

DESIGN with VALUES

Reflections on Graphic Design

设计主张——平面设计师的思考

(英) 怀特 (Wright, S.) 编 贺丽 译

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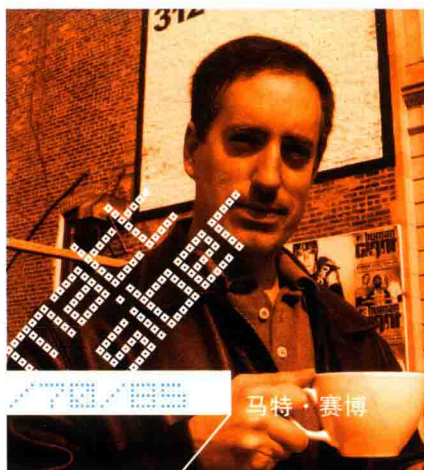
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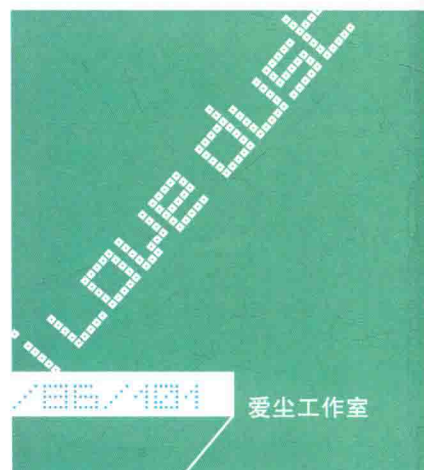
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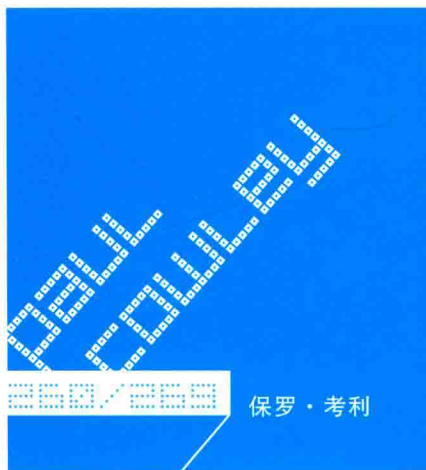
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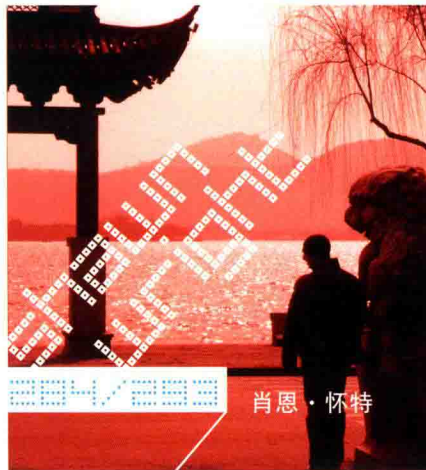
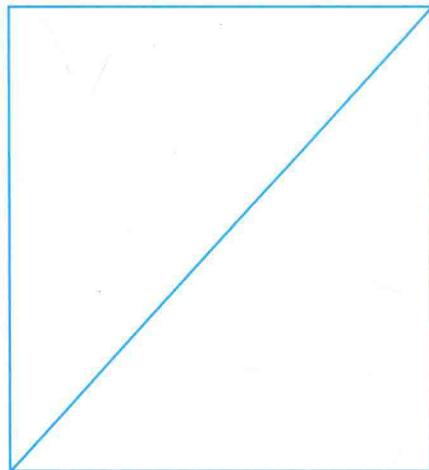
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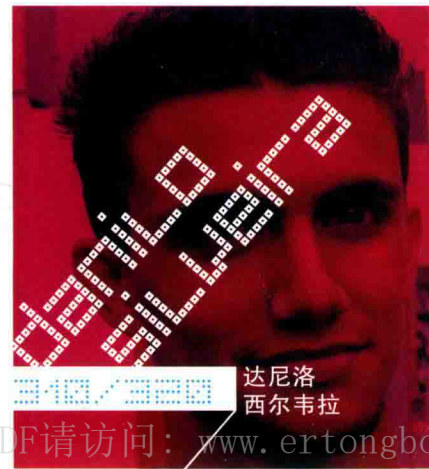
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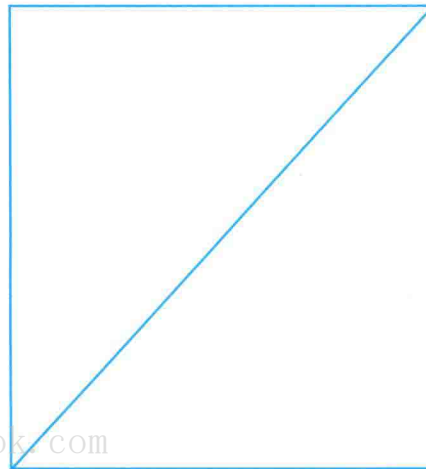
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Forward

前言

This book profiles a selection of the best and most popular designers that are leading the creative industry today. Essentially, those who have "made it".

The aim of this title is to present the very best and latest commercial designs alongside each designer or studio's self-motivated works to better understand what elements and ideas from a designer's personal concepts are suitable to use in mainstream design work.

"Made it" focuses mainly on graphic design but will also introduce some of the best practitioners in other fields such as photography, animation, motion design, illustration and web design. We also introduce some new talents who are currently rising up the ranks, giving the reader a glimpse of what is to come.

本书汇集了当今创意设计领域的杰出设计师及其优秀设计作品。在完整呈现他们独特的设计元素及理念的同时，相信能够为设计领域的人们提供创作的参考。

本书以展现平面设计为主，同时，对其他设计领域，诸如摄影、动画、动作设计、插图和网页设计等也进行了深入探究。此外，设计领域的后起之秀也在本书中得到了相应介绍，其美轮美奂的作品将带领读者享受非凡的视觉之旅。



塞尔日·赛迪兹



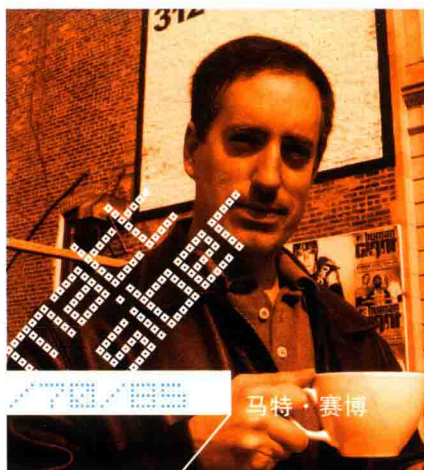
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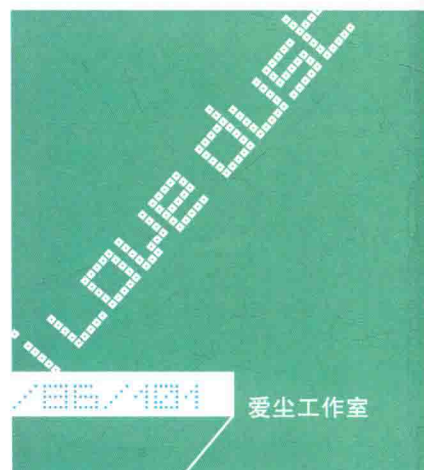
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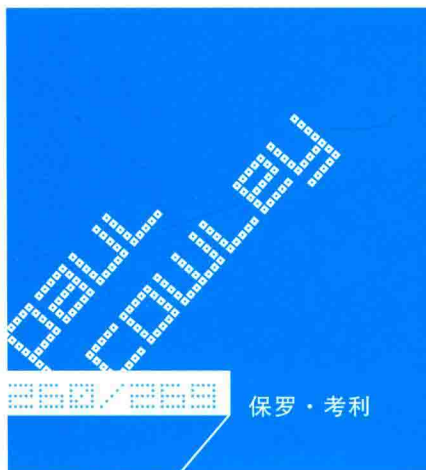
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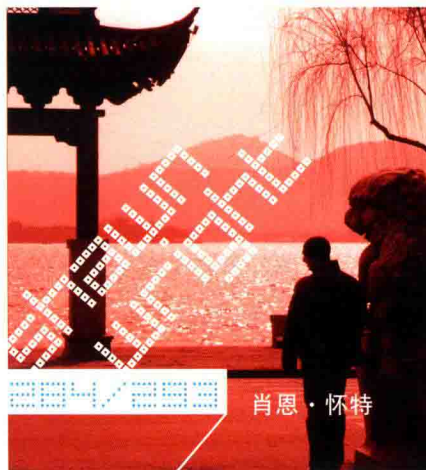
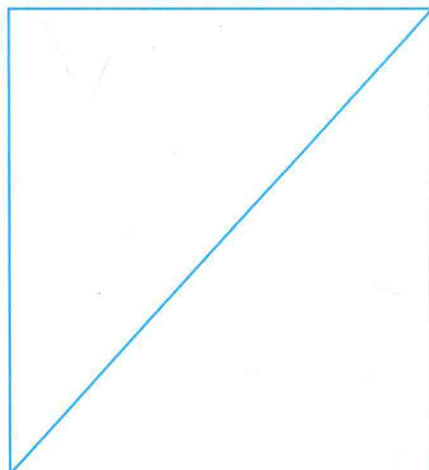
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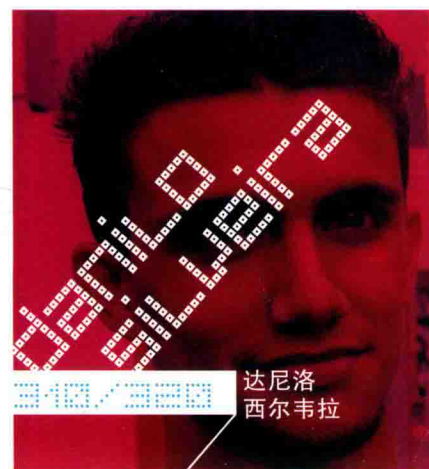
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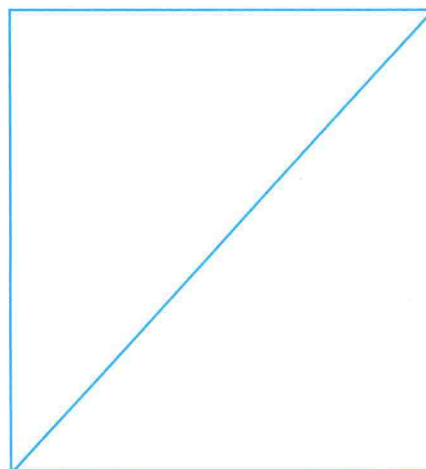
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西尔韦拉



serge seidlitz



塞尔日·赛迪兹

serge seidlitz

seidlitz

塞尔日·赛迪兹，插画家，1977年生于肯尼亚，一半英国血统，一半德国血统。很小的时候，就和做记者的父亲一同周游世界，而对涂鸦的爱好也令他的童年丰富多彩。坎伯韦尔艺术学院毕业后的四年中，他一直于“卡通网络”担任室内设计师，随后以自由设计师的身份移居英国，成为知名的品牌设计师。其客户涉及MTV，Vh1，Volvic，Orange，JWT，FUSED，约翰布朗出版社，《泰晤士报》，BBH，里奥贝配，RKCR/Y&R，本田，沃达丰，百利，壳牌，英国航空公司，《卫报》及《麦根》杂志等。铅笔和钢笔都是其创作的工具。

Illustrator Serge Seidlitz is a very hard working "hybrid," half English, half German, and born in Kenya in 1977. When he was younger, Serge spent much of his time doodling. It was a good way to avoid doing his homework and make sense of his constantly changing surroundings, as he travelled around with his father who was working as a foreign correspondent. After Camberwell College of Art he worked as an in-house designer at Cartoon Network for four years before leaving to concentrate on his own work. Freelancing out of London, Serge is in high demand from well-known brands. His client list includes such names as MTV, Vh1, Volvic, Orange, JWT, FUSED, John Brown publishing, The Times, BBH, Leo Burnett, RKCR/Y&R, Hicklin Slade, Honda, Vodafone, Baileys, Shell, British Airways, The Guardian and NME magazine. Serge tends to start his works in pencil first, then pen, and finishes on his trusty MacBook Pro.

BEST OF



ALL NEW



HITS

HITS

HIT RED



HITS



HITS



LIVE

SPANKING NEW



MINTED WEEK



FULL ON FRIDAYS

FULL ON FRIDAYS

LIVE

WIN

OZZY WEEK

KYLIE

FULL ON FRIDAYS
NEXT THE BATMAN



NEXT THE BATMAN

FULL ON FRIDAYS
MONDAY + WEDNESDAY
AT 5PM

H

WIN

FULL ON FRIDAYS

FULL ON FRIDAYS
ONE PIECE
MONDAY + WEDNESDAY
AT 5PM

ALL NEW

FULL ON FRIDAYS



BEST OF
OSBOURNES

FULL ON FRIDAYS



FULL ON FRIDAYS
NEXT -> -> ->
POKEMON CHRONICLES



MTV HITS
FULL ON FRIDAYS
TOONAMI
ALL NEW



MTV HITS

ALL NEW
OSBOURNES

ALL NEW

FULL ON FRIDAYS

LIVE



ALL NEW

SPANKING NEW

HITS

THE BATMAN

NEXT

HITS

HITS



EXCLUSIVE



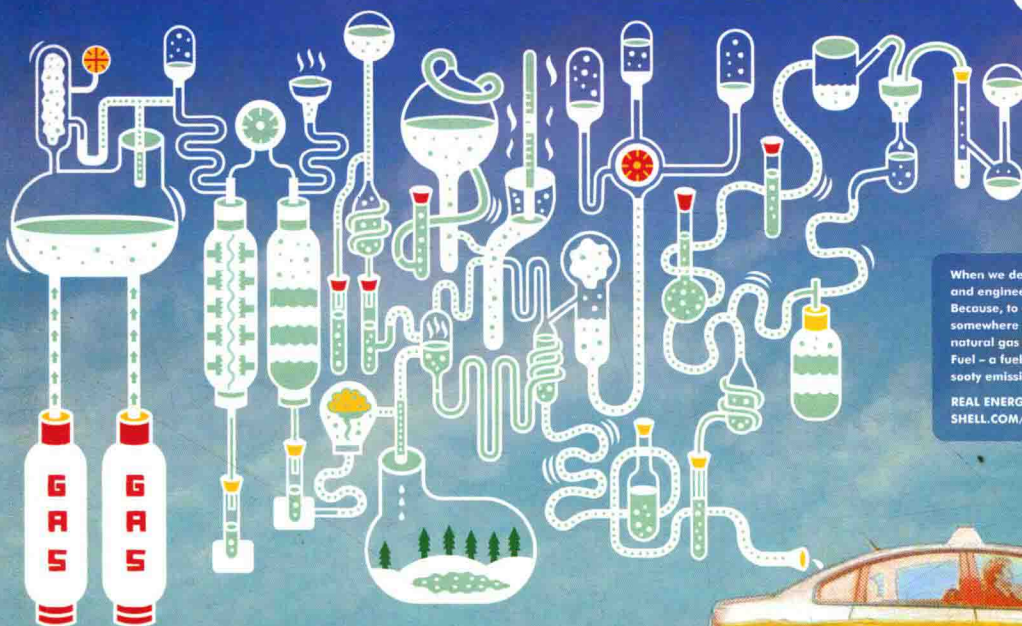
BEST OF

REPLAY

TRL

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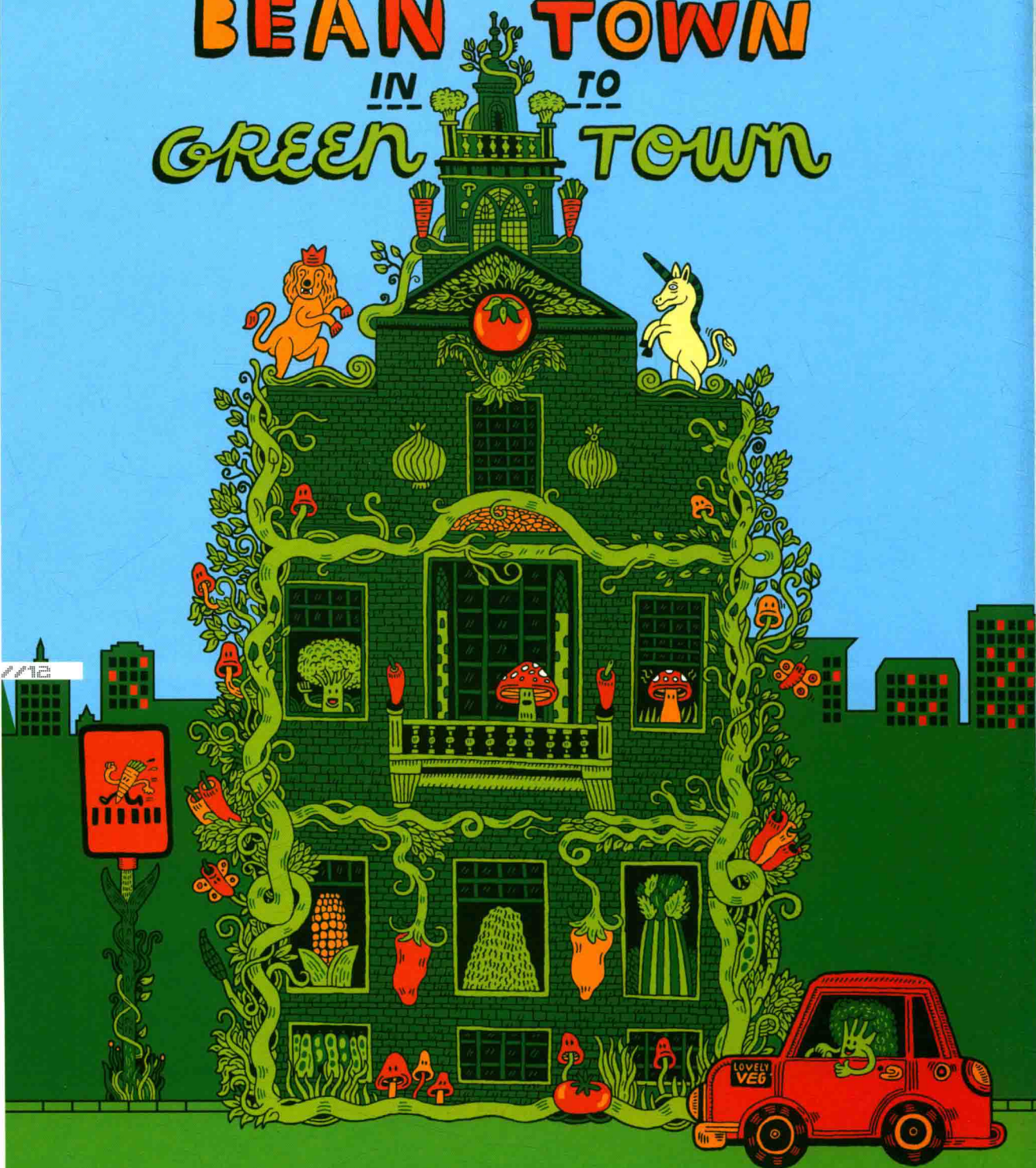


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他很注重色彩的搭配。每个项目的设计都力求匠心独运，独树一帜。同时，在创意设计的过程中，满足客户需求、创作特色作品一直是他的工作宗旨。其对色彩的要求达到了近乎苛刻的程度，每个部分的设计在完成之前都经过反复推敲。融合特殊的字体、手绘方式及自身个性于一体的设计是其创作特色所在。

His system of working allows him to be constantly experimenting with colour combinations while developing his creations. Every project takes on its own character as it naturally progresses to completion. When working to a client brief, the freedom to have his creations take on a life of their own can never be taken for granted, but Serge also enjoys the pressure of a tight brief and the input of a good art director, who he says can extract a fine piece of work from you by pushing you in a direction you wouldn't have gone on your own. Serge puts a lot of effort into choosing the colours for his creations, and each piece will go through a number of variations before the final version is chosen. The design and the structure come first and then the colours are manipulated to taste. One of the ways Serge maintains an original style is to make all his own fonts, often hand-drawn per project, and he always infuses his personality into his work.

WE'RE TURNING
BEAN TOWN
 IN TO
GREEN TOWN



Real good food from this good earth. At Gardenburger, we believe real food and community gardens make Boston a better place for everyone. That's why we're proud to support locally grown gardens and also why we're bringing a garden-full of fresh food for you to enjoy at the Boston Vegetarian Festival.

Check us out at the Vegetarian Food Festival
 November 1, 2008

Reggie Lewis Athletic Center
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Artwork by Serge Seiditz