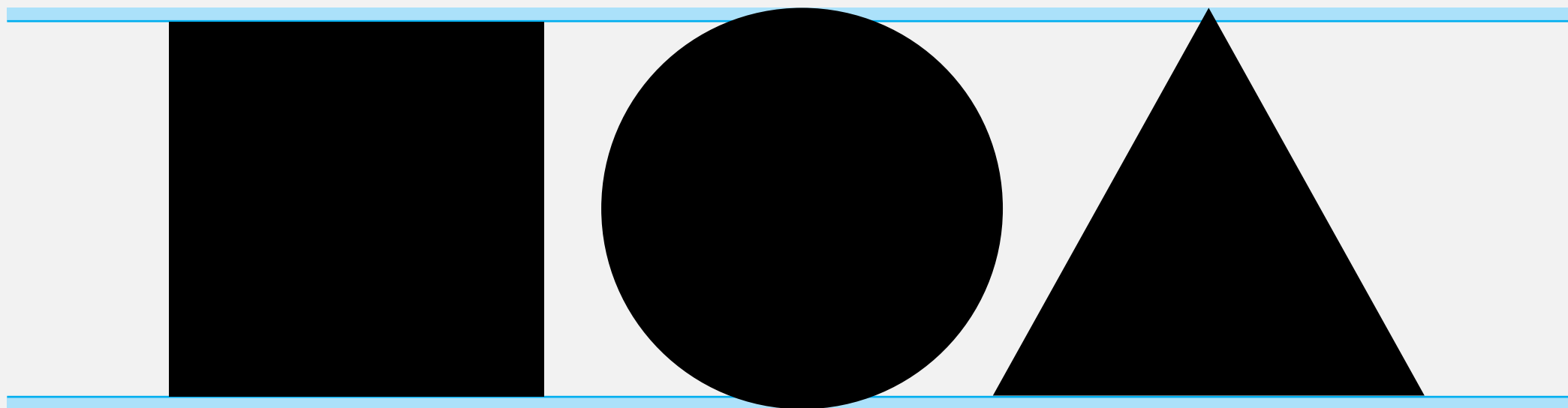












Se deben ajustar entre un 3-5% (15-25 pt)



EVD

EVD

EVD



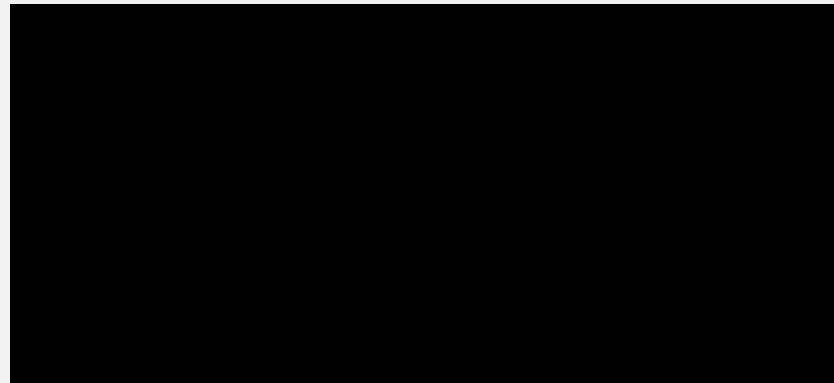
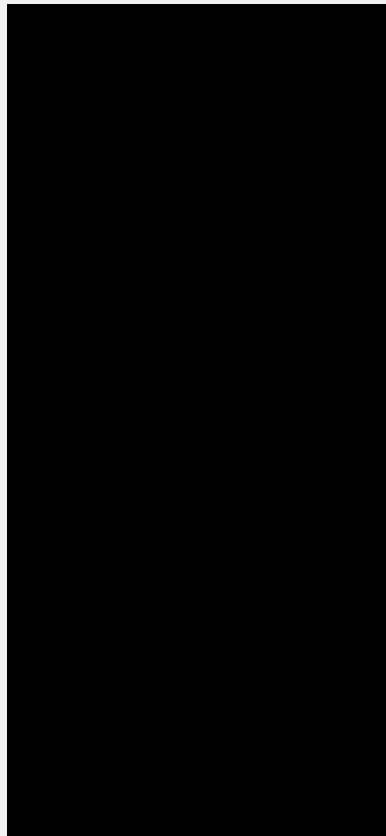


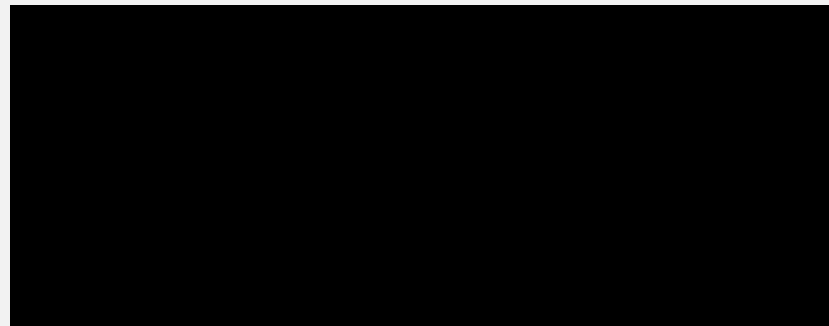
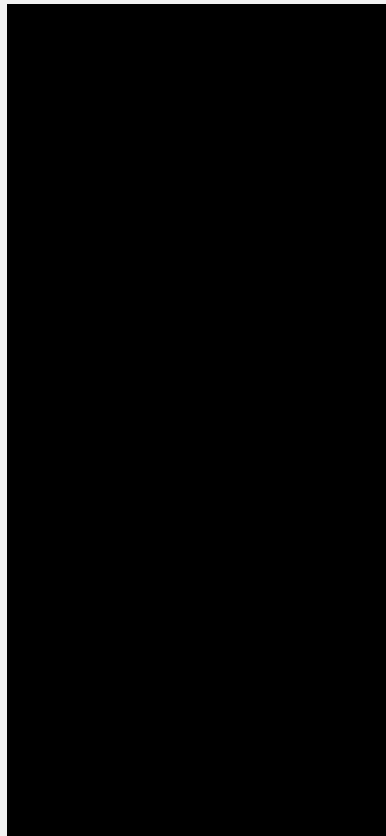


rx

2

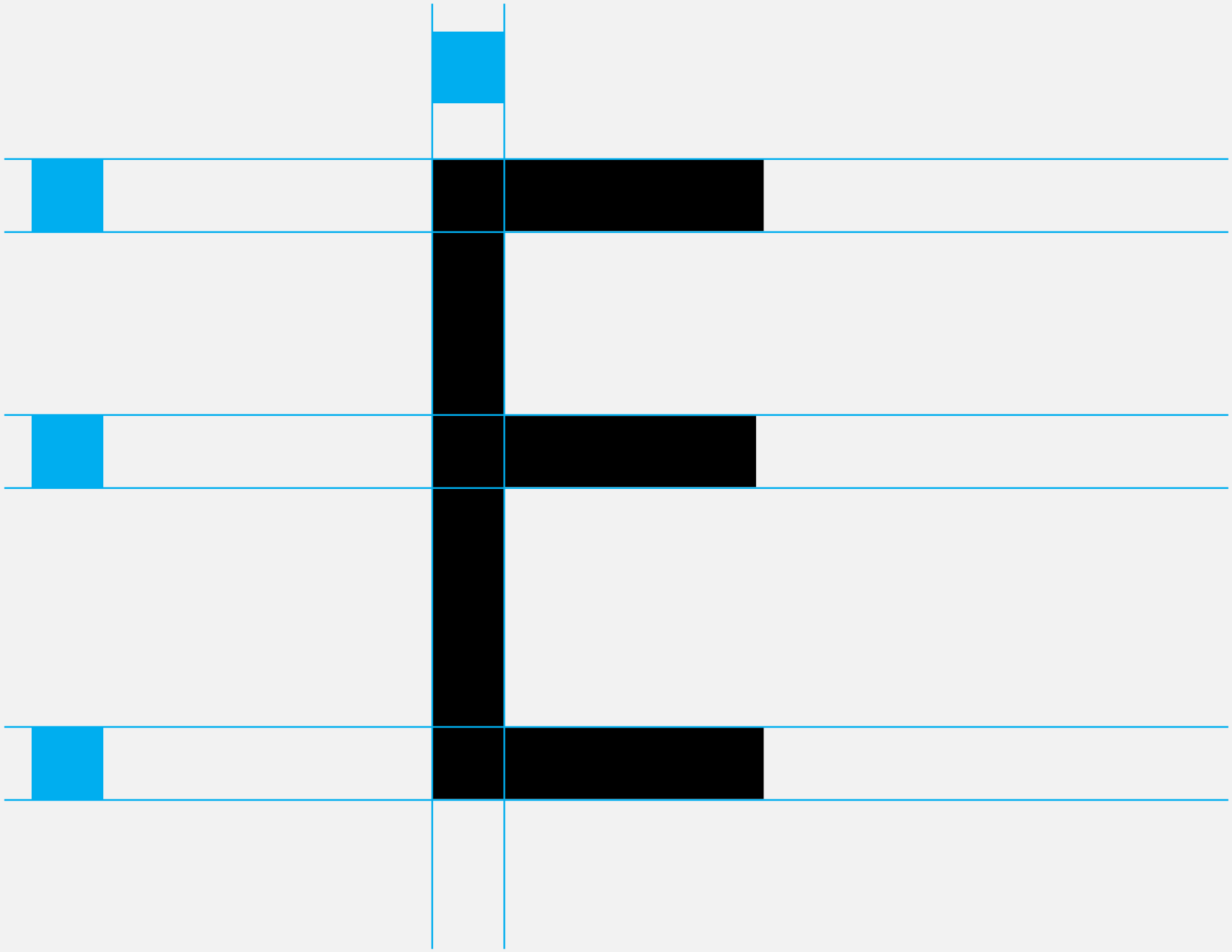
***Horizontales  
y Verticales***

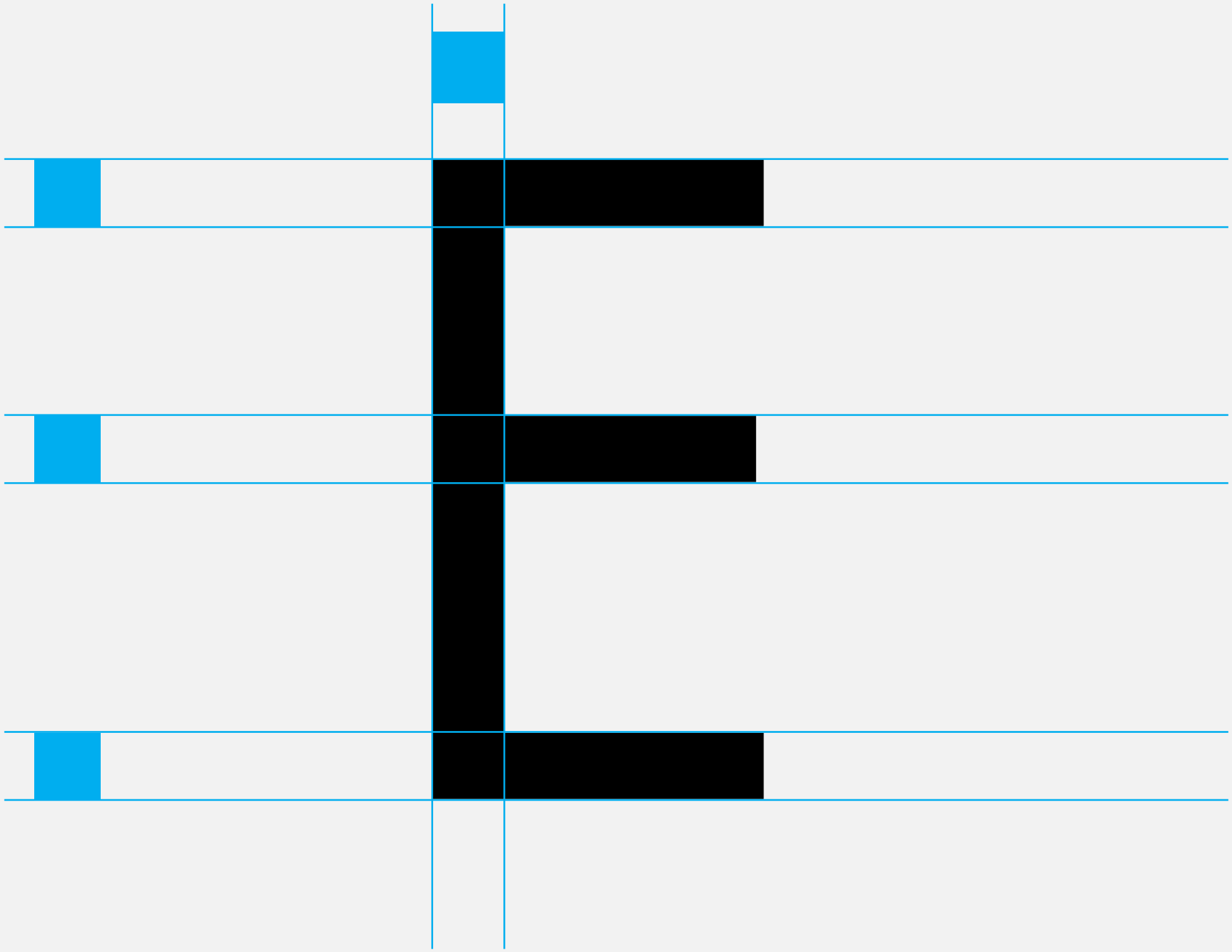




Se debe ajustar entre un 80-85%

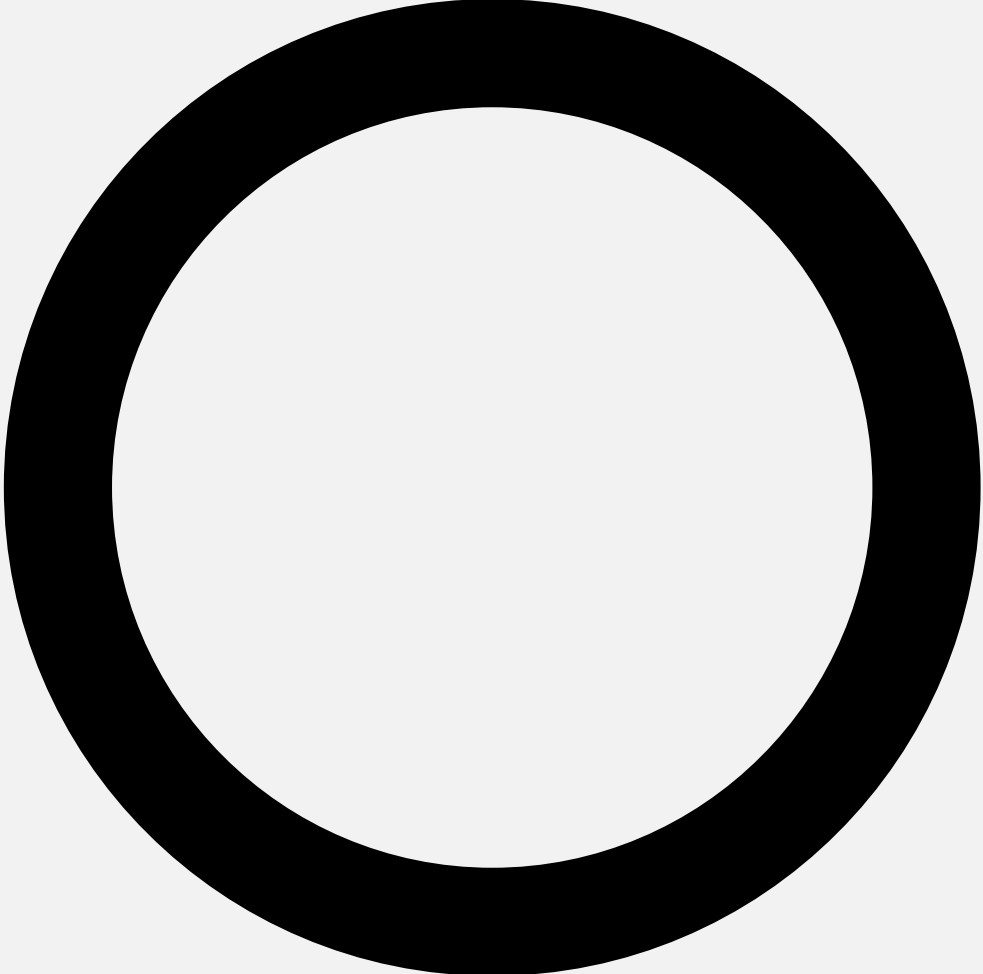
**E**

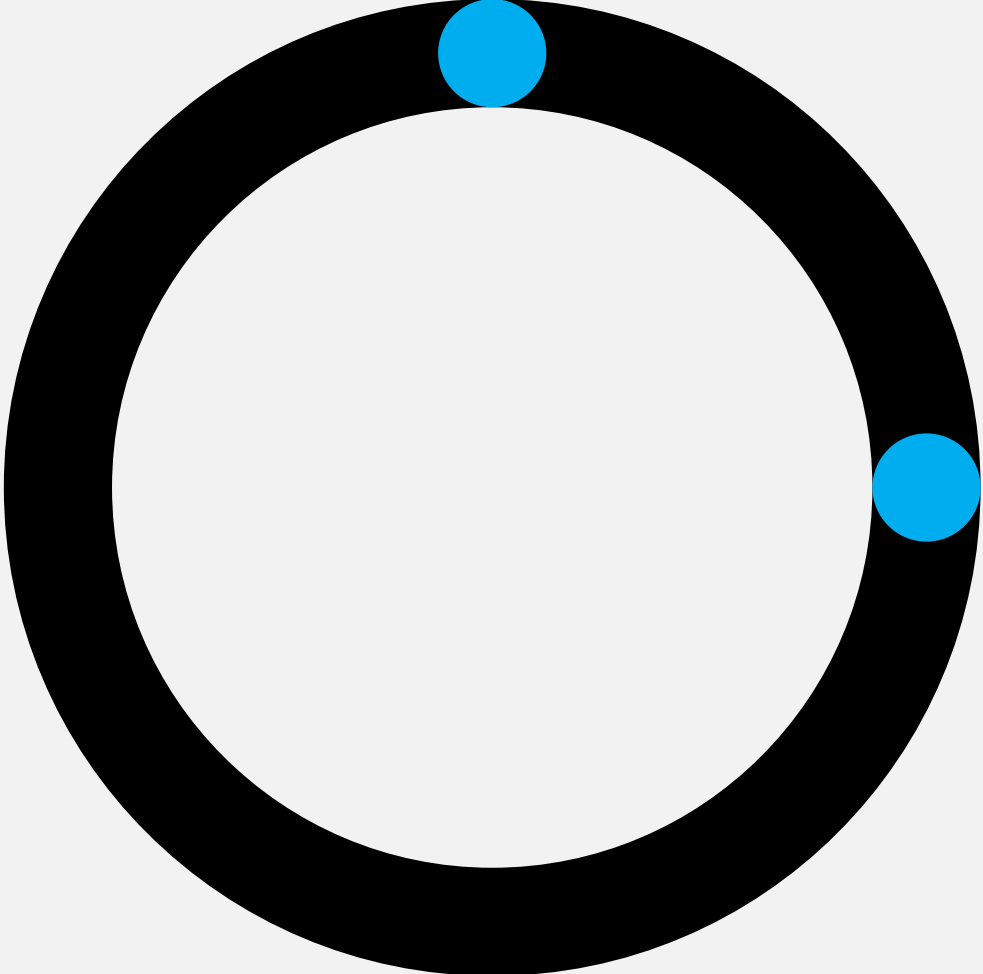


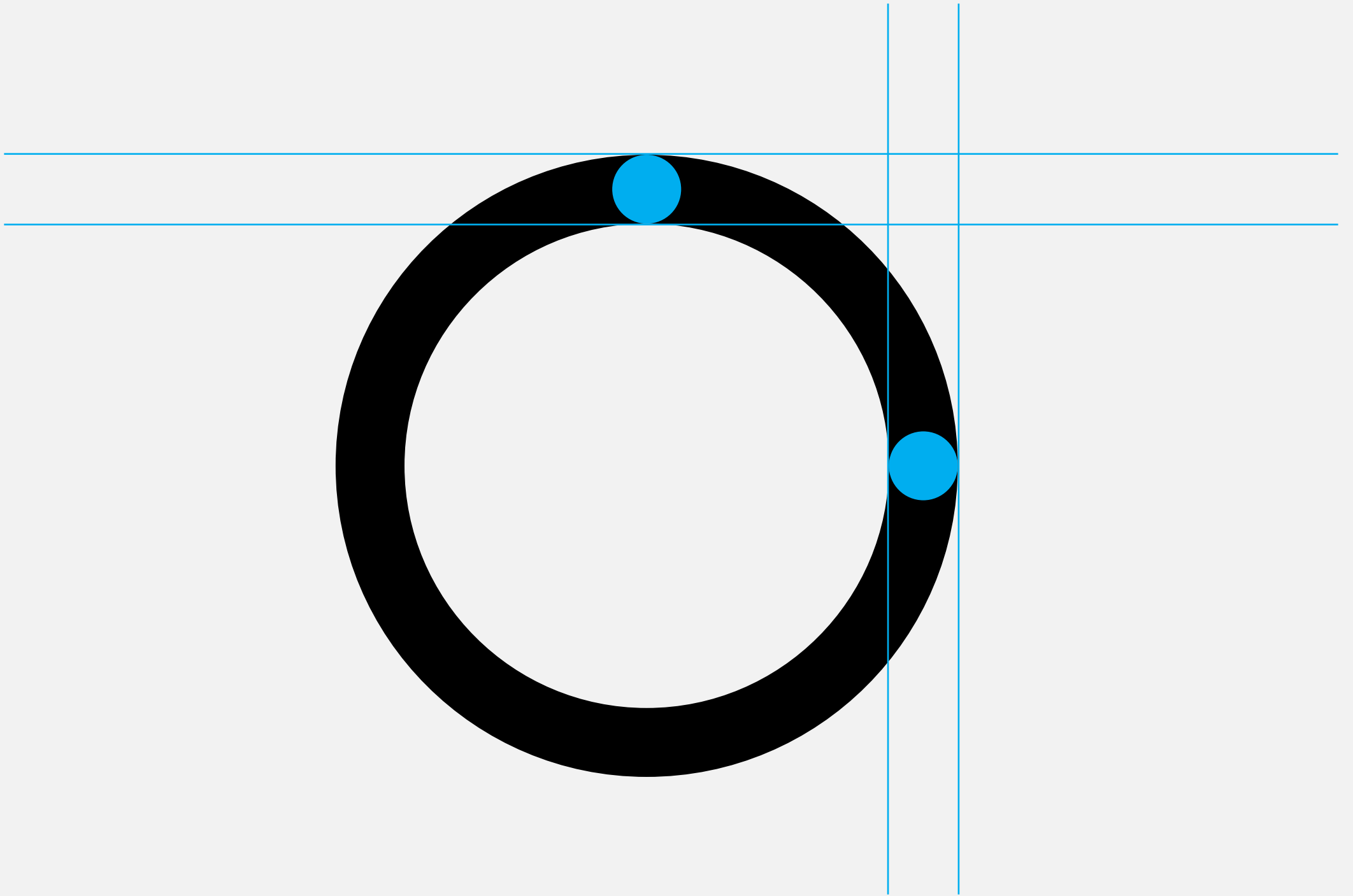


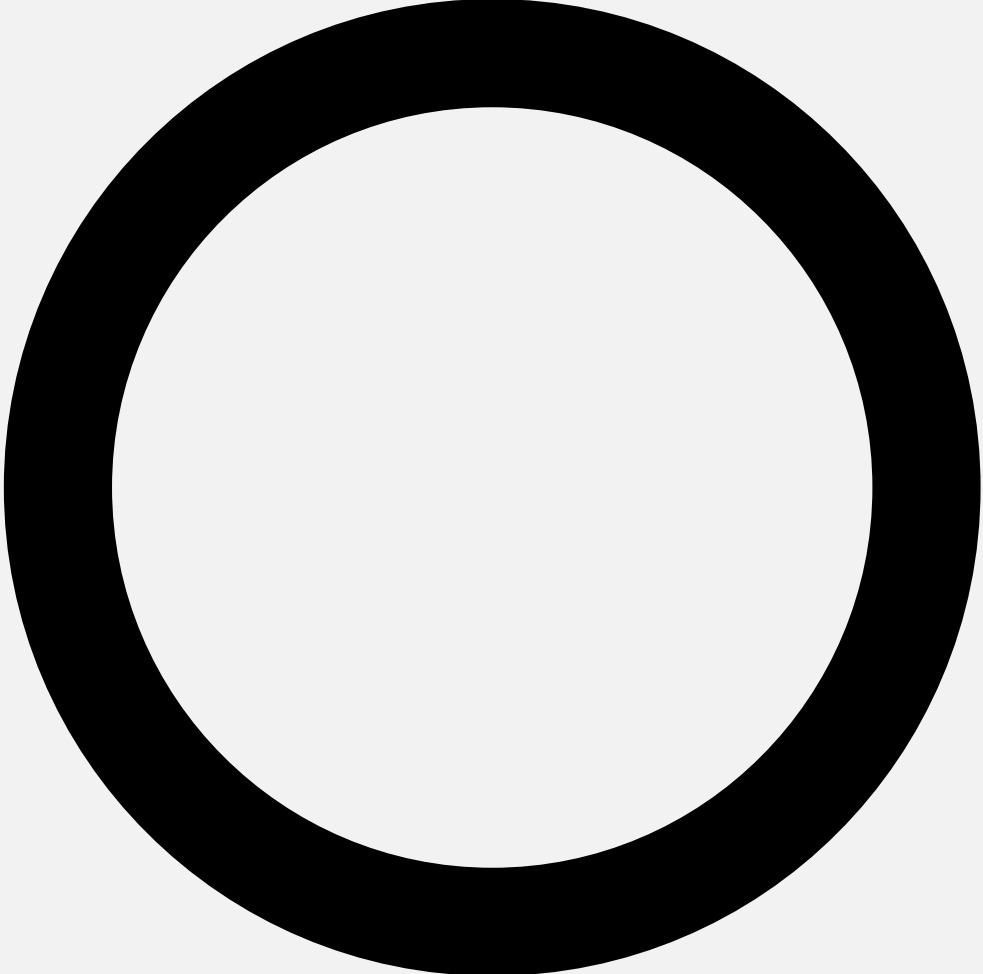


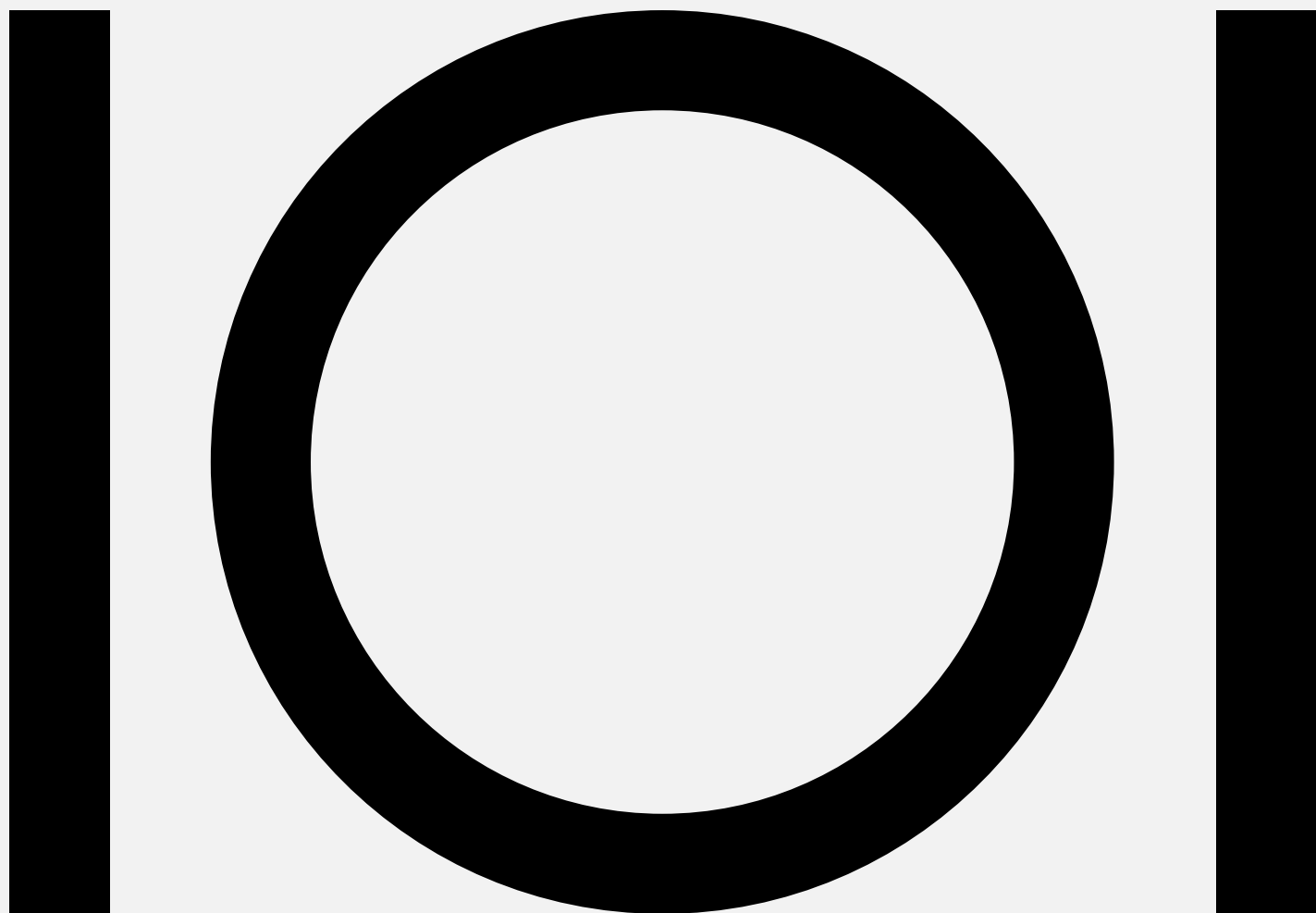
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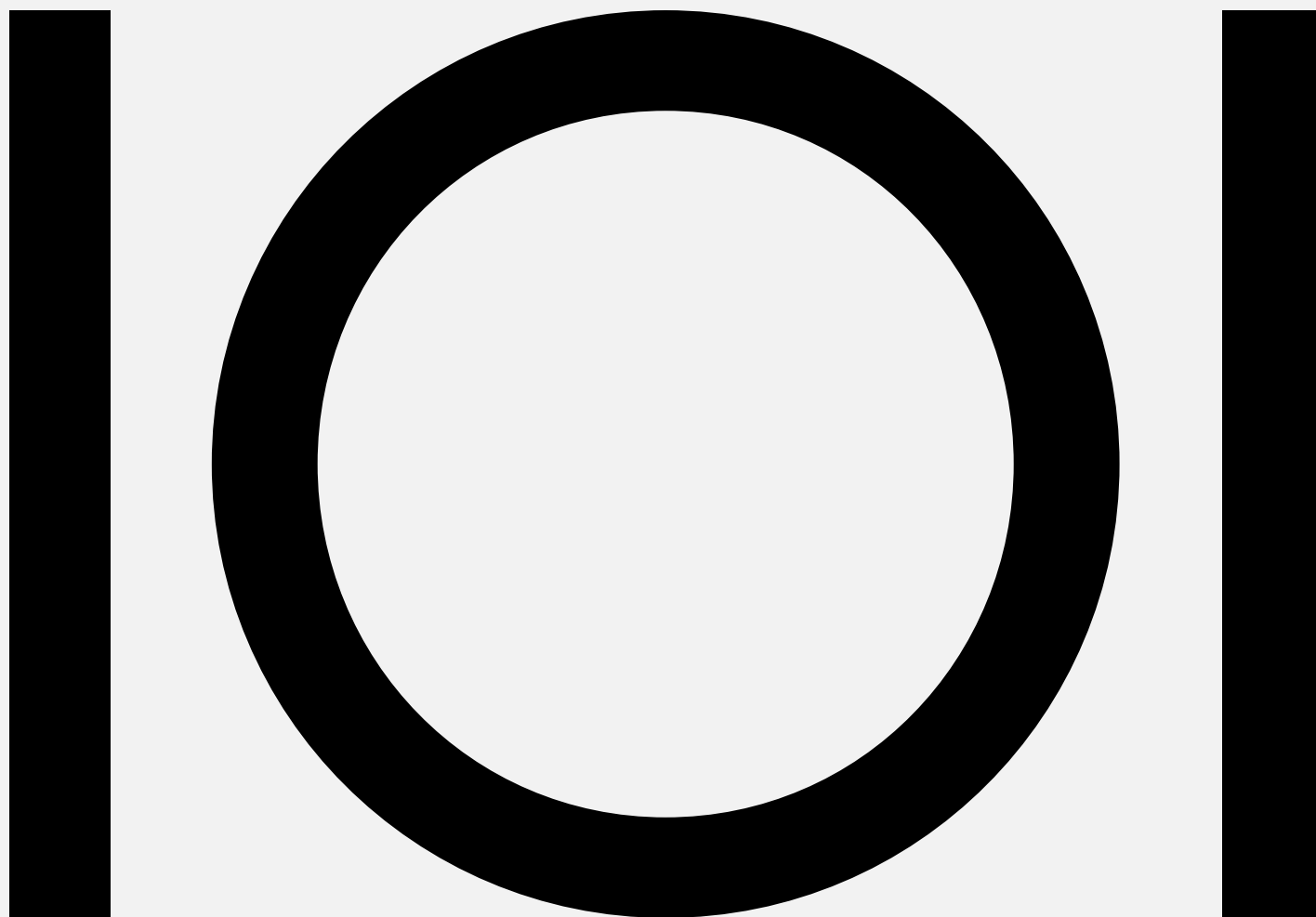




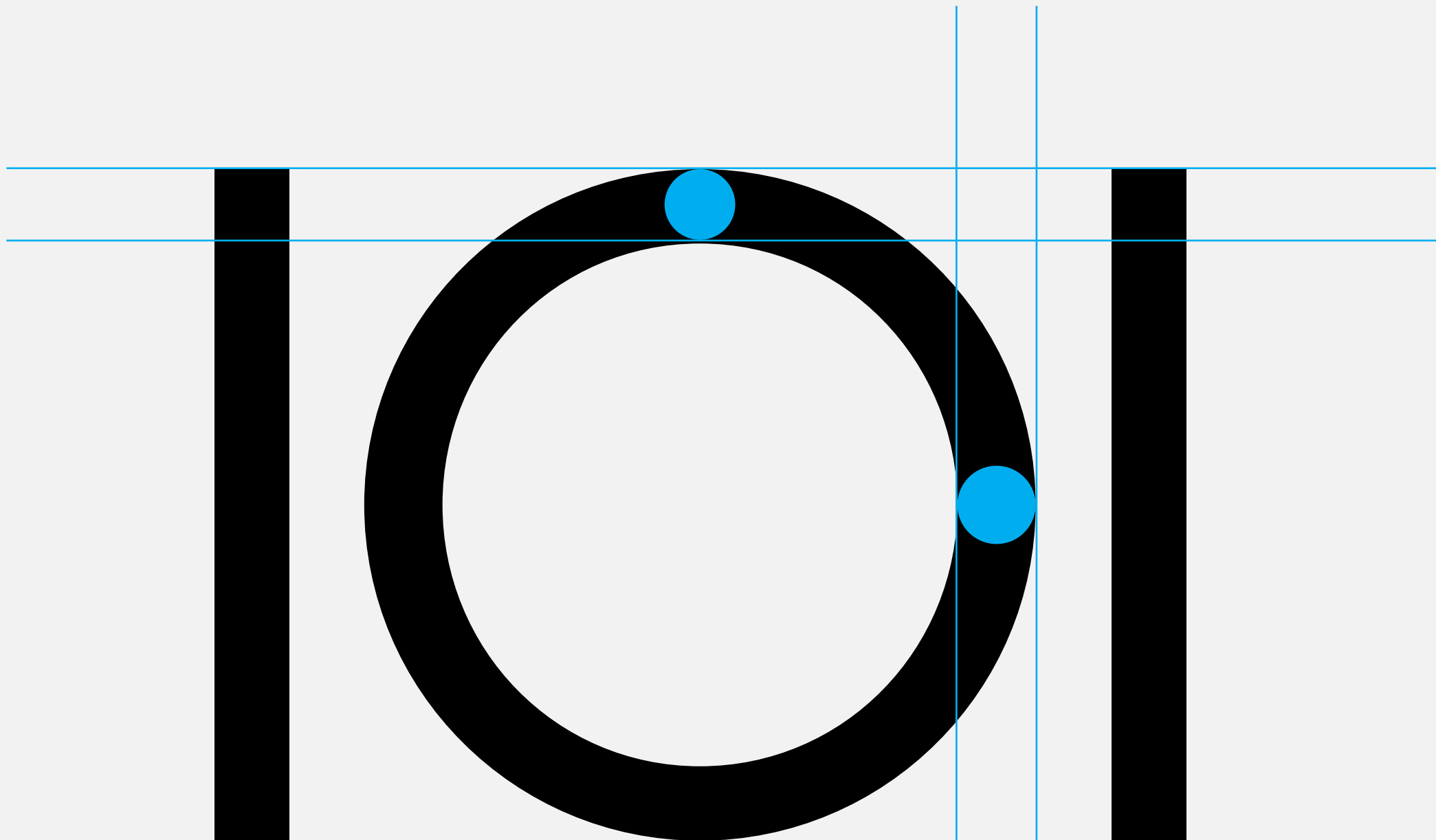








Se debe ajustar un 90% aprox



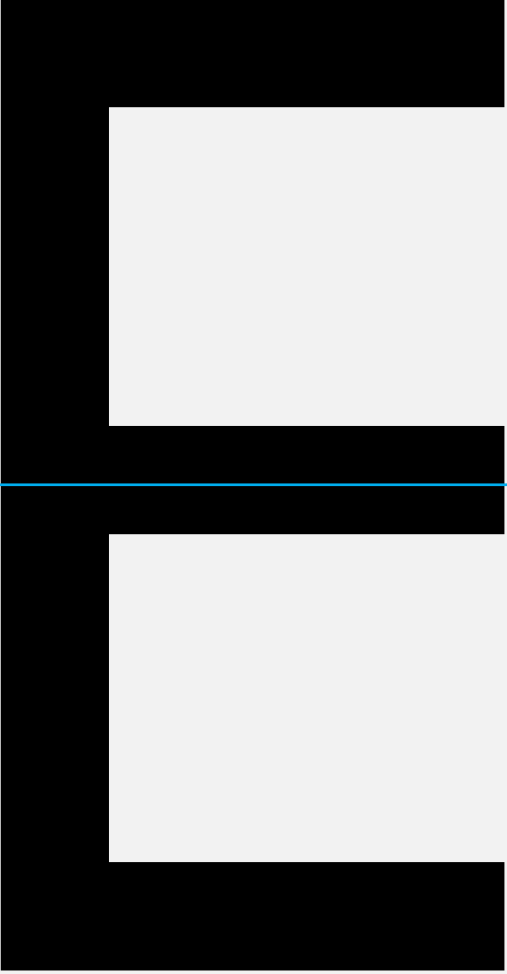
Se debe ajustar un 90% aprox

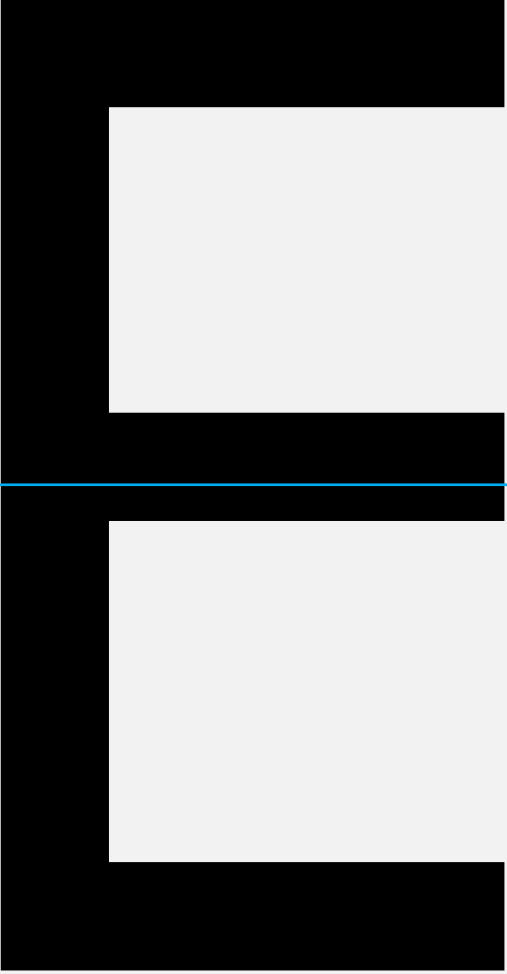


**3**

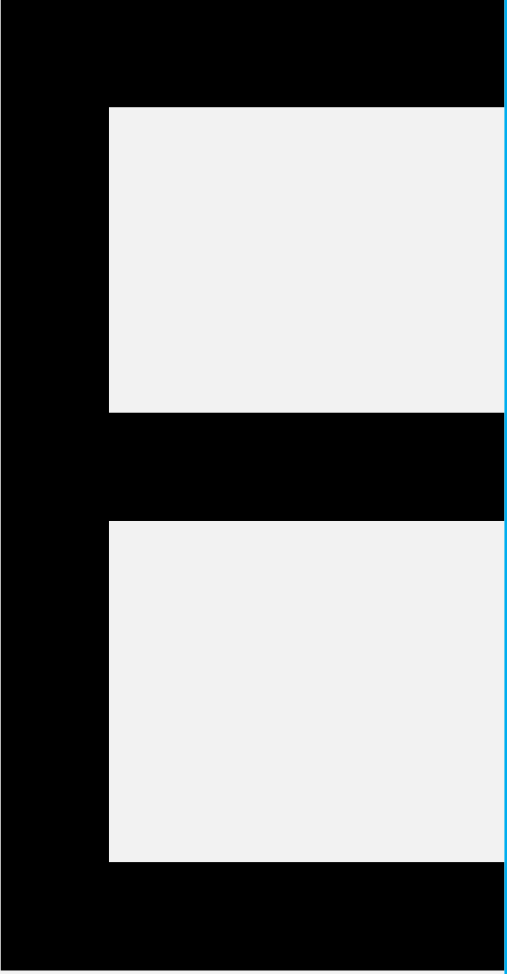
***Centro óptico  
y contraformas***

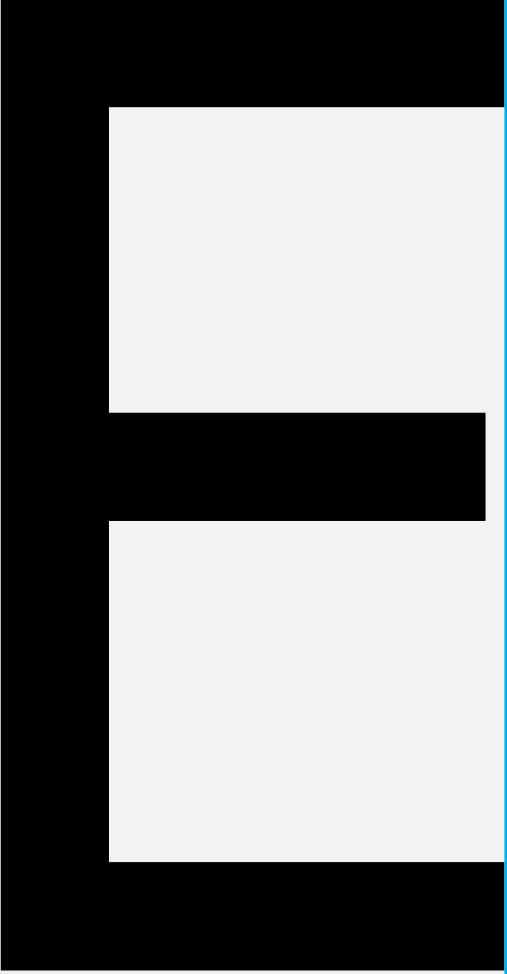
**E**





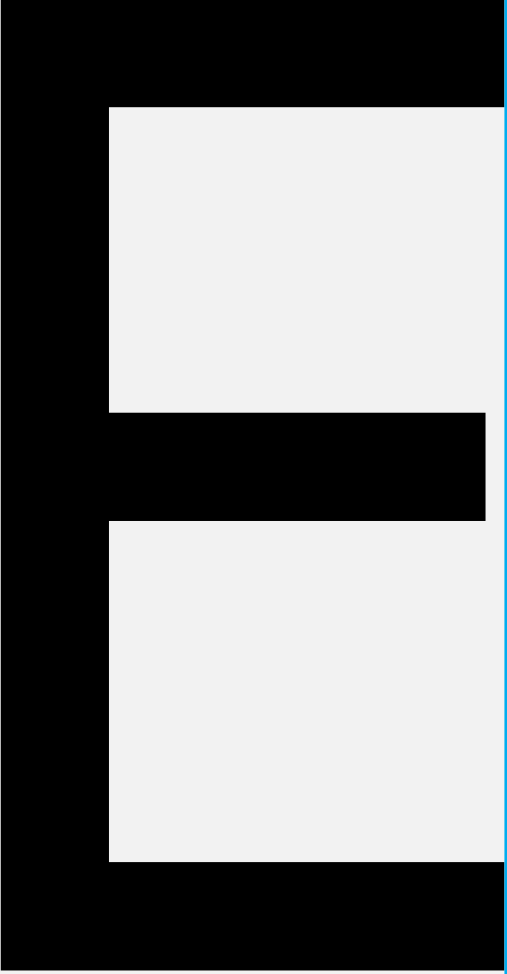
**E**





**E**





**E**



**E**

**E H K S X**

Futura: Al derecho

**E N K s X**

Futura: Al revés

**3**

***Diagonales***

**VAVA VAVA**





**VAVA VAVA**

**VAVA**



**VAVA VAVA**



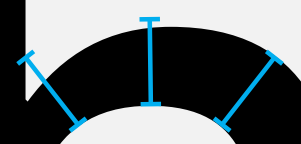
**3**

***Empalmes***

hp

hp

h p





En conclusión.  
Los ajustes ópticos son...

A OJO

Se identifican por sensibilidad,  
y se ajustan hasta erradicar  
esa sensación.

La geometría  
es distinta  
de la percepción

***Corregir ajustes ópticos***  
***Continuar produciendo***