

尚上35

PROGRESS 35

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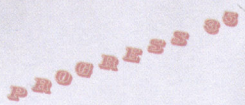
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三十五岁是个很有趣、更值得细细品味的年纪，“而立”的征程已经走完一半，“不惑”的挑战又摆在眼前。三十五岁是个不敢再让梦想肆意撒野的年纪，但理想的信念与执着却会比以往任何时候都坚定。三十五岁又是个脱离简单，臻于成熟的年纪，但勇立潮头与沉淀思索却始终相伴。视觉传达设计学院如今也要走过自己的第35年，从始到今的这段旅程正好伴随了中国的现代设计观念更新与革命的时光。

上世纪70年代初是视觉传达设计学院的前身装潢专业的开创时期，经历过工艺美术到设计艺术从名称到观念再到教育方式的变革，如今的设计艺术与设计教育与以往已大不相同，后来者具备了更大的范围、更高的视野和更广阔的媒介与技术条件，但设计传播观念与设计解决问题的宗旨和目的始终不变，设计方向一直朝着未来生活的上游前行。

“向上”正是经历而立与不惑转变的视觉传达设计学院当下设计理想、创作观念以及艺术风格的境态描述。有的时候，向上是一种年龄的趋向，经历过三十五个春秋的洗礼，敬畏自我理想和信念已经成为每个个体引以自豪的成熟资历和标准。同时向上是一种生活的立场，保持进取与积极的理念，奔着简单又丰富的生活一路小跑，不留恋娇艳的路边野花与杂草，直指繁复生活背后的单纯真理。向上更是一种艺术的态度，永远不屈从于世俗，永远保持对于形式的无比挚爱，永远不舍弃对美的近乎偏执的求索。未来，生活在“向上”，未来，设计在“向上”。

Progress

— Celebrating 35 Years of the School of Visual Communication Design

The age of 35 is an interesting transitional period in life. Confucius said: "Since the age of 15, I devoted myself to learning; since 30, I became well established; since 40, many things became clearer to me??Thirty-five is halfway through the period between 30 and 40. It is an age when one can no longer live on dreams, yet one may still have more faith and perseverance in dreams than ever. It is the age that one shifts from simple innocence to mature depth. This year marks the 35th anniversary of the School of Visual Communication Design, while the past 35 years have witnessed the reform and revitalization of contemporary Chinese design.

In the early 1970s, the School of Visual Communication Design (formerly the Faculty of Graphic Design) was established. Since then, it has undergone a change in name, concepts, and educational methods. While the modern art of design along with education has changed substantially, nowadays enjoying greatly enhanced and wider variety of technologies, the principles and objectives of design have remained unchanged. Design is always progressing with life.

The School of Visual Communication Design, which has entered its transitional period, is also still upwardly progressing, in terms of ideals, concepts and artistic styles. Some people say, progress is an upward journey towards maturity, and maturity is the result of experience. That being said, the school's 35 years of experience has contributed to its current maturity. Some say, progress is an attitude towards life, an active and powerful one. It encourages people to keep to their life path and stick to their goals, without being distracted by "roadside weeds, wild flowers?or other diversions. Furthermore, progress is considered as an attitude towards art. It means that one should never give up the love for the beauty of art, never just go with the flow, but always keep moving?forever forward and upward...

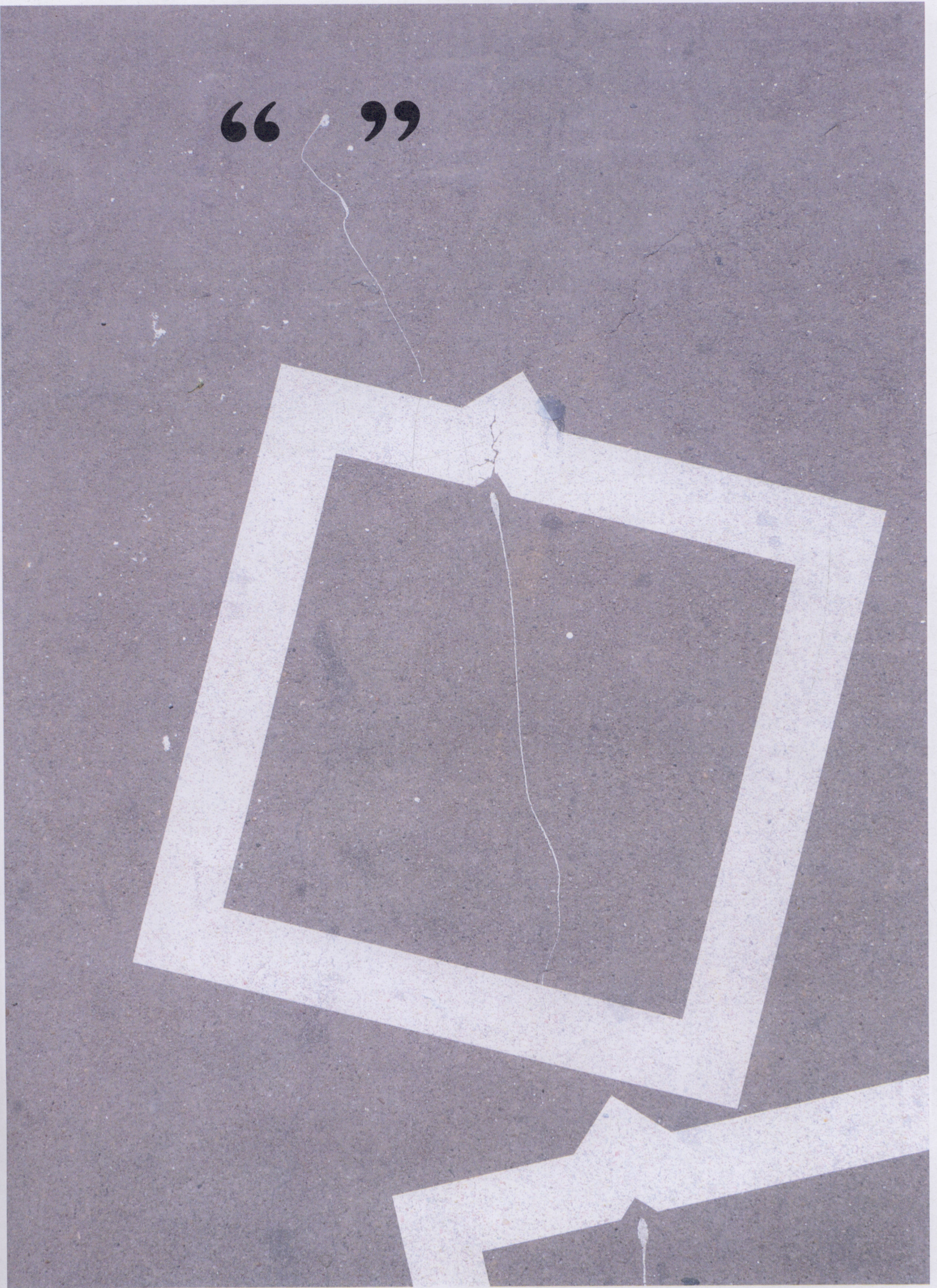
Indeed, life is a progress, so is design.



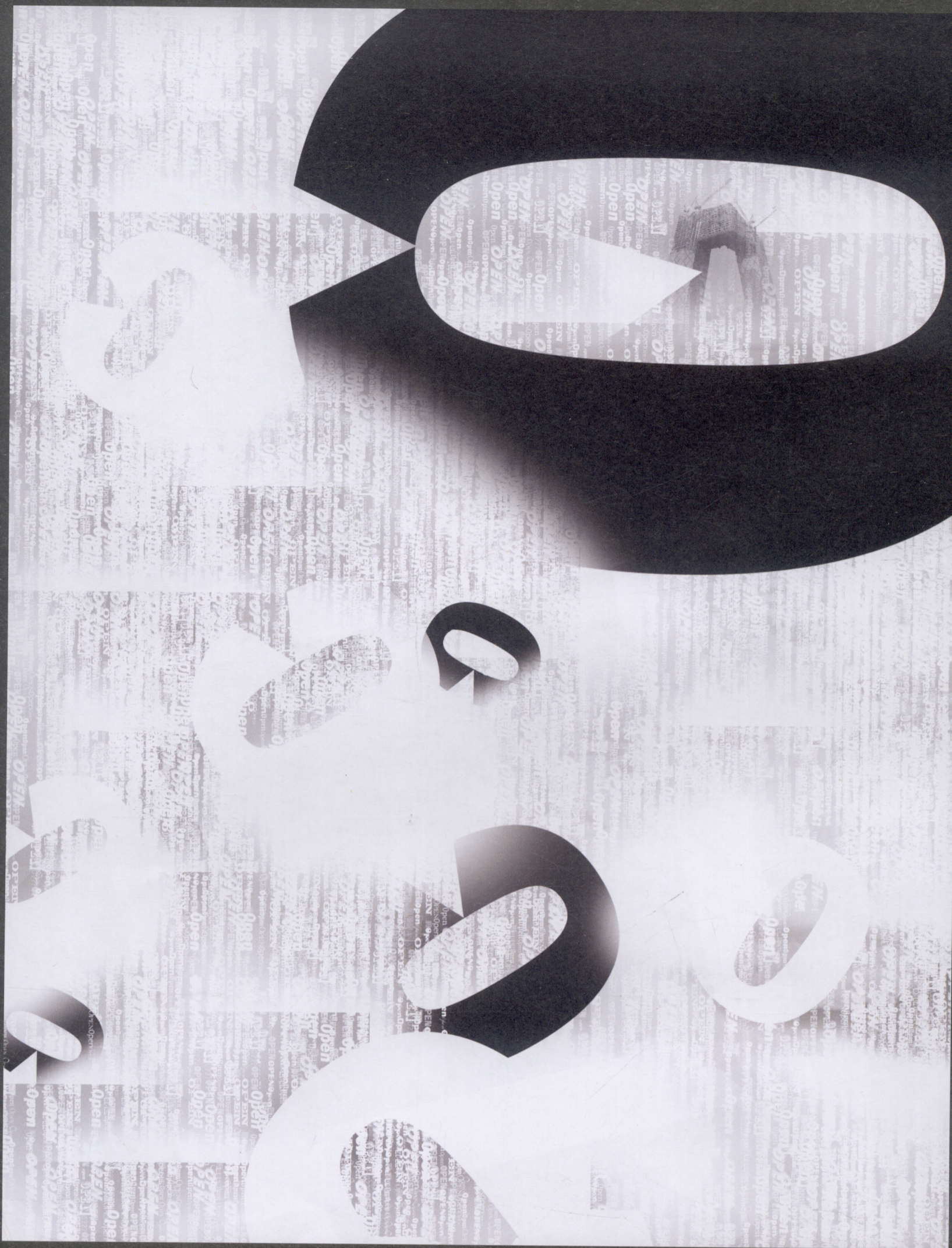
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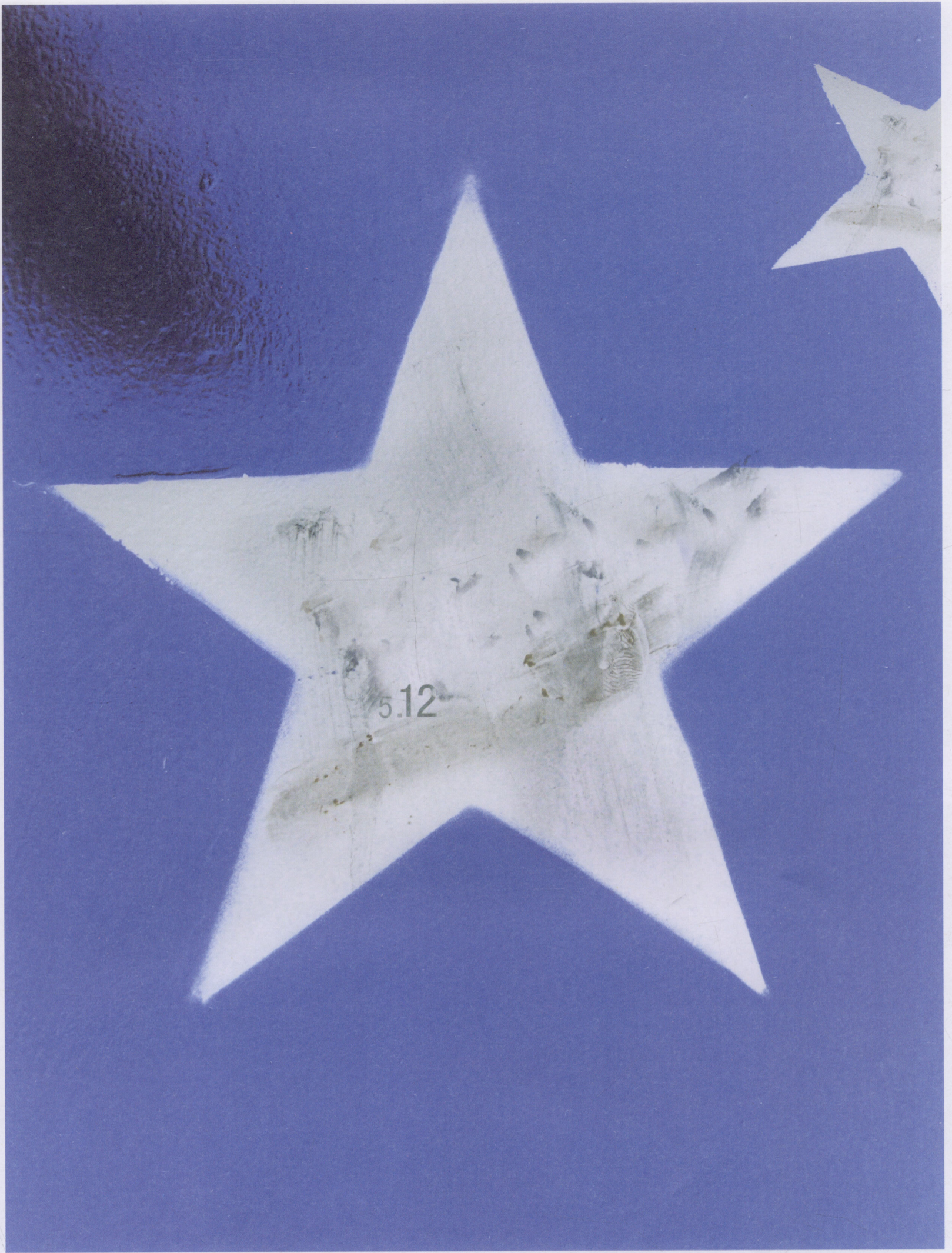
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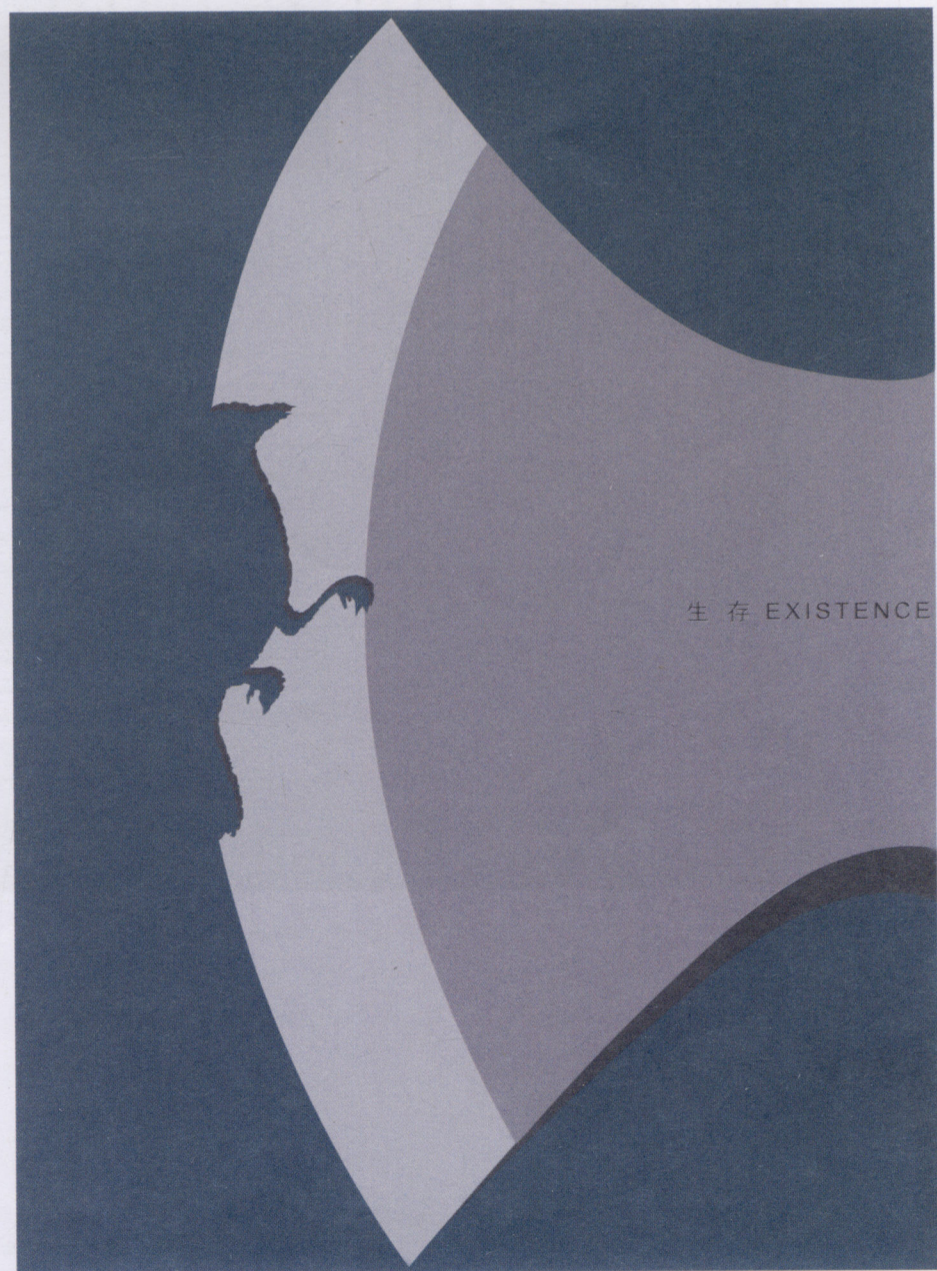
开放是一种态度
Openness Is an Attitude
石增泉
Shi Zengquan

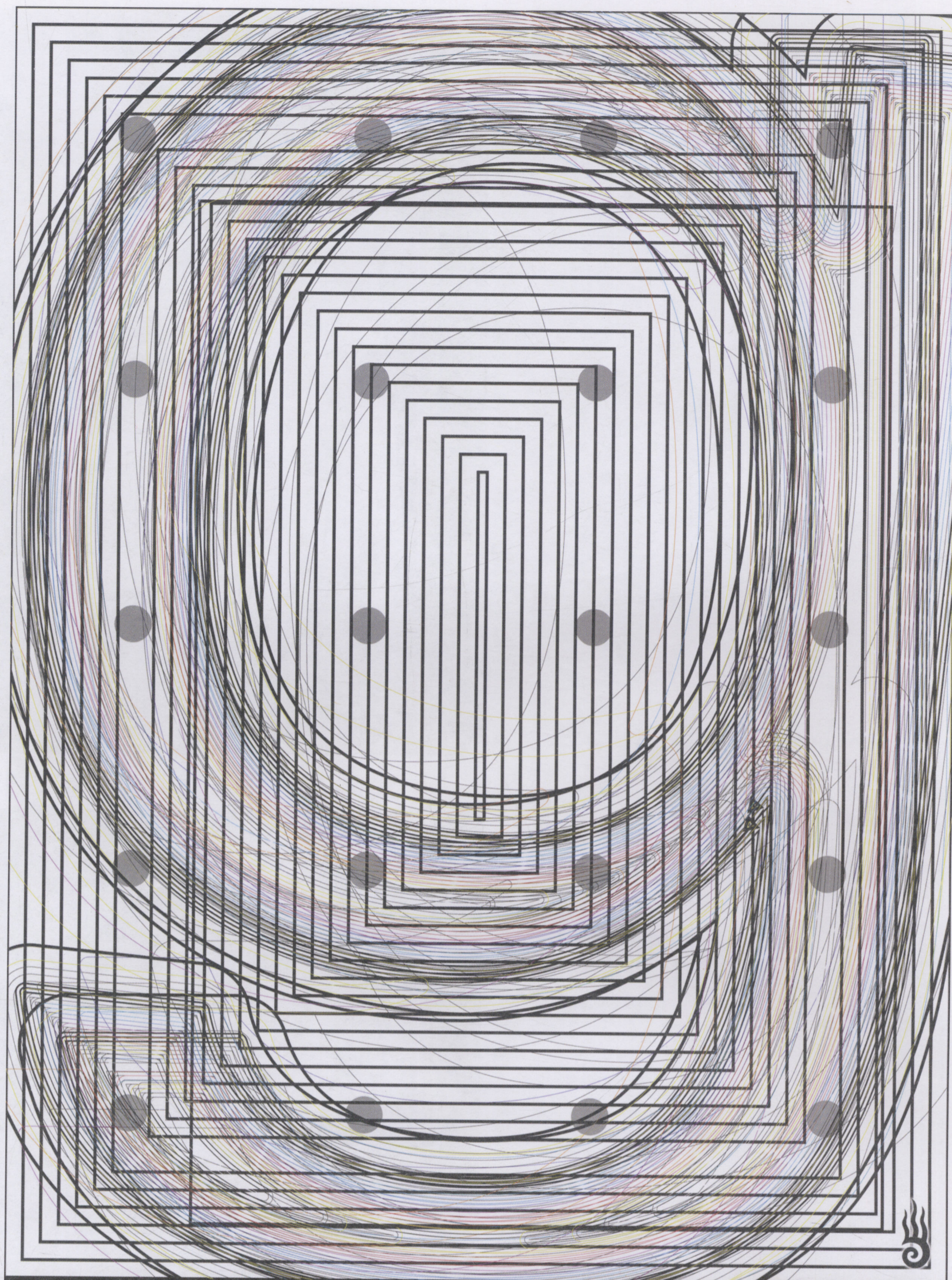


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石增泉
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生存
Live
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Zhao Jin





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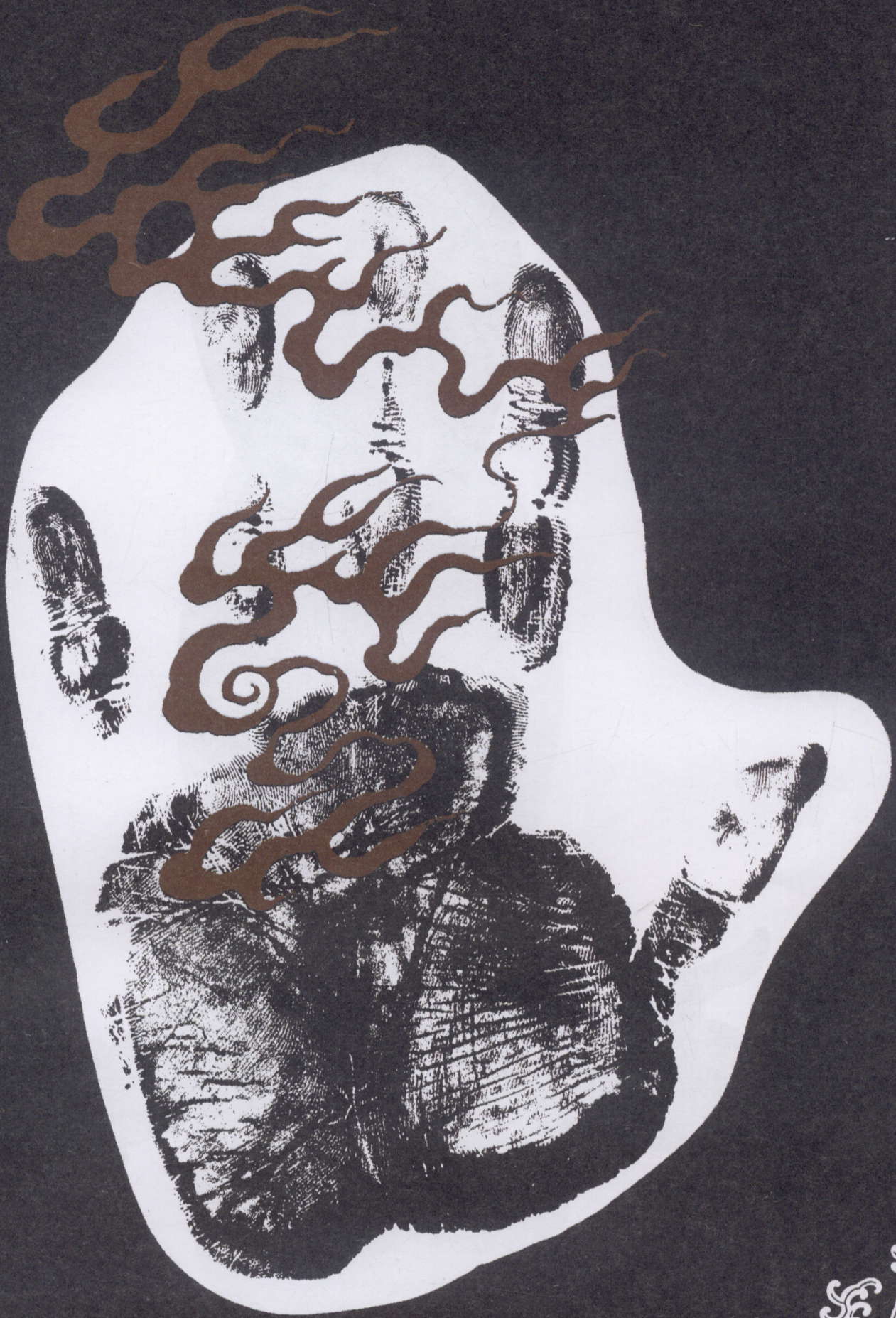
2008 国际图形设计展
2008 International Graphic Design Exhibition
尚奎舜
Shang Kuishun



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R E L I S H I N G



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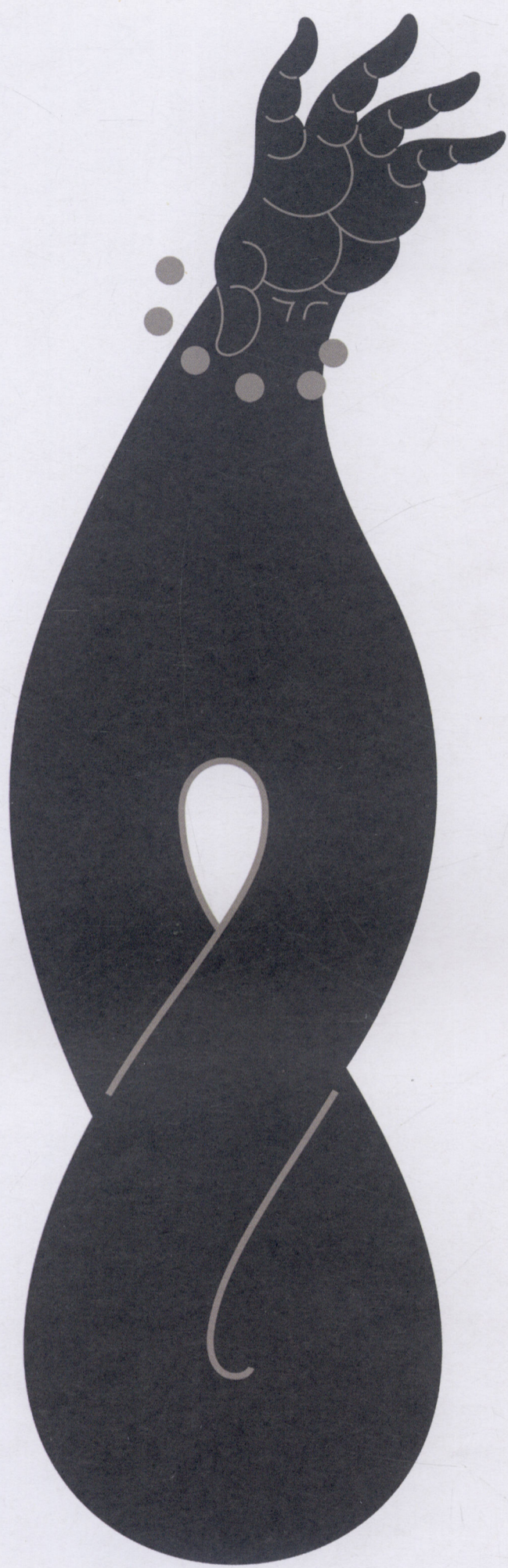


文化与
Culture & the Individuals
尚奎舜
Shang Kuishun

自在



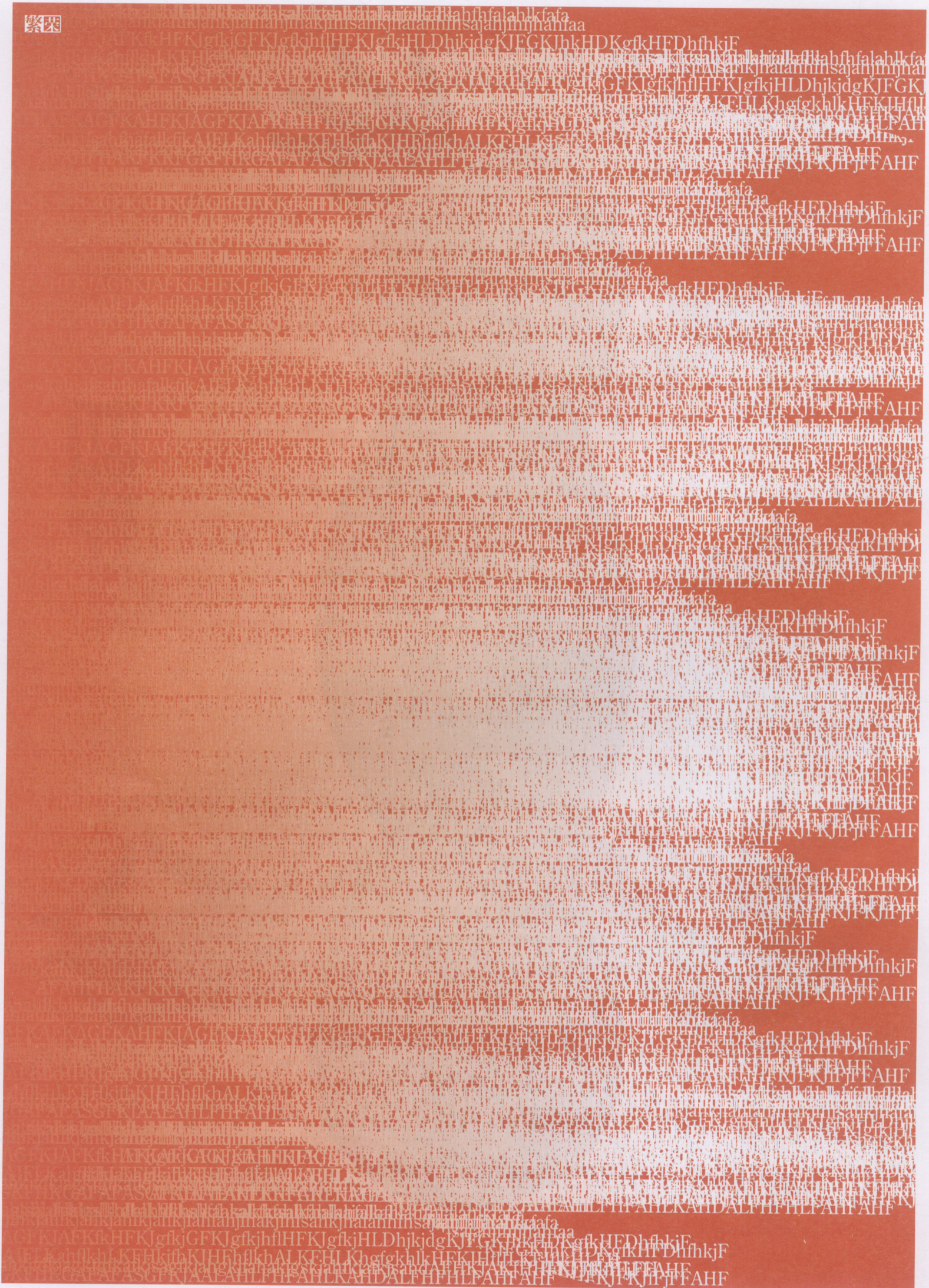
自在
Freedom
李新君
Li Xinjun



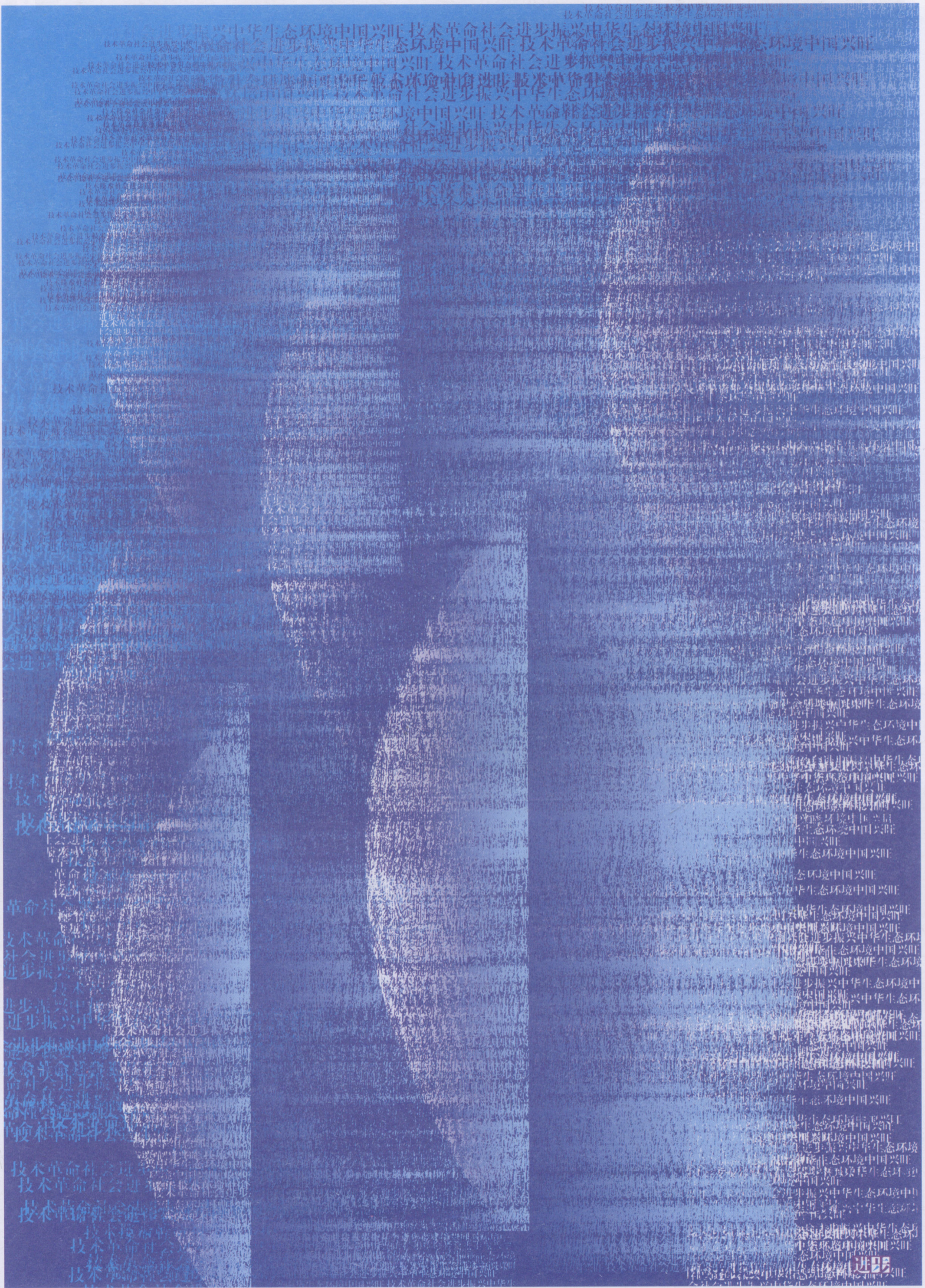
可樂

可樂
Happiness
李新君
Li Xinjun

繁荣



繁荣
Prosperity
侯立平
Hou Liping



进步
Improvement
侯立平
Hou Liping