

创新 页面设计

——世界顶尖页面设计创意点评

200 多个设计实例，以及设计建议和分析

[英] 罗杰·沃尔顿 编著 韩春明 翻译

安徽美术出版社

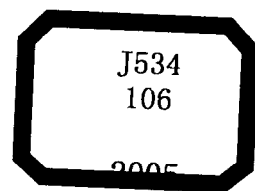


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PAGE LAYOUT

INSPIRATION · INNOVATION · INFORMATION

GENERAL EDITOR: ROGER WALTON

图书在版编目 (CIP) 数据

创新页面设计: 世界顶尖页面设计创意点评 / (英) 沃尔顿编著; 韩春明译. —合肥: 安徽美术出版社, 2005.1

书名原文: Page Layout

本书从英国 Duncan Baird 出版公司引进

ISBN 7-5398-1347-4

I. 创... II. ①沃... ②韩... III. 平面设计—作品集—世界—现代 IV. J534

中国版本图书馆CIP数据核字 (2004) 第123687号

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合同登记号: 1201214

创新页面设计

安徽美术出版社出版

(合肥市金寨路381号 邮编: 230063)

<http://www.ahmscbs.com>

全国新华书店经销 合肥远东印刷厂印刷

安徽鼎鑫制版有限公司制版

开本: 889 × 1194 1/16 印张: 9

2005年3月第1版 2005年3月第1次印刷

ISBN 7-5398-1347-4 定价: 78.00元

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前言

设计者的工作就是要交流，除此以外，几乎没有什么不可违逆的规则了。你可以把它进一步深化为交流什么、和谁交流。但是实质上，设计者对有效交流的追求是永无止境的，它就像设计者的想像力一样宽广、一样深邃，也和客户的想像力密不可分。

任何设计的基础工作都是制定大纲、进度表和预算。大纲包括客户提供的信息、材料和想法；进度表包括设计者拥有的时间，以及其间留给客户的时间，这些都是发挥想像力不可忽略的参数和因素。本书展示的实例一再表明，在以上所有因素中，最终使设计成功的是设计者的想像力——而不是原材料、可供使用的金钱数目或制作过程。在这些设计中，无论是信笺系统、网页，还是推销生产硬纸板的机械设备的日历，设计者的过人之处都体现在他们对设计要求、限制的精当分析，以及他们超乎常人的想像力和独到的目光。

本书的主标题“创新页面设计”应从最广义的层面去理解。它更多的是要表达设计过程，而不是我们最终看到的那个设计形式。在设计者考虑的问题中，有一个问题显得日益突出，即“用什么样的形式进行交流”——是书、宣传册、公告、系列海报、网站、电视广告，还是街头展示？我想说，以上每种形式都有它们可适用的环境，而且还有许多其他的可能性。

《创新页面设计——世界顶尖页面设计创意点评》包含大量来自世界各地的顶尖设计，这些设计展示了最高水平的想像力。本书可以作为你自由而创新地发挥想像力的开始——也是未来设计的灵感之源。

—— ROGER WALTON

第一部分：设计领域的设计

本书的第一部分，向大家展示了设计者为宣传他们自己，以及他们所在的公司，或其他设计公司而做的设计。作品的范围非常广泛，从充满强烈个性色彩的设计，如一部探索新媒介对艺术设计的影响的书籍，到相当商业化的设计，如宣传字体的海报、信笺系统和家具设计的宣传册。

SECTION ONE

封面上与书脊色彩较为接近的各种色彩配以红色橡皮筋，使人联想到传统的皮革装订技术。这暗示了公司理念中对于手工制作的重视。



设计：
Red Design
设计公司：
Red Design
国家：
英国
作品说明：
8页的宣传册，为Bo
Bo设计公司所做。
页面尺寸：
210 × 135 毫米
设计形式：
宣传册

Bo Bo 宣传册

这个漂亮而新颖的印刷品是为一家家具设计公司制作的。它附着在一个透明的聚氨酯板上，让人联想到该公司产品中的某种材料。打开这本宣传册，强烈的背景色让你几乎觉察不出图片的单调。在某些左半页上采用了抽象的、具有光学色彩的图像作为背景，就像是光线投射过某种透明材料所呈现的样子。在不同主题的各个章节中，分别展示了公司员工特写、产品草图和正在生产中的家具的照片，系统而全面地描述了公司理念和运营情况。

No.1 PEOPLE



Bodo is the Brighton based contemporary design company, particularly recognised for its innovative approach to furniture and spatial design with a focus on the use of translucent materials. The predominant force behind the progressive company is husband and wife founders and directors Nick Lark and Bobo Lark.

They and Nick have been working together since 1989 and have had Bobo Lark as a part of the design process. Bobo Lark is a graduate of the University of Brighton, a 3D Craft and Design for Production and a graduate of the University of Brighton, a 3D Craft and Design for Production and a graduate of the University of Brighton, a 3D Craft and Design for Production.

Although relatively young as a company Bodo have received a range of international awards and recognition. These include a range of creative projects, interior architecture, commercial product design, interior architecture, retail and leisure design, and a long and impressive list of high profile corporate and celebrity clients.

Worldwide recognition from design and fashion press has allowed exposure on the international exhibition circuit. The company has been featured in numerous international magazines within the British contemporary design movement.

No.2 INNOVATION

"YOUR NAME DOES UNEXPECTEDLY BEAUTIFUL, TRANSPARENT FURNITURE."

No.2.1 INNOVATION PRODUCT

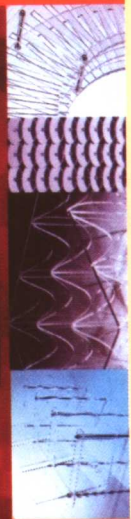


Bodo has launched over 50 different furniture products that have exceeded prototype and design expectations. The company's design process is a constant evolution, always striving to overcome the challenges that commercial constraints throw down, but always allow time to experiment through craft as well as technology. This process allows the company to create a range of products that are not only functional but also aesthetically pleasing. The company's design process is a constant evolution, always striving to overcome the challenges that commercial constraints throw down, but always allow time to experiment through craft as well as technology. This process allows the company to create a range of products that are not only functional but also aesthetically pleasing.



RECENT EXHIBITIONS

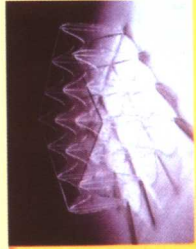
Homes of the Future - Glasgow City of Architecture, 1999
The New York International Contemporary Design Show
The London Contemporary Design Show, 1000 Design
The British Contemporary Design Show, 1000 Design
The British Contemporary Design Show, 1000 Design
The British Contemporary Design Show, 1000 Design
The British Contemporary Design Show, 1000 Design



CASE STUDY: AIRWAVE TABLE

Finalist - Blueprint Design Awards 1997.
Launched at 1000 Design London 1997.

The AIRWAVE TABLE was born from a wish to create a powerful, image of 3 dimensions and movement by simply placing together pure sheets of flat, clear Perspex. We feel the result is a fusion of design expression and functionality. It from conceptualisation, the AIRWAVE TABLE exploits the fantastic, unmatched clarity of clear Perspex to produce a magical vision of form.



No.3 | MATERIALS

"THE GREAT PLAY OF LIGHT THEY CREATE THROUGH THE USE OF ANGLES AND UNUSUAL LINES AND THE SUPERB PROPERTIES OF THE PERSPECTIVE, MAKES FOR EXCITING VIEWING, TOUCHING AND LIVING."

One of the advantages of a small skilled team, that are connected to a large resource of materials knowledge, is that they are able to create complete environments. As we have previously mentioned, for the third task, a team of two people was assigned to create a complete interior of space, by completing entire interior projects for private and commercial different complete applied re-orientations. These projects required a refinement as well as large component installation without deconstruction costs.

The Bobo team planned everything with military precision - vibrant colours, clean lines and attention to detail are the key to a typical Bobo style - Bobo furniture would liven up any interior - Cant and Padam work is highly inventive.

June Bugs, Sunday Times Style Magazine

No.3 MATERIALS

At the heart of our creativity are the materials we use - although our portfolio catalogues a diverse range of projects; the backbone of all our work is our expertise in the application and manipulation of materials, particularly Acrylics. We use Perspex as a product because of the high quality of material that our work demands. Perspex as a material provides the foundation to our creativity and continues to inspire us.

The enthusiasm we share for our source materials has led to an almost fated relationship with ICI ACRYLICS, creators of PEGGED as well as other market leading brands such as PRIMER, UCLITE and ULTRA. From an original concept that was a mere 10% of the total market, we have grown to become a major player in the acrylic market, contributing to all the world's most advanced and creative products. We have developed a wide range of acrylic material products. Our experience and knowledge in this application has led to the iconic status of PEGGED as 'the' branded acrylic.

CASE STUDY: PRISMEX TECHNOLOGY

[illegible]

No. 3 WATERBURY



在卡通画中，人物对话是被圈在气泡中显示的；而这里却正相反，图像被别出心裁地圈起，用一条（一端尖细的）线指向说明文字。

No. 4 THINKING

[illegible]

Let's, ideas, and concepts are things absolutely everyone has, but we use them to provide us with a way of life based around their three spheres. They are at the heart of everything we do. So, if we always be about us as a team, our personal life and the way we show up as people.

17

CASE STUDY: THE 100% DESIGN PARTY 1999 IN ASSOCIATION WITH THE V&A MUSEUM AND ICI PERSPEX

[illegible]

设计：

Mark Allen, Dave Bravenec,
Adrienne De Loia, Armando
Lienado, Chris Martinez

艺术指导：

Dave Bravenec

插图：

Dave Bravenec, Adrienne De
Loia, Alejandra Jarabo

摄影：

Dave Bravenec

设计公司：

Kick Media

国家：

美国

作品说明：

Kick Media 公司的创意工作室
为 C14 工作室设计的信笺系列

页面尺寸：

贴纸（左图），

名片（右上、右下图）

115 × 51 毫米；

明信片（下页）

153 × 102 毫米

设计形式：

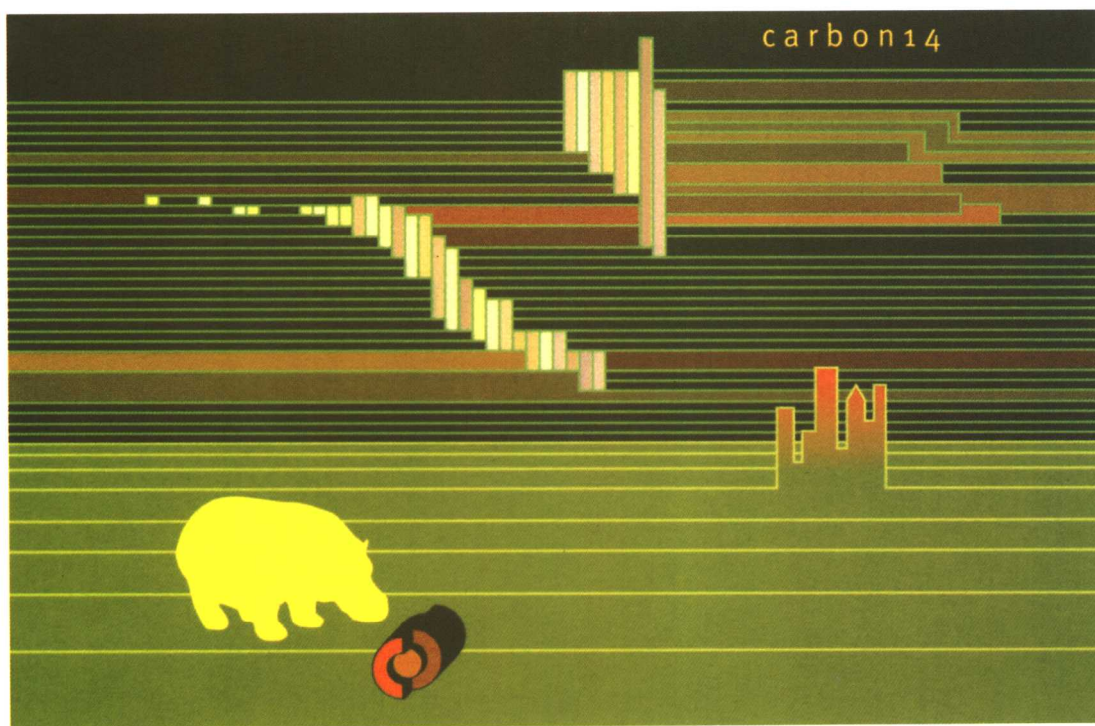
企业识别系统

C14 工作室

该工作室的这套声势夺人的识别系统包含了两个简单的元素：一个是黑色的标识字“C14”，另一个是用辅助色印刷的河马图像。该辅助色还出现在了第三种不同深浅的色彩中，并在绿色的背景上设计出白色的文字，和其他地方使用的黑色文字形成对比。以上做法均使双色印刷的效果发挥到了极限（下图）。在明信片上（下页），标识字和河马图像让人一眼就认出是该公司的明信片。这也正说明了标识字、图像即使与公司业务没有紧密关联，但只要持续使用并保持一致，也能给人留下深刻的印象。



名片的这一面揭示出：在一个简洁有力的作品中，如何灵活运用辅助色，产生微妙的层次感。



C14 几乎是用完全抽象的手法来运用河马这个符号的。然而，在这张明信片里，河马符号和设计内容产生了关联：这只河马看起来像是在盯着它前面的圆柱形物体。这样的设计不仅增添了这个符号的活力，还平添了一份幽默感。