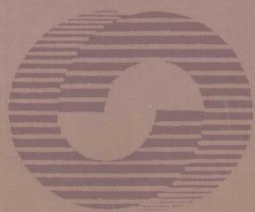


CAISHI

SHEJI GONGJU

DAQUAN

設計寶庫



DIANNAO

SHEJI

TUDIAN

4

彩視設計工具大全

電腦設計圖典



海南攝影美術出版社

本套圖典資料性地引用了部份圖例，在此表示謝意！

總 策 劃 吳滌生
責任編輯 陳居茂
裝幀設計 王義鋼
王 晨
攝 影 錢豫強
高盛奎

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設計寶庫

4

彩視設計工具大全

電腦設計圖典

CAISHI SHEJI GONGJU DAQUAN
DIANNAO SHEJI TUDIAN

主編 王義鋼
吳滌生

海南攝影美術出版社

前 言

商品經濟大潮的迅猛掀起，給設計藝術的發展帶來了機遇，同時也帶來了時代的“緊迫感”。科學技術的飛速發展，則又給設計工作者帶來了新視角、新視野、新天地。

大型“彩視設計工具大全”叢書，為了給廣大設計工作者在這歷史的轉型期提供新的視覺色彩、視覺形象和視覺感受，着手分四卷編輯：《漸變色圖典》、《色譜圖典》、《底紋肌理圖典》、《電腦設計圖典》，在吸取國內外同類工具書的優點基礎上，運用當今最新的科技手法——電腦繪製，以達到數據化、標準化。全套叢書色、圖、文并茂，頗具實用性和鑒賞性。

凡有實際經驗的設計工作者，都能從本書中發現無限的、不斷變化的種種可能性，而令人激動不已。只要我們以開放的心態，面對這種可能性，那種種新啟發、新創意會接踵而至。

《色譜圖典》一書，共分六個部份：即色譜圖例、單色色譜、雙色色譜、三色色譜、四色色譜、金銀色譜等，配以精美的圖片和文字，展現了大量未見過面的色譜圖例的新視覺色彩效果，并可由此及彼、延伸出去，從而一個個頗具活力的靈感油然而生，使設計面貌煥然一新。

彩視崛起于八十年代的中國製版業，十多年來向以精美的製版質量享譽全國同行。而編著本套設計工具大全，本意從更高層次服務于全國設計藝術界！

誠請各位在使用本書過程中，能提出寶貴的意見，使其精而又精。

彩視願為當代設計藝術的發展、繁榮，作出一份積極的貢獻！

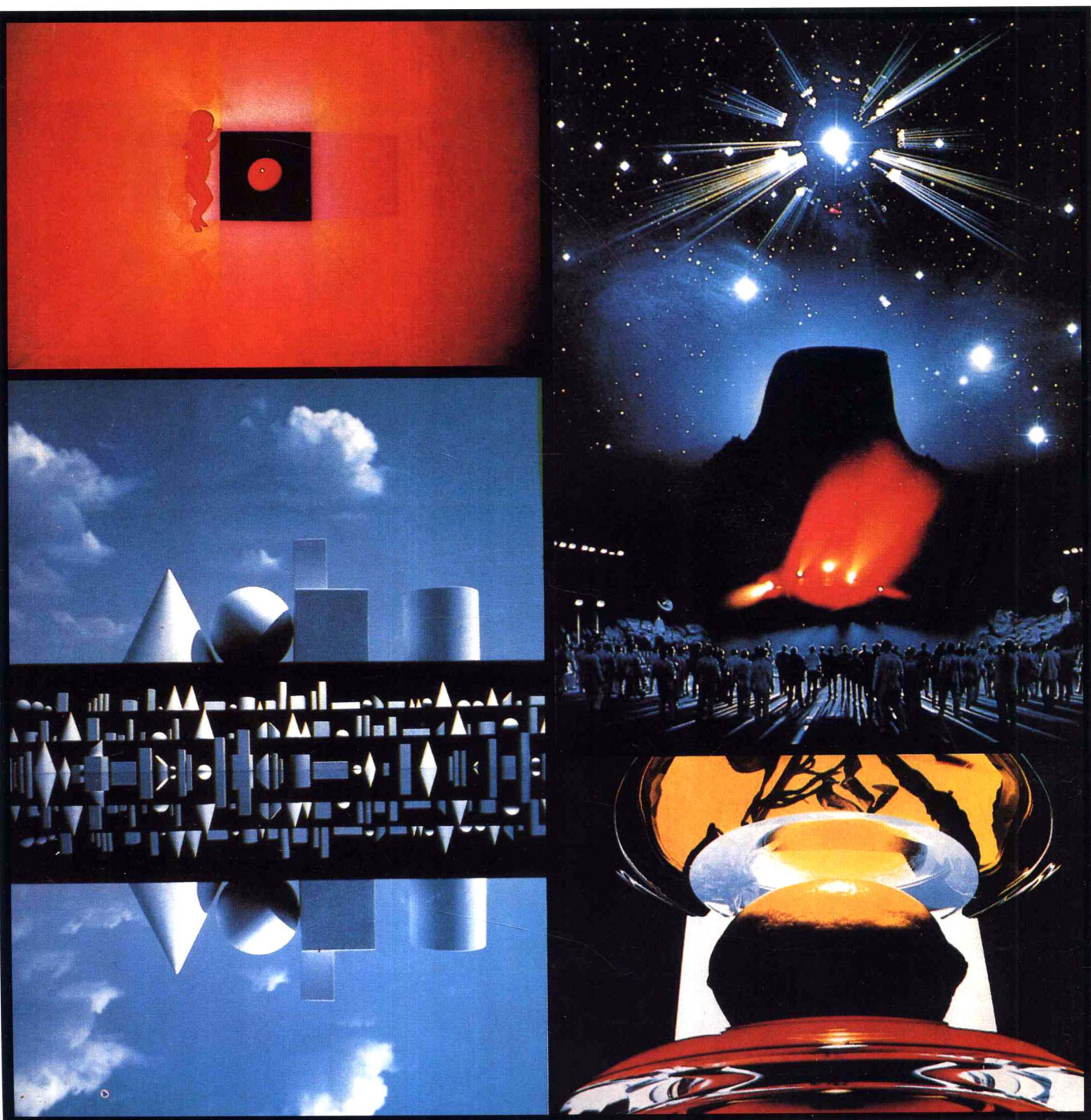
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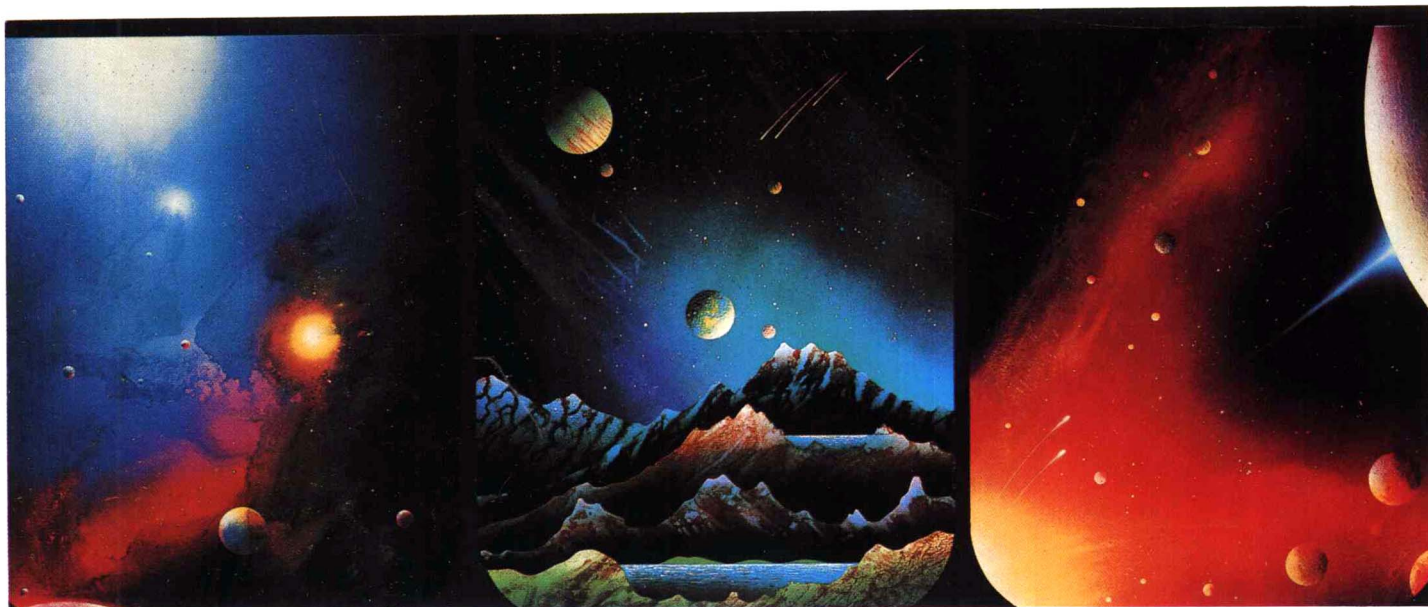
電腦美術設計，給設計藝術家提供了實現創意的無限潛能和高效率，它必將對現代設計學科從手段、方法到觀念發生深刻、全面的影響。

人來源于自然，對自然的回歸，在“物”中寄托情感，實在是人的本性。無論是什麼文化背景的群體，都有其特定的語言、行為、時尚和傳統，都有各自不同的消費需求，他們都能在所選擇的“物”上比較準確地表達自己在社會空間關係中的所處位置和被其肯定與追求的價值、理想。

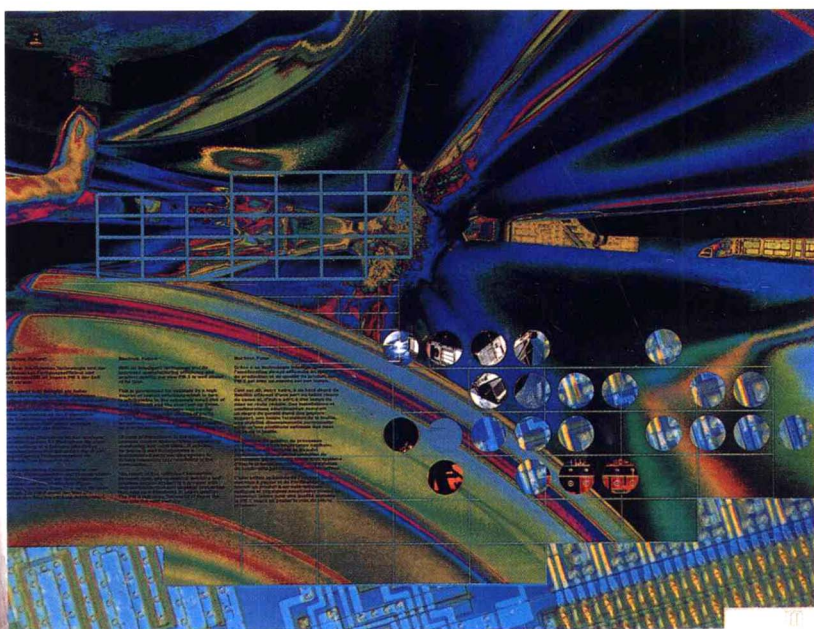
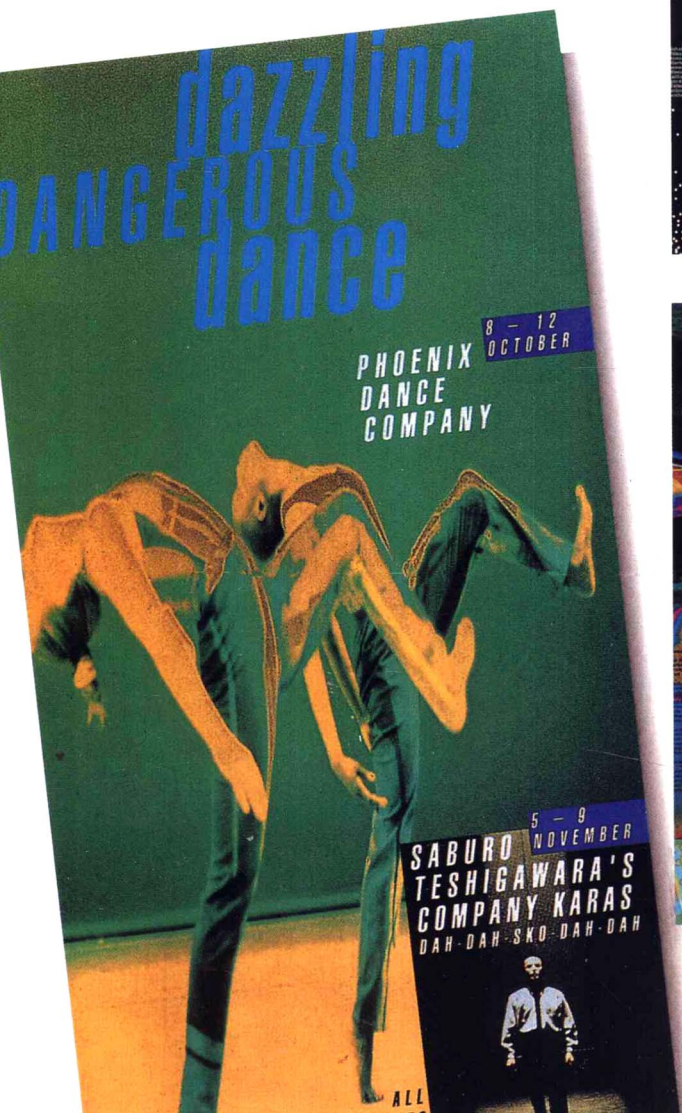
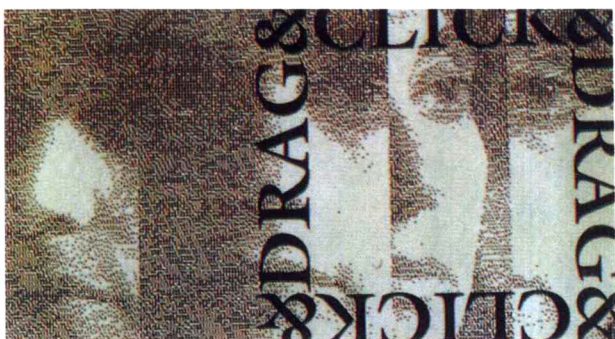
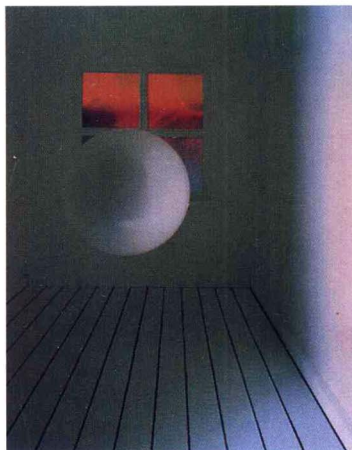
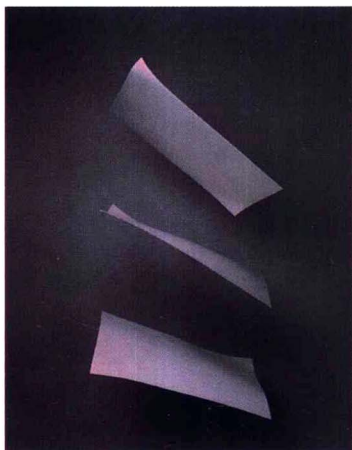
追尋人類的起源。



斬新的視覺形象、豐富的表現手法。



電腦的圖像處理功能,給予我們無限的創作自由,唯一的限制就是你自己的想象力和創新力了。



多么丰富的文字表现能力。

SUPER
STOCK

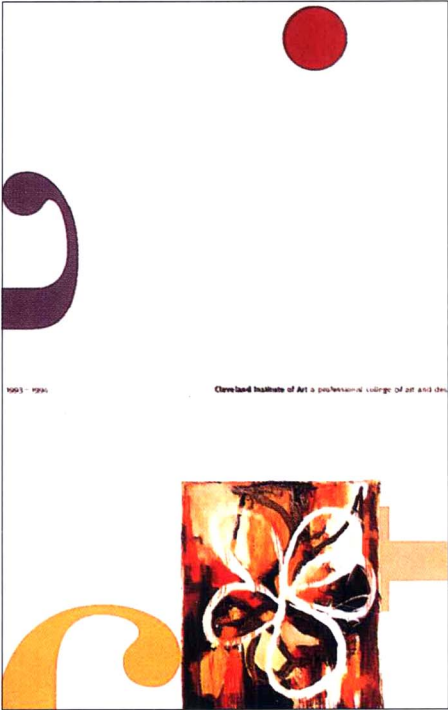


INVITATION

AN GRAPH

CHANNEL

強大的圖文混排功能，真可謂隨心所欲。

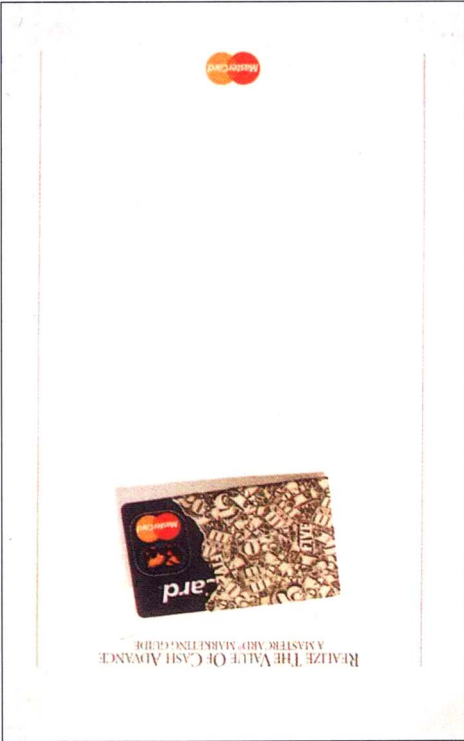


1993 - 1994 Cleveland Institute of Art a professional college of art and design



Facilities: Space, light, and time. Your working environment helps to shape your work and your attitude toward it. We strive to make all CIA facilities optimal for student artists. Our studios are on a par with professional studios. Most notable are the individual spaces assigned to each student working in a major—about 100-300 square feet per student, depending on the department. The studios are open for long hours so that you can work at your own pace. With a substantial studio space of your own, you gain a sense of control and input into your own development that can't be duplicated. About half of our major studios are located in the Gund Building, along with academic and foundation classrooms. Also in this building are the Gund Memorial Library, the most extensive art library in the state, 600-seat and 100-seat auditoriums; and the Reinberger Galleries, the second largest gallery in Cleveland and the site of important exhibitions.

by noted outside artists, as well as shows by students, faculty, and alumni. Students can gather in the lounge/cafe in the Gund Building, and can frame their work in the wood shop downstairs. The rest of our studios are in the McCullough Center, a 1913 Ford Model T factory that's been renovated with windows on all sides and a 40-foot-long skylight, flooding the enormous studios with natural light. The high ceilings, wide corridors, and freight elevator allow students to work as large as they choose. A privately owned supply store is conveniently located on the first floor, as is the student coffeehouse, which offers exhibit space, reading areas, and performance space. On the third floor are a student-run gallery, student lounge, and 100-seat auditorium. Between our two buildings, you'll find plenty of space to work, learn, exhibit, view art, and just hang out.



THE POWER BEHIND THE NAME

Independent research conducted by Lander Associates revealed that MasterCard enjoys the strongest brand name recognition in the U.S. financial services industry. For millions of cardholders seeking cash advances, the bold red and yellow MasterCard and brand mark on an ATM or at a bank branch tells them they've come to the right place.

Cash Advance as a "Real Life" Need. In step with this innovative design is MasterCard's advertising campaign, which you can leverage in your cash advance promotions. Our brand campaign positions MasterCard as the card of choice for the typical American with real life needs, in direct contrast with the campaigns of T&B cards that cater to the more exotic whims of affluent cardholders. By building on the platform we have established, your promotions can more effectively underscore MasterCard's message: "the card with more value for the way we really live."

We're a Marketing Resource. At the back of this guide, we've developed suggestions and marketing support materials that can help you with cash advance promotions. These materials reflect the results of MasterCard and conducted consumer surveys and focus groups that identified the factors encouraging or inhibiting people from making cash advance transactions. Next, we'll show you the results of our efforts, which we hope will help you build cash advance business among current users as well as among those who aren't familiar with this feature.

MASTERCARD AGENCY NETWORK

North America	Latin America	Europe / Middle East	Asia / Pacific
United States	Chile	Netherlands	Japan
Canada	Mexico	Denmark	Malaysia
Virgin Islands	Venezuela	France	Oman
Maritimes		Germany	Thailand
		Ireland	
		Italy	United Kingdom

CONSUMER BRAND AWARENESS RANKING

	"Brand Power"	Familiarity	Estimate
MasterCard	65	77	165
Visa	78	42	140
American Express	149	90	329
Discover	485	143	834

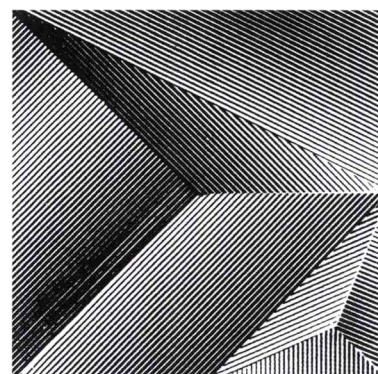
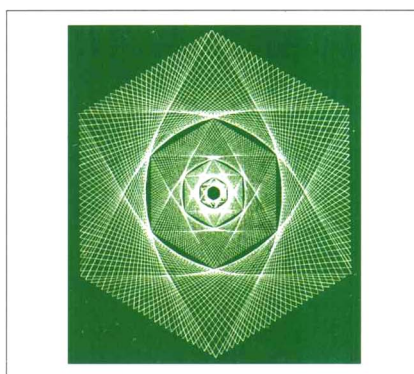
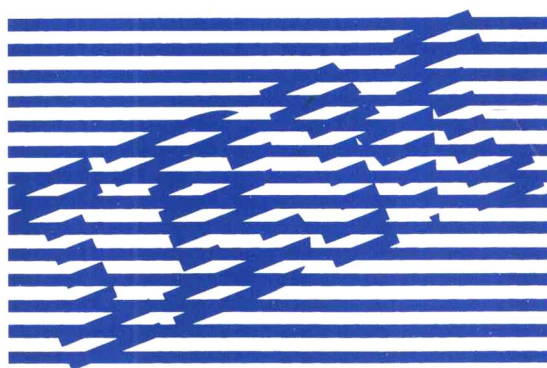
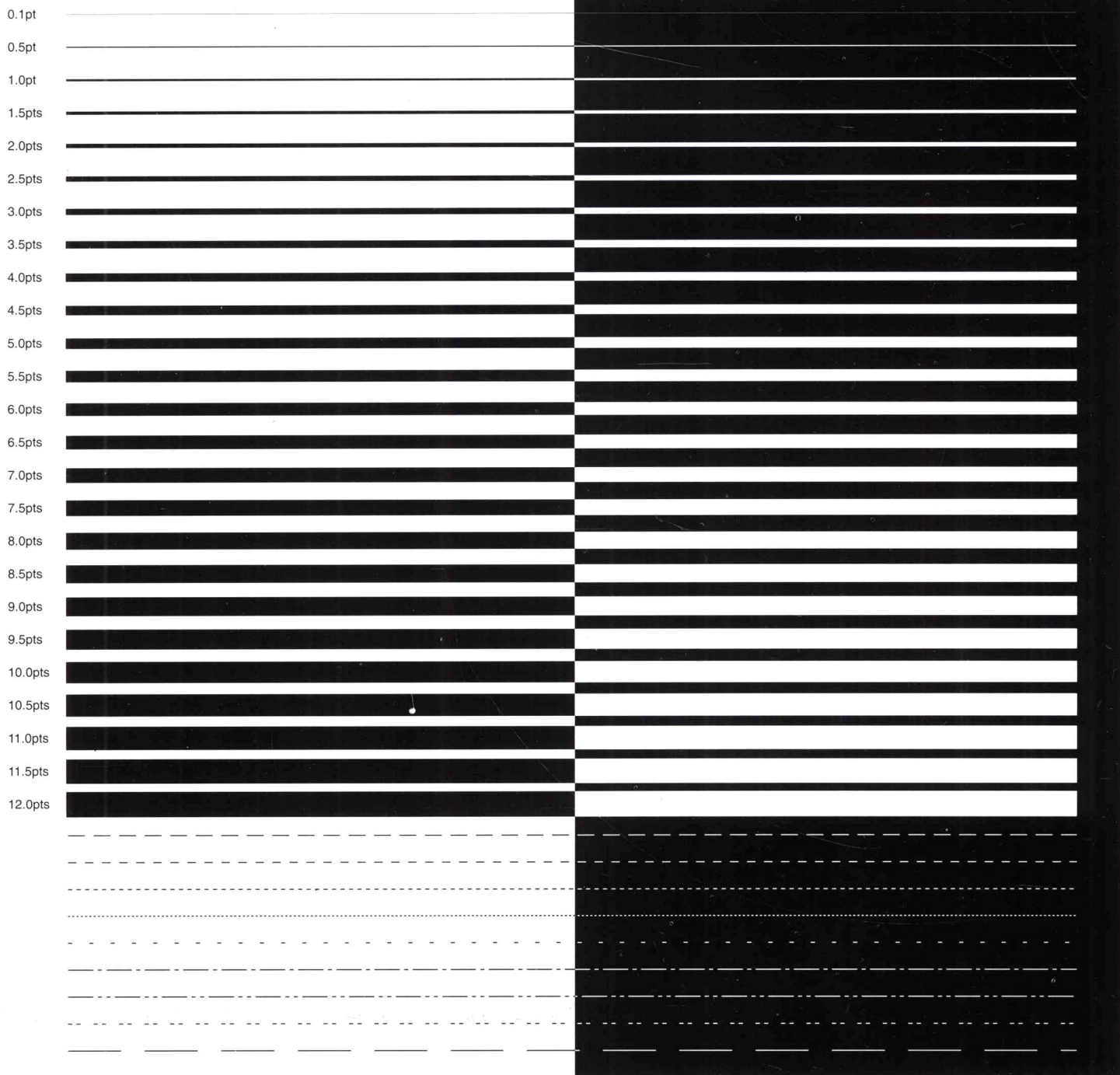
Source: Lander Associates Study March 1991



直綫 電腦繪製直綫迅捷、高質。

直綫具有莊重、穩定的性格，在設計中是不可缺的重要元素。

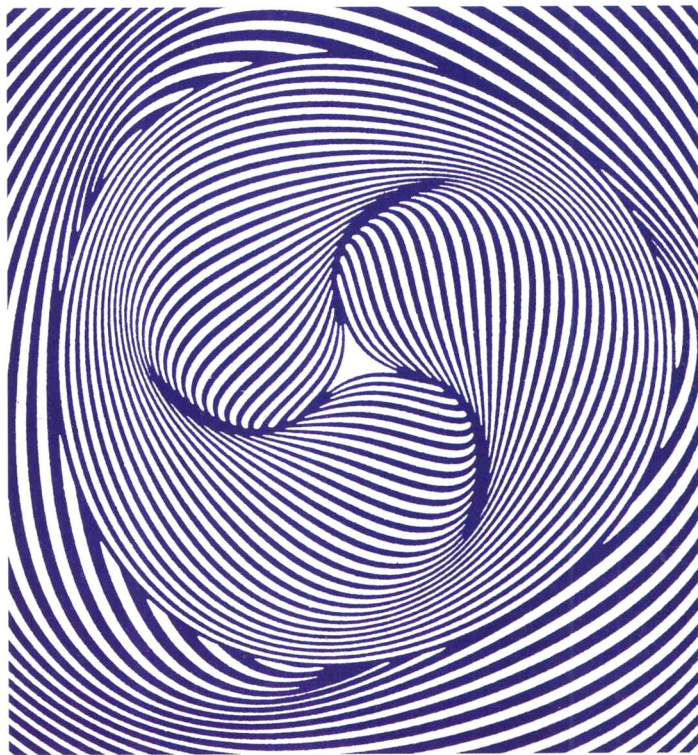
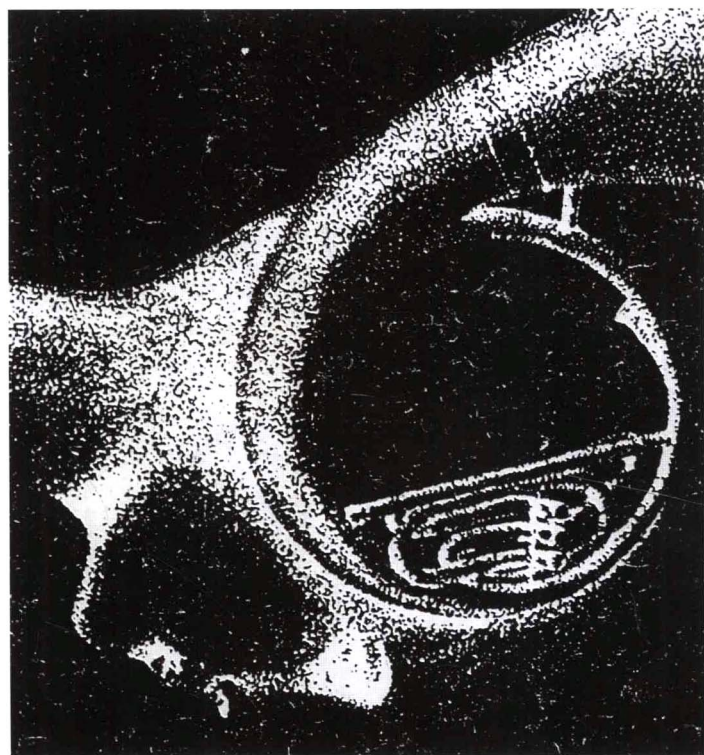
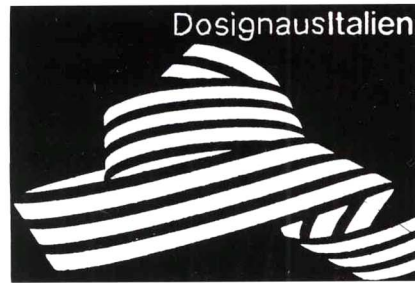
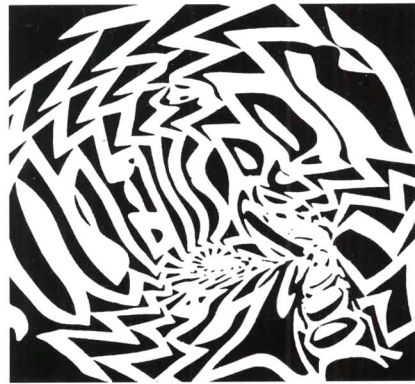
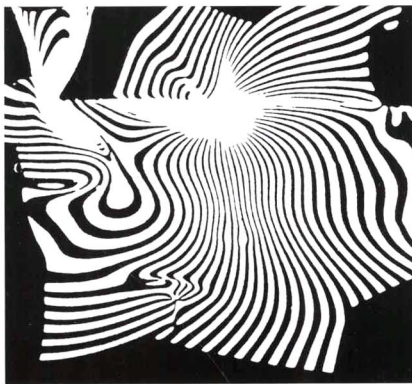
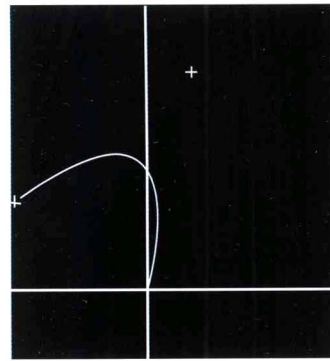
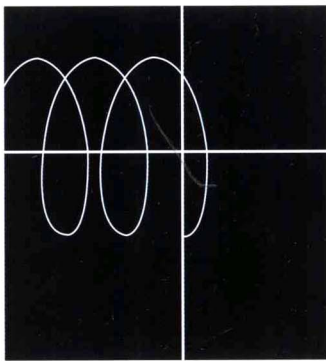
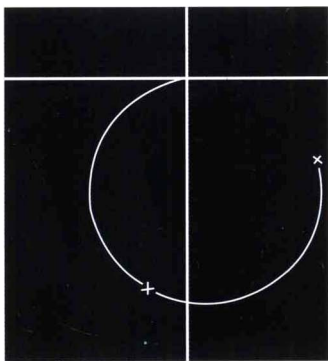
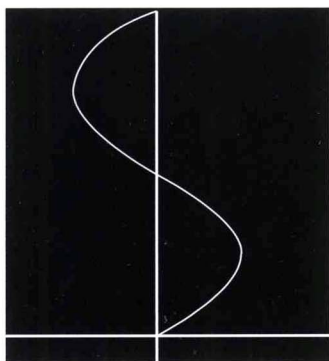
電腦美術設計的創作者是利用電腦所提供的人—機對話系統在概念空間的意義上進行操作。你所用的工具和材料在傳統的物質觀中是不存的，但創造出的視覺形象却是真實的。



曲綫 電腦繪製曲綫“機械”、準確。

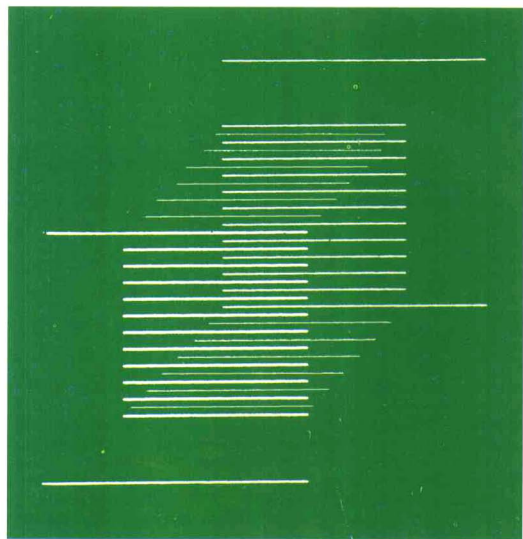
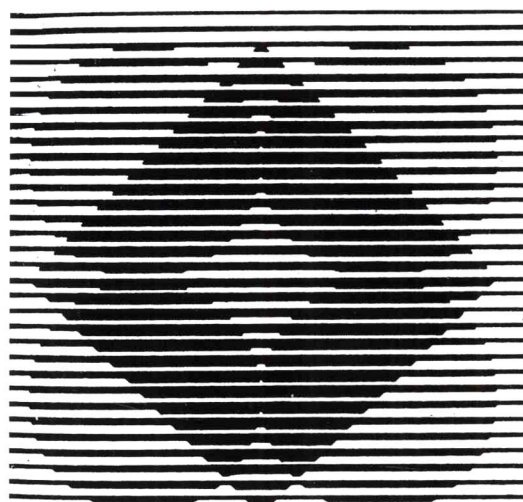
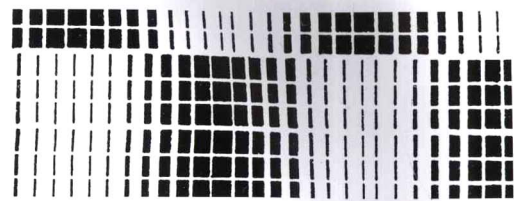
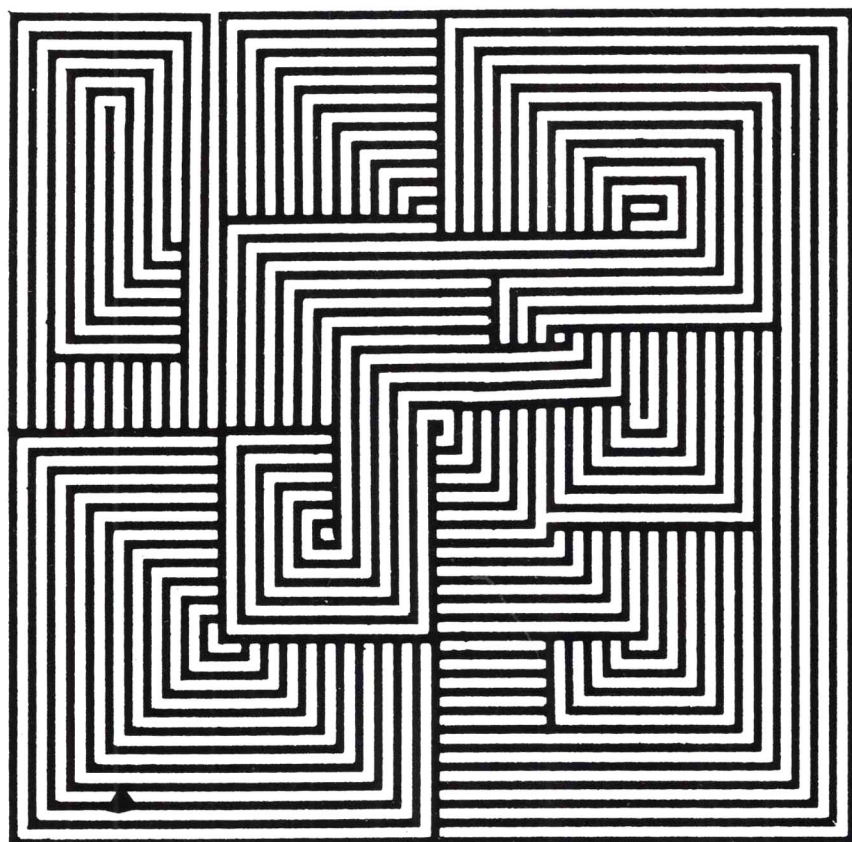
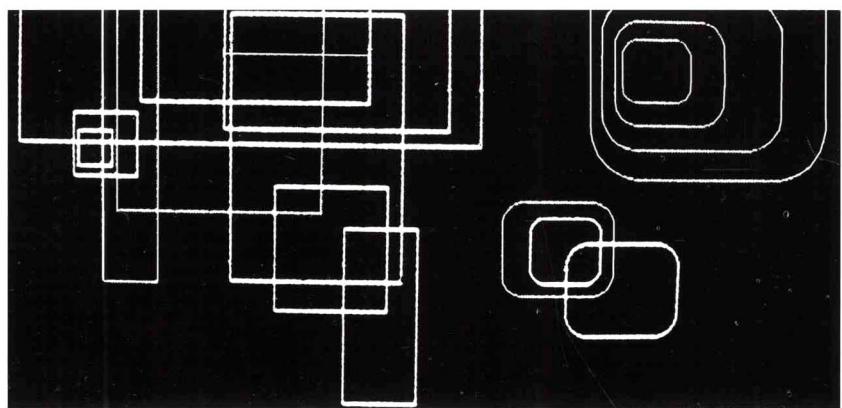
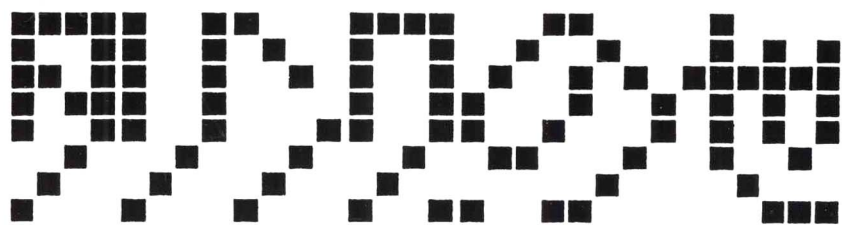
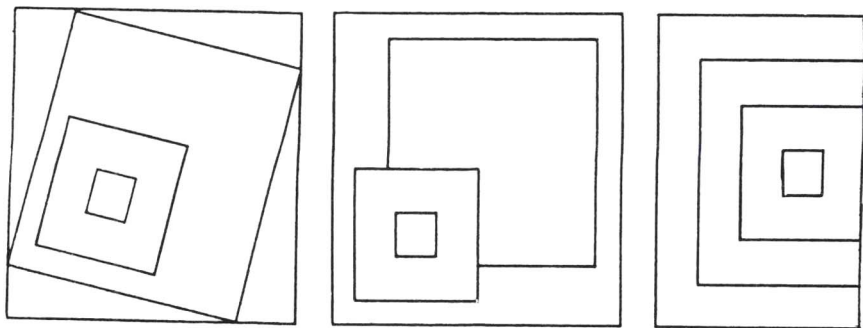
曲綫具有動感、歡悅感和不穩定性，在設計中備受推崇。

電腦美術設計的工具概念跨物質存在本身的限定，直接與使用目的聯系在一起，使工作方式朝“心想事成”的境界前進了一大步。



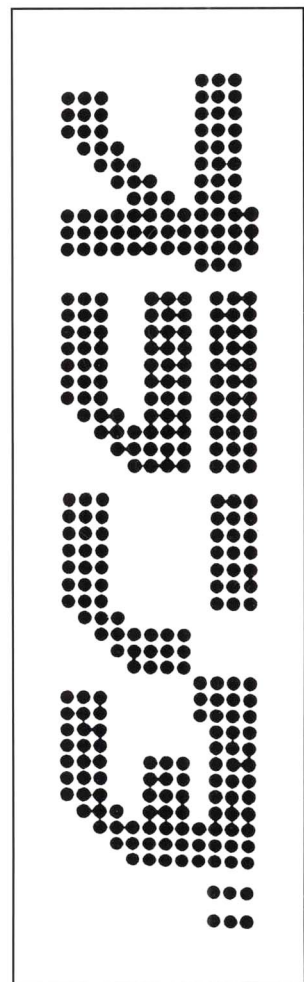
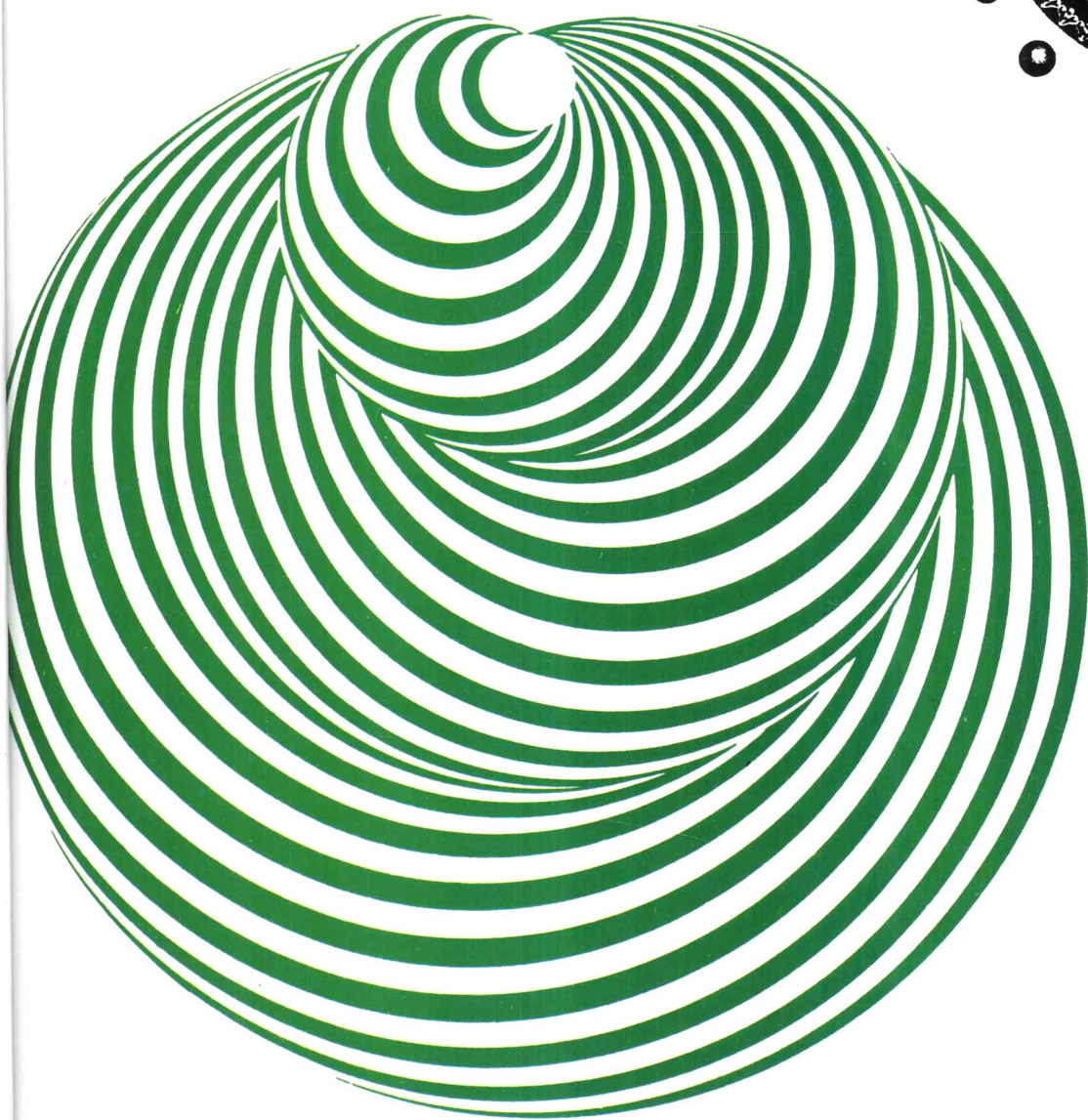
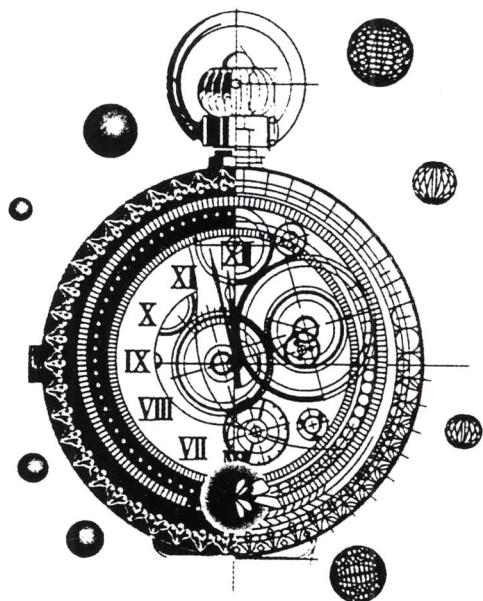
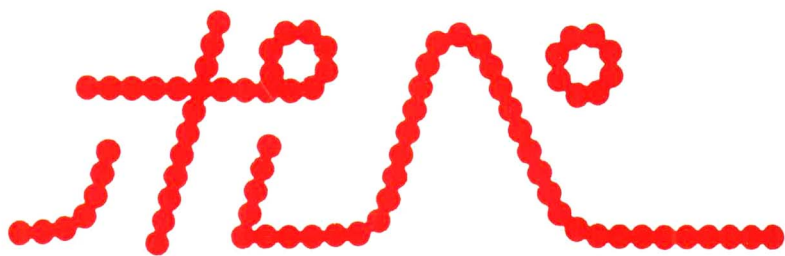
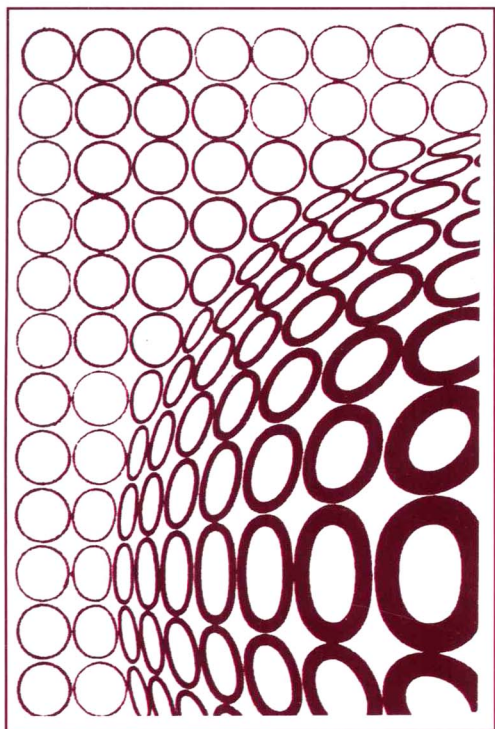
方形

方形在電腦中繪製很容易，并可任意移動和縮放，還可畫出圓角、直角等多種方形。



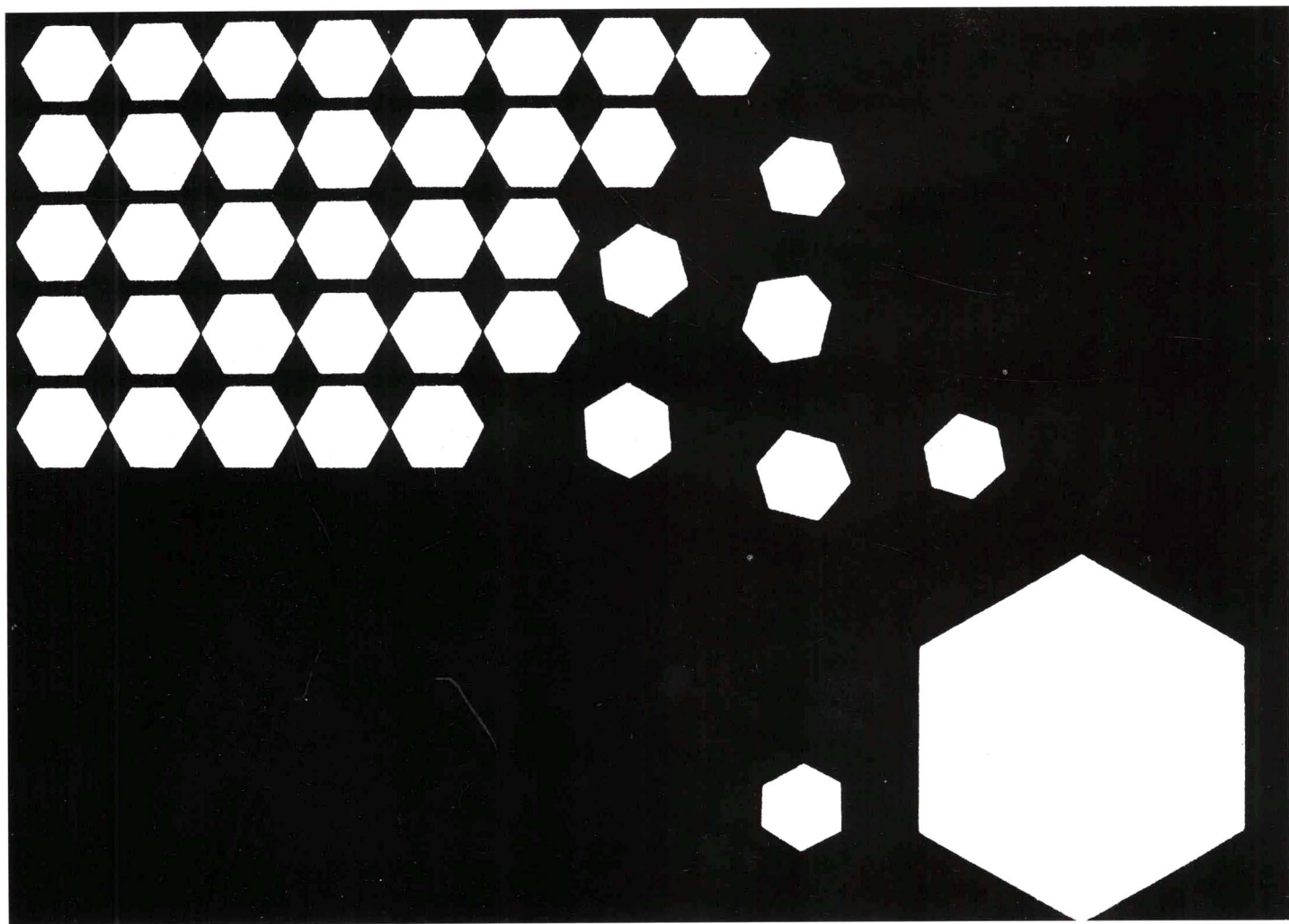
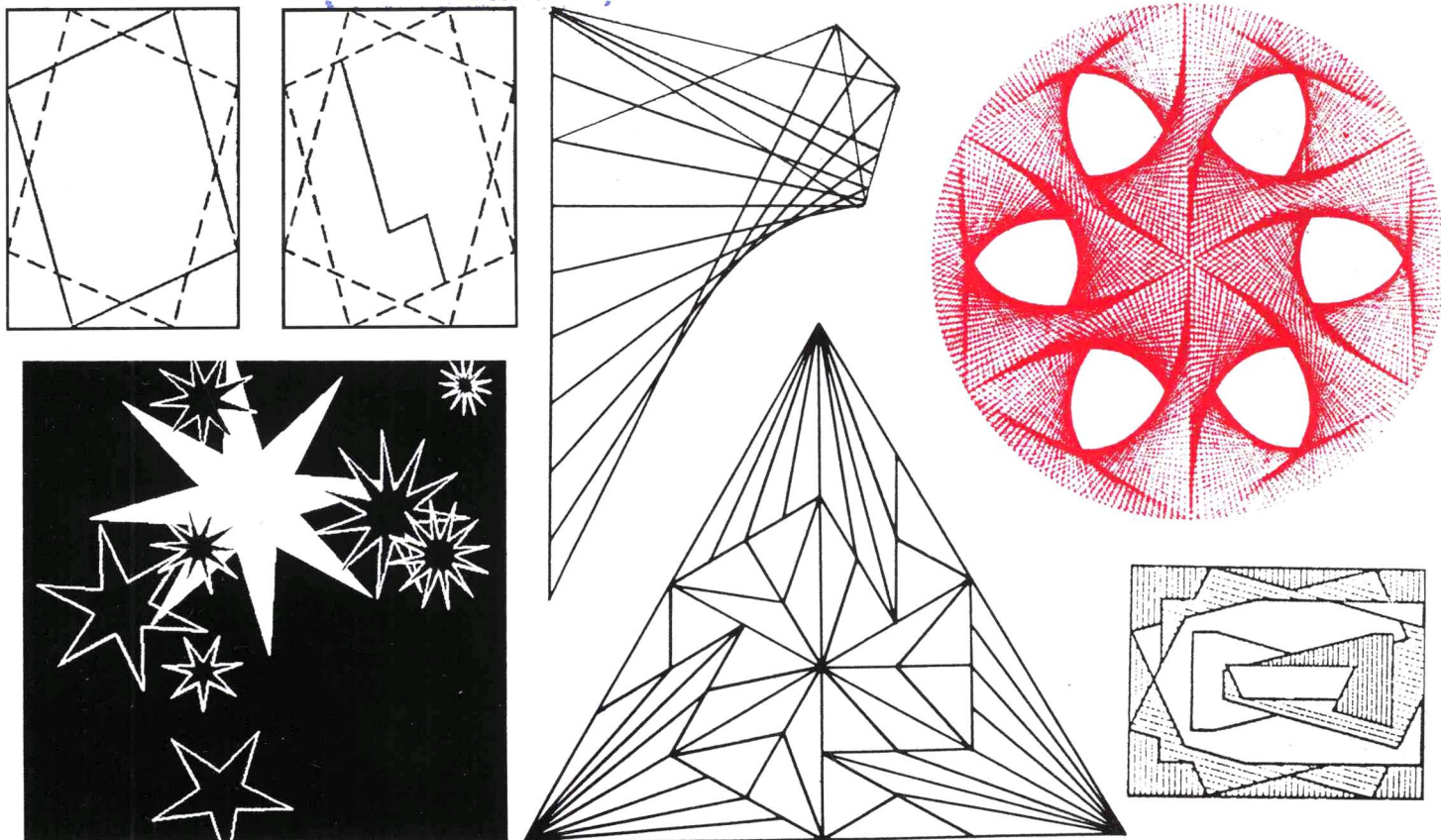
圓形

圓形在電腦中可輕易地畫出，并能製作不同規格的扁圓和不規則的圓形。



多邊形

多邊形在電腦繪製中非常簡單，只要鍵入邊數，形體便自動生成。并可演變出千姿百態的放射形圖像。



鉛筆

鉛筆在電腦繪圖中，可以變換筆頭的粗、細，并能進行自由地藝術創造。

