

样本图册

实战

design

计算机数码化美术设计丛书之一



刘海帆 著

辽宁画报出版社
LIAONINGHUABAOCHUBANSHE

计算机数码化美术设计系列一

样本图册

实战

刘海帆著

目 录

概述·····	1
功能与分类·····	17
构思设计要素·····	35
印刷与制作·····	48
电脑设计系统构成 与常见工具软件简介···	52
范例实战 (一、二、三)·····	56
范例实战 (四、五、六、七、八)·····	65
个案点析·····	86

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概述

21 世纪是信息以视觉形象传播的时代,现代科学技术的突飞猛进,使信息产业向数字化、网络化发展。企业把产品推向市场,确立自身形象,各类商品的展示和发布及各种文化活动的进行,使得样本图册在生产和社会流通中作为有效传递信息的载体发挥着重要的作用。

样本图册设计是一门新生的、独立的艺术门类,它既是平面的,也是立体的,多种平面构成了全方位的立体,通过由里到外从形式到内容的整体形态设计,形成了自身独特的体系,并具有美学特征及价值,是设计美学在经济领域的实际运用。

样本图册有以下几个基本要素:

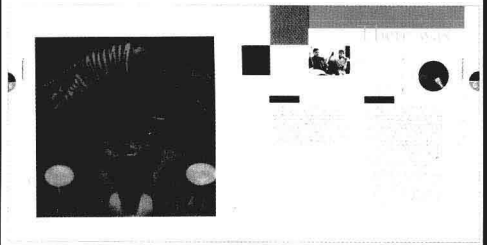
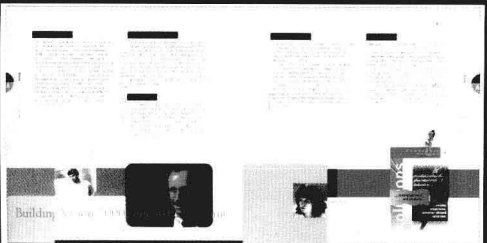
(一)设计的实用性是第一位的,实用性决定了它的从属和制约,样本图册的设计要求和实用性融为一体,按照设计美学的规律进行创造,可以说它的审美性寓于实用性之中。

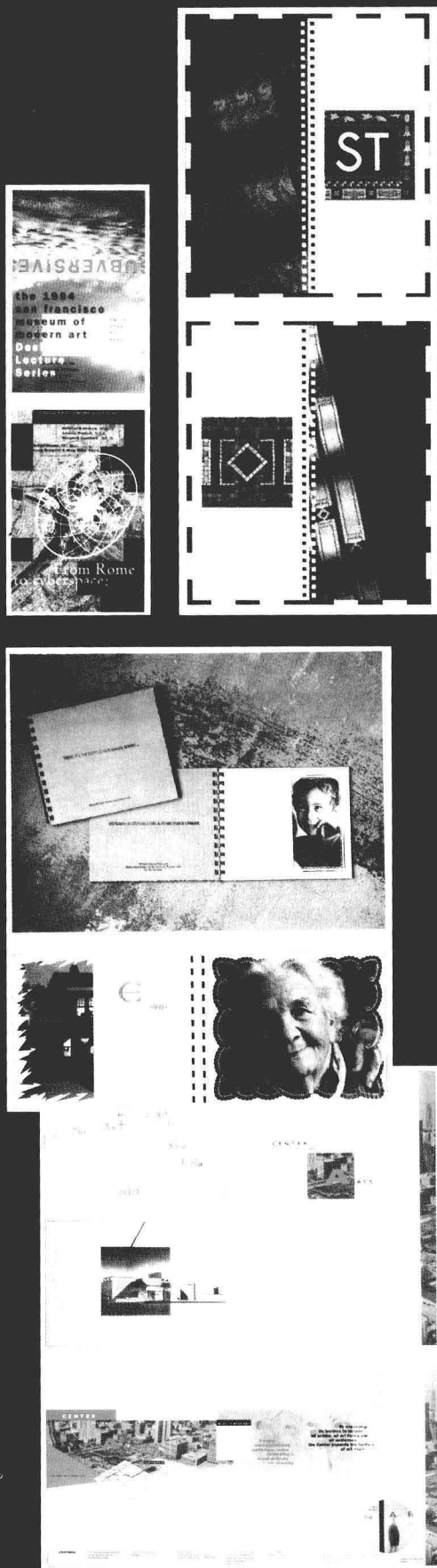
(二)样本图册作为一种视觉艺术是通过高度的艺术概括与科学化的抽象表现,用概念和信息组合的形式来表达样本内容与主题本质,以此吸引打动消费者,以达到市场营销有效传递信息的目的,因而样本图册的画面美感及视觉冲击力至关重要。

(三)由于现今人类处于高速信息时代,这就要求设计者的设计理念要与时代同步,观念决定了设计的风格样式,同时也帮助了所推介的产品更好地服务于社会。设计理念成为样本图册设计优劣的一个主要标志。

(四)大量的科技成果应用于现代样本图册之中,成为一座架在科技与设计艺术之间的桥梁。设计者应使所设计的样本图册更具有人性化,使科技的应用融于人们的生活之中,以便更好地为社会、企业与客户服务。

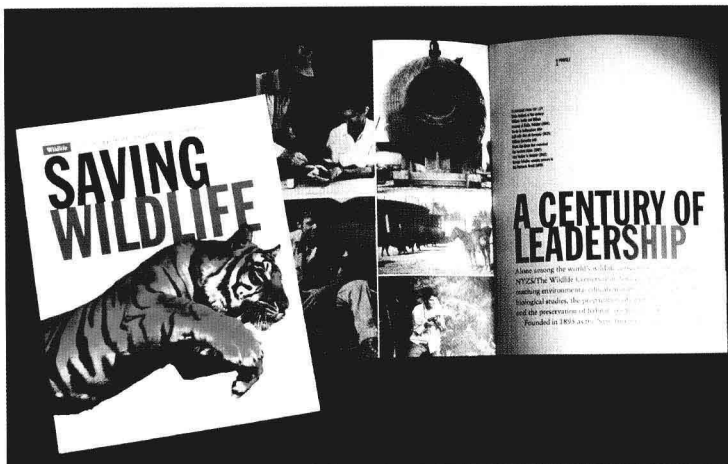
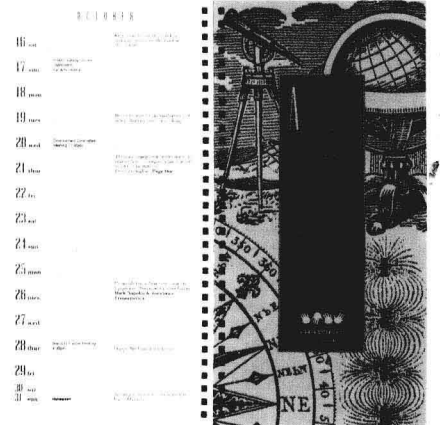
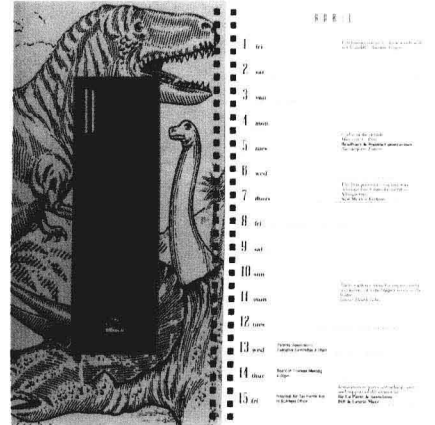
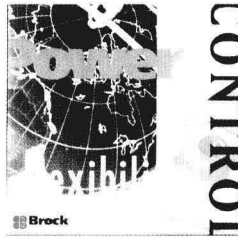
不同时代的设计工具和手段为设计者提供了不同的设计表现样式,随着时代的进步设计手段和工具也在不断更新。当前设计领域中,无论是建筑设计、广告设计、产品设计,还是书籍装帧,传统的手绘设计基本淘汰出局,以信息传达为职责的

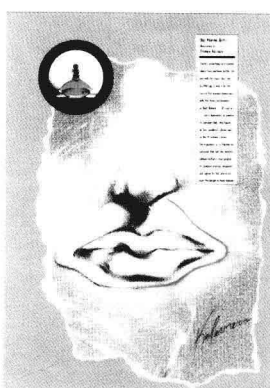
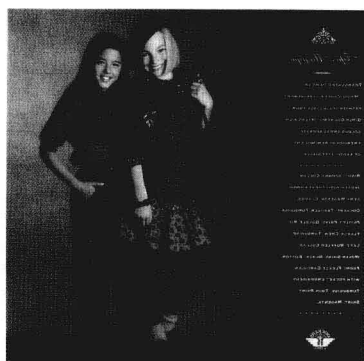
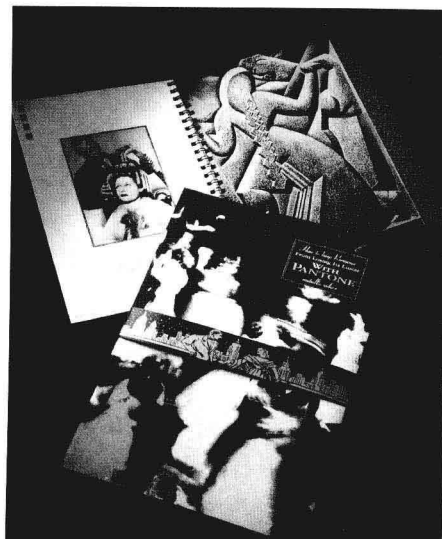


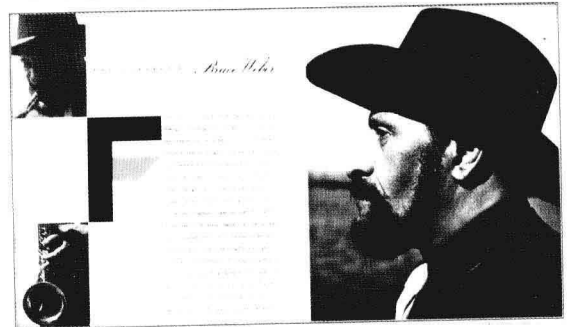
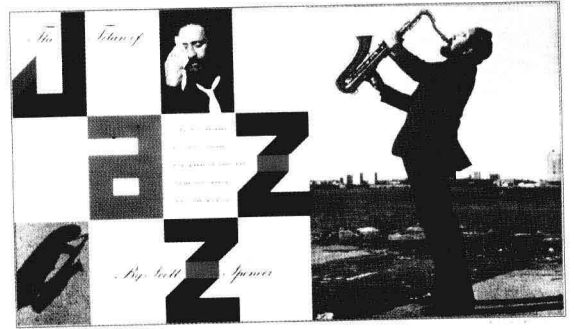
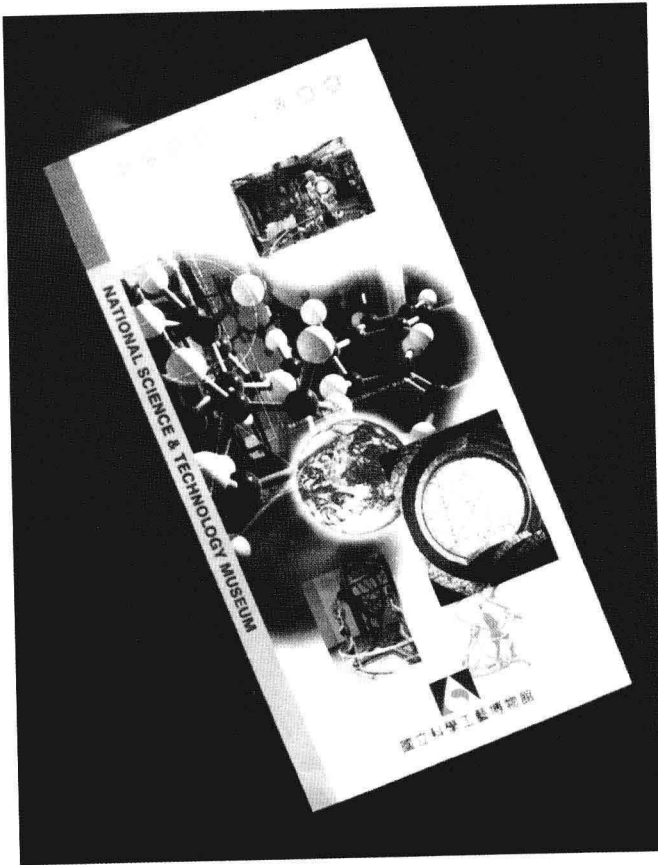
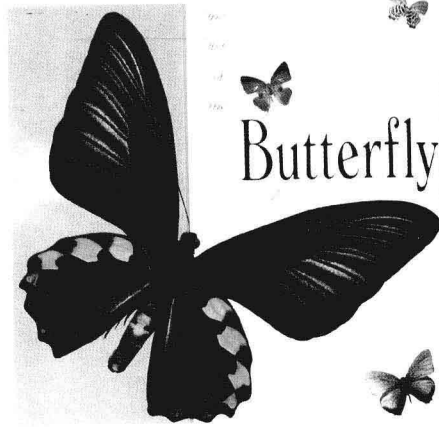


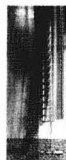
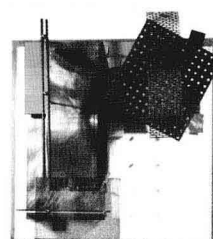
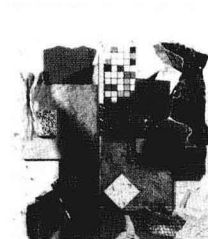
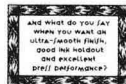
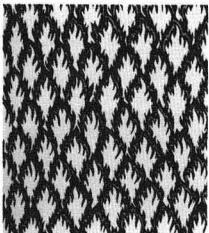
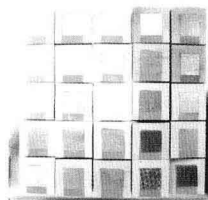
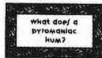
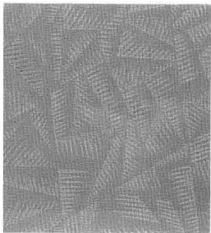
样本图册设计师面临巨大的机遇与挑战，它要求设计师能够熟练掌握和运用以数字处理为核心的 CAD（电脑图像辅助设计系统）这一现代化工具。CAD 是英文 Computer Aided Design 的缩写，即电脑辅助设计。由于它的高速、高效、高质量的特性和多元性的功能而备受设计者的青睐，由于它的普及推广，才使设计艺术与科学技术及生产加工技术得以真正结合。在设计方案产生的同时，也生成了一套技术数据，接着由这套技术数据控制加工设备进行生产制造和检测，反过来电脑也可以自动评测设计方案的可行性，计算生产成本。它使设计者利用电脑中点、线、面、体的造型要素进行组合、设计和变换，加上丰富的色彩配置来进行视觉化的平面、空间、实体的设计，它取代了传统的铅笔、图纸、图板，而使设计在电脑辅助设计系统中完成，开创了“电脑平面设计”的新时代。电脑的介绍，使得样本图册的设计及印刷制作进入电子信息时代，设计者可以轻松地图文处理、编辑和设计。并保证了样本图册的打印、输出、制版自动化及高精印质，大大缩短设计制作时间和周期，并能够直观地看到最后完成效果，这是一场设计工具的革命，它打破了传统的行业界限，把摄影美术、制版、印刷紧密地结合起来。它从设计方法乃至设计观念等方面彻底改变了我们的设计世界。设计师通过电脑可以完成大量方案，快捷准确，并可瞬间修改，从而使设计者摆脱了一系列繁琐、机械、耗时费日的工作，最大限度地发挥了人的创造性和思维构想力，为设计者提供了全新的艺术表现形式和超乎想像的能力及具有无限潜能的创意空间，设计师可以跨越时间与空间的限制，打开新的广阔视角，称心如意地表现自己的设计构思，以取得更为符合需要的设计效果。

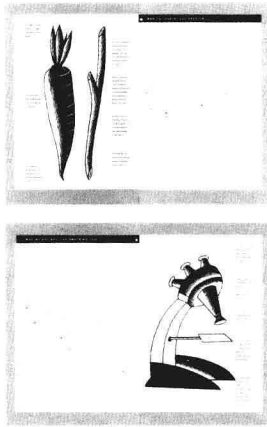
在以高速计算机、光纤通讯、宽带快速交换、多媒体信息的模拟——数字转换和信息交换标准技术为标志的信息时代，样本图册设计作为以印刷品为载体的静态信息传达，在社会经济、文化活动中将发挥自己的优势，以积极的态度迎接新技术的环境格局。在不久的将来，样本图册所需要的文字、图片、图像、动画、声音、影像等各种信息以数字化的形式存于信息库里，通过数字化工艺流程组成各种不同的电子出版物，以光盘形式或通过因特网在网上传播，到那时样本图册设计将是网上设计，是网上商务新的业务形式。











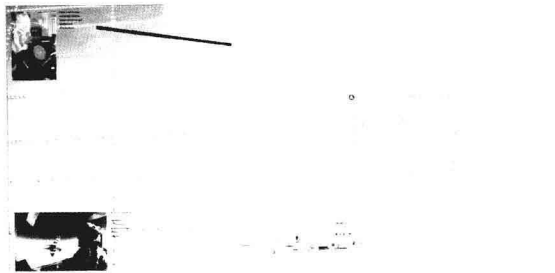
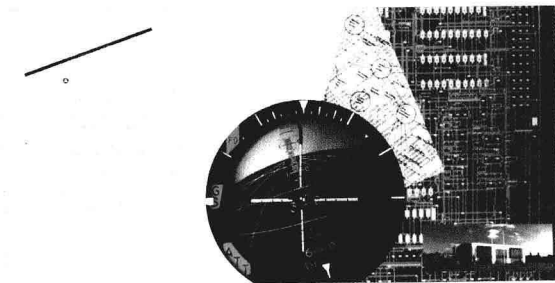
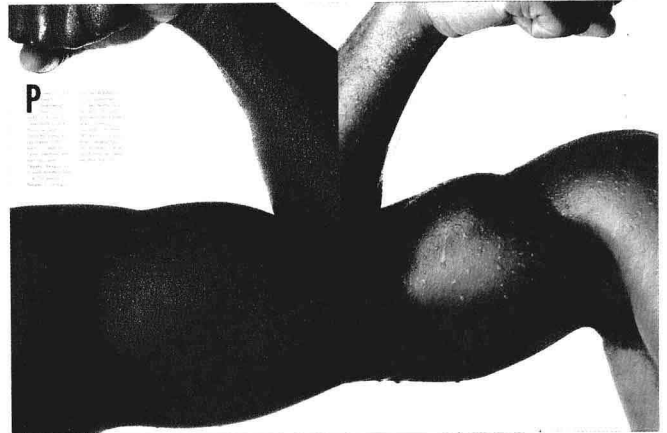
Center for the Arts is a place
inspired by
all our histories,
all our cultures
and all our imaginings.

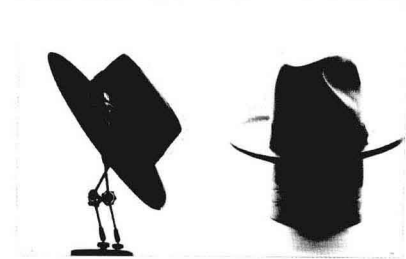
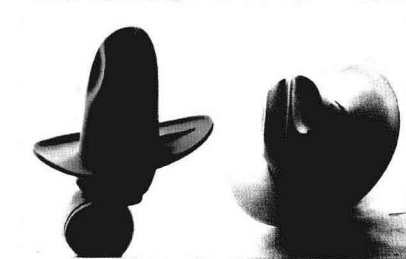
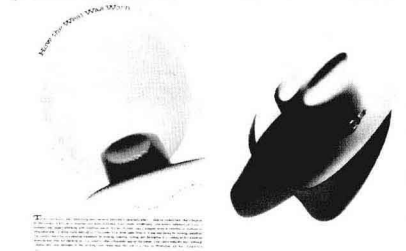
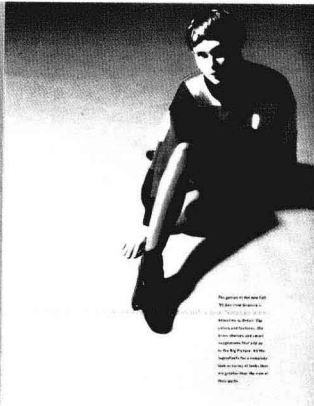
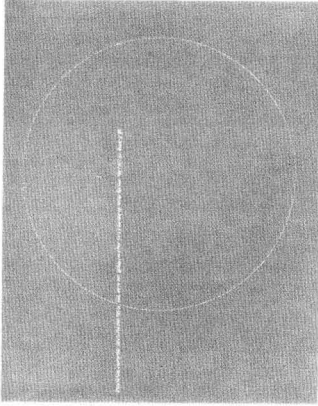
The Opening Ceremony Party
 In Out of the Cold
 The Desperadoes: Music from Paradise
 Earth and Drums
 The Inauguration Dance Congress
 Night Life: Play and Comedy
 The Mission Cultural Center
 Other Minds
 The Contemporary Chamber Orchestra
 El Teatro Campesino "El Fin del Mundo"
 Percussion: "Plink and Noodles"
 The Institute of Graphic Arts
 Fitzgerald and the Jazz Collective Quartet/Paul Dreher Ensemble
 The Jones Museum presents Air Spinning
 The 18th Annual "The Velvetten Ball"
 Encuentro

June 14-17
 June 18-19
 June 20-21
 June 22-23
 June 24-25
 June 26-27
 June 28-29
 June 30-July 1
 July 2-3
 July 4-5
 July 6-7
 July 8-9
 July 10-11
 July 12-13
 July 14-15
 July 16-17
 July 18-19

Center for the Arts

Ante America: Regarding America
 San Francisco Gay Men's Chorus





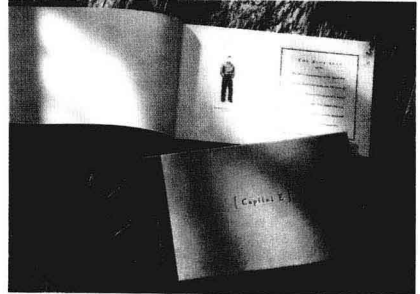
New York Spontan auf die

Bühne kam Doreen, schnappte

sich ein Mikrophon

und rockte drauflos.

Unglaublich dieser Perla mare.



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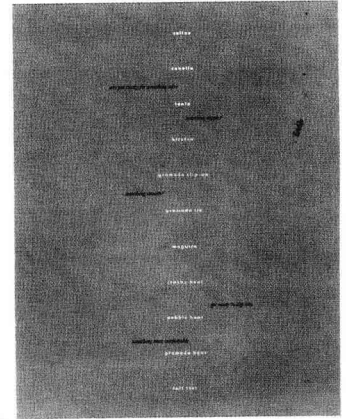
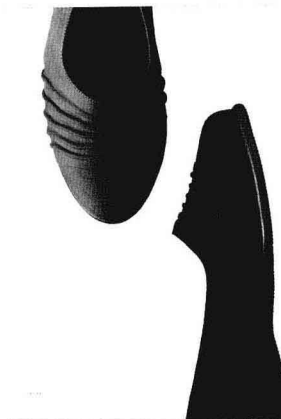
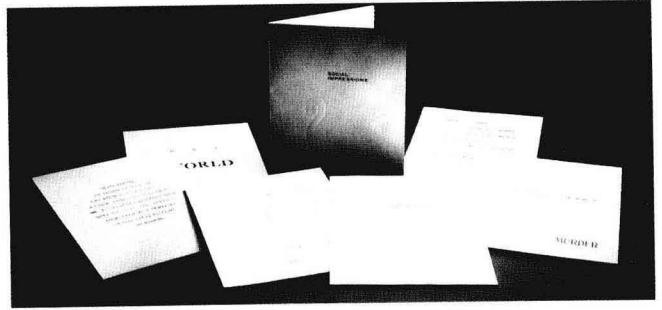
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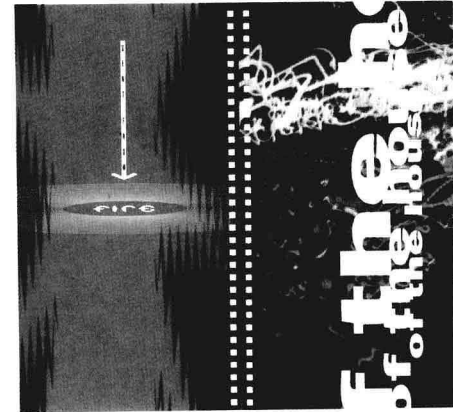
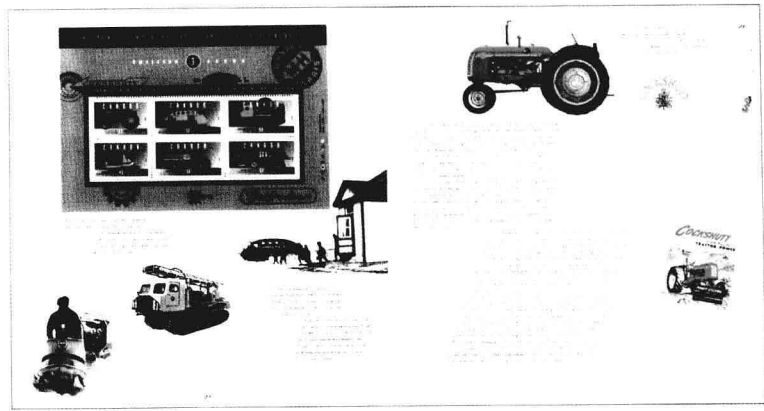
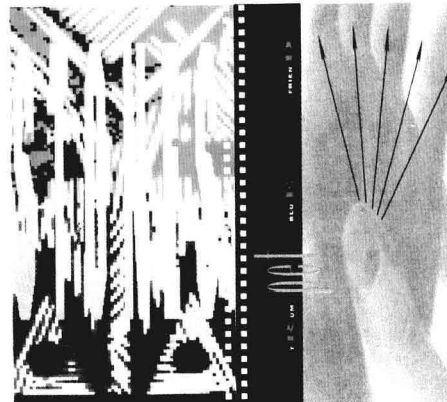
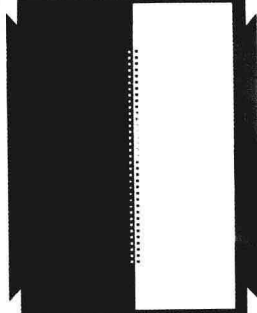
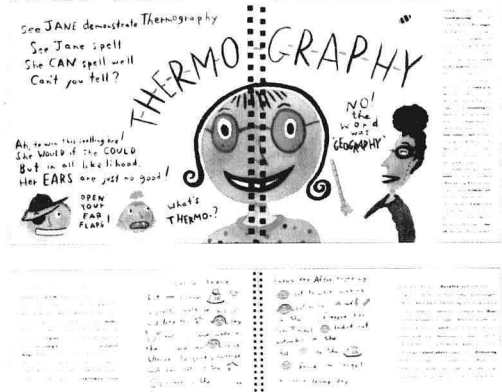
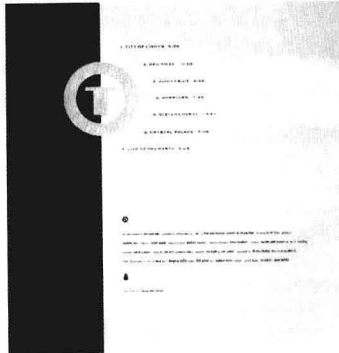
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Centerings



For the centering of a room, the first step is to choose a color scheme. This can be done by selecting a color that you like and then choosing other colors that complement it. For example, if you choose a warm color like red, you might choose blue or green for the other colors. Once you have chosen your color scheme, you can then choose the furniture and decor that will go in the room. This can be done by looking at the colors of the furniture and decor and seeing if they match your color scheme. If they do, you can then choose the centering for the room. This can be done by choosing a centering that has the same colors as the furniture and decor. For example, if you have a red sofa and a blue armchair, you might choose a centering that has red and blue colors. This will help to tie the room together and make it look cohesive.

When choosing a centering, it is important to consider the size of the room. A large room will need a larger centering, while a small room will need a smaller centering. It is also important to consider the style of the room. A modern room will need a modern centering, while a traditional room will need a traditional centering. Finally, it is important to consider the budget. A centering can range from a few dollars to several hundred dollars, so it is important to choose one that fits your budget.



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Woven Basket

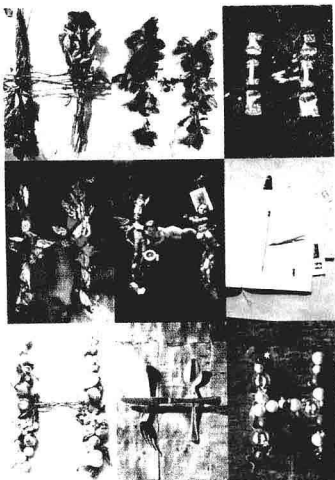
A woven basket is a container made of woven material, such as straw, reeds, or bamboo. They are often used for storage, decoration, or as a centerpiece. Woven baskets come in many shapes and sizes, and they can be decorated with various patterns and colors. They are a versatile and practical addition to any home.

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