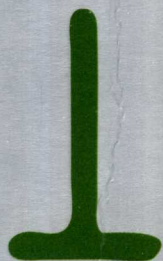


平面创意实例

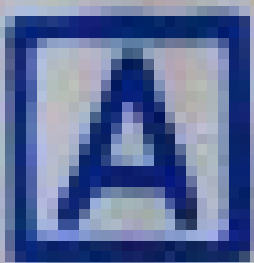
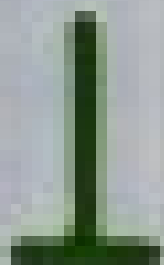


Creative Graphic Design





平 面 创 意 实 例



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the 1990s, the number of people in the UK who are aged 65 and over has increased from 10.5 million to 12.5 million, and the number of people aged 75 and over has increased from 4.5 million to 6.5 million (Office of National Statistics 1999). The number of people aged 65 and over is projected to increase to 15.5 million by 2020, and the number of people aged 75 and over to 8.5 million (Office of National Statistics 1999). The increase in the number of people aged 65 and over is expected to be due to a combination of factors, including a decline in the birth rate, a decline in the death rate, and a decline in the rate of emigration.

The increase in the number of people aged 65 and over is expected to have a significant impact on the UK's economy and society. The increase in the number of people aged 65 and over is expected to lead to a decline in the number of people in the workforce, which will lead to a decline in the number of people who are able to pay taxes. This will lead to a decline in the amount of money that is available to fund public services, which will lead to a decline in the quality of public services. The increase in the number of people aged 65 and over is also expected to lead to a decline in the number of people who are able to support themselves, which will lead to a decline in the number of people who are able to pay for their own care and support.

The increase in the number of people aged 65 and over is also expected to lead to a decline in the number of people who are able to work, which will lead to a decline in the number of people who are able to pay taxes. This will lead to a decline in the amount of money that is available to fund public services, which will lead to a decline in the quality of public services. The increase in the number of people aged 65 and over is also expected to lead to a decline in the number of people who are able to support themselves, which will lead to a decline in the number of people who are able to pay for their own care and support.

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写在前面的话

做设计这种工作不能观念先行，这样往往不能找到最佳的切入点，如果做出来的东西不够视觉化，且不易与人沟通的话，那设计就没有意义了。同时过于直白的表达也是我们在实际操作中所要避免的情况，像设计这种很社会化的东西，要被很多人看见，而每个人的社会背景、文化层次、审美趋向又是不尽相同的，怎样能获取人们的注意力，让他们在很短的时间内体会到客户的意图，同时为设计师的巧妙折服，这的确不是一件太容易的事。在这里展现给大家的，正是一些瞬间思维灵光后的结晶，它们之所以成功，并非采用了多么高超的设计技巧，在今天这个信息过剩的时代，已经没有什么技巧是不能达到的，关键还是它们找到了一个最佳的切入点。一个精巧的构思比那些花花绿绿的装饰效果要宝贵得多。

同时，我们对作品进行了一定的介绍，或制作手法，或设计背景，或作品文案的内容，目的只有一个，希望您能更透彻地体会到作者的意图，阅读这些睿智的画面，本身就是很快乐的事。



无界域阅读与碎片式收集

看闲书很重要，就个人而言，每个人的生存状态都很有限，有限的生活经历、有限的教育范围、有限的性格特征、有限的交际圈子、有限的兴趣倾向……都会在我们进入创意状态时形成强大的自我限制。阅读是打破这一限制的良好方之一。大量而泛泛地阅读与自己经历，专业不相干的书籍，可以让我们获得新的资讯与体验。很多情况下，无界域的阅读可以扩展我们的思维的带宽，唤起新的好奇与认知，从而使得心态自由、开放；另一方面，书中的新体验、新认识，会激发起新的比较活动，于是象征就有了新的符号基础。

随手抓起本书就看，看得浮光掠影，或半途而废，或不求甚解，甚至是曲解，对于创意人员来说是一种素质。

这就是我们提倡的无界域阅读。

一位创意人员的最好的状态是指有无数个点可以切入主题，点子越多，选择的余地越大，越容易澄清思路，从而迈进目标，然而，很多的时候，我们只有极为狭窄的，极为平常的一点思绪，没走几步，便陷入想像力枯竭的泥潭。

在创意课上，作业做到后期，学生的思路容易趋于雷同，“不约而同”的构想越来越多，真正有点个人特色的东西少得可怜，“江郎才尽”的巨大阴影笼罩在整个班级。但是，如果我们稍稍平静地去内省自己的思绪，就像一位长者静静地关注一个幼儿的玩耍，就会发现思绪是如此生动、易变、层出不穷……然而无数鲜活的想法刚刚现出一点火花，自我模式、规则、安全

性考虑的积习便覆盖上去，一切都发生在一个个灵感闪现的瞬间，于是，一种捕捉瞬间思绪的方法就显得特别重要和有意义。

这种方式我们称之为碎片式收集。碎片都有闪光的可能。因此一旦有些微的想像，无论是一句话、一个图形、抑或是一种意象的痕迹，我们都要不加判断、不加介入、不加修饰地立刻将它记录在纸上，可以是文字的方式、图形的方式、符号的方式等等，总之是一切尽可能简约准确的方式。其中“不加判断、不加介入、不加修饰”是记录中最需严格遵守的法则，惟有不加判断、不加介入，才可能使得原创的火花不至于在犹豫、怀疑的思绪狂潮中熄灭；惟有不加修饰，才能使得原创现出本真的面目。

记录在纸上的这些思维的印迹，也许是除了你之外无第二个人能够解读，但它弥足珍贵，因为它是图形设计的真正源头，也只有它能够让你真切地用眼睛看见你的思维结晶，你的想像可以扩展，游离到多远，可以深入、细化到何等程度。

因此，每一个学设计的学生都应该有一个本子随身携带，就像枪不离身的西部牛仔。

许多记录下来的鲜活的思绪火花，一经放大，便会出现令受众瞩目的万丈光芒。就一次创意行为而言，记录下的东西，只有很小的一部分会成形、长大，但别的碎片并没有就此变成无用的垃圾，只是暂时进入休眠的状态，或者，更准确地说进入一种等待状态，在机缘来临的时候，一次无意的翻动，又可能成就一次伟大的创意。

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AGENCY	机构
CLIENT	客户
ART DIRECTOR	艺术指导
CREATIVE DIRECTOR	创意总监
DESIGNER	设计
ILLUSTRATOR	插图
COPYWRITER	文案
PHOTOGRAPHER	摄影



Vaasan 面包

“看来味道真的不错。”

这么多烤箱把 Vaasan 面包团团围住，看来它的味道真的很好。

AGENCY Paltemaa Huttunen CLIENT Vassan Bread ART DIRECTOR Jyrki Reinikka

COPYWRITER Markku Ronkko



It seems rather good.

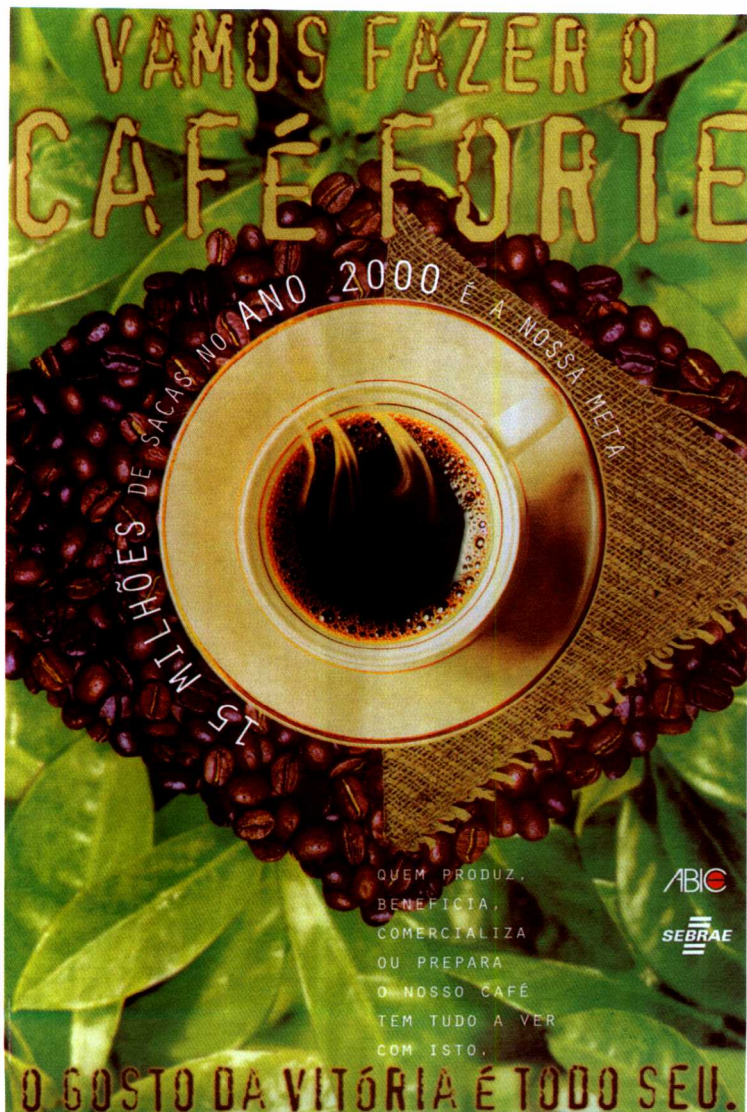


巴西咖啡协会

“让咖啡更浓些”

这张海报的目的是动员大家种植、烘焙和分享更多更好的咖啡豆。设计者把和咖啡有关的照片组成为巴西国旗，并巧妙地勾勒出其生产过程。

CLIENT ABIC ART DIRECTOR Claudia Gamboa DESIGNERS Ney Valle



HiBran 面包

“HiBran 牌天然纤维面包美味可口，含有 Serrano 火腿、奶酪和切好的鲜细香葱，Allison 为您提供最好的口味。”

像穿着短裙的少女，这种面包怎能不诱人？

AGENCY Publicis London CREATIVE DIRECTOR Gerry Moira ART DIRECTOR Fernando
DESIGNERS Ney Valle



The natural fibre of
HiBran tastefully covers
Serrano ham, cream
cheese and freshly cut
chives. Styled
by Allison in the best
possible taste.

ALLINSON
HIBRAN
FIBRE RICH BROWN BREAD
WHOLEWHEAT & RYE

必胜客快餐广告

“像这样的质量；像这样的分量。”

CLIENT Pizza Hut CREATIVE DIRECTOR Joe Anson ART DIRECTOR Brett Stiles COPYWRITER Tim Kane

◎悬念安排法

在表现手法上故弄玄虚，布下疑阵，使人对广告画面乍看不解题意，造成一种猜疑和紧张的心理状态，在观众的心理上掀起层层波澜，产生夸张的效果，驱动消费者的好奇心，引起强烈举动，开启积极的思维联想，引起观众进一步探明广告题意的强烈愿望，然后通过广告标题或正文把广告的主题点明，使悬念得以解除，给人留下难忘的心理感受。悬念手法有相当高的艺术价值，它首先能加深矛盾冲突，吸引观众的兴趣和注意力，造成一种强烈的感受，产生引人入胜的艺术效果。

**QUALITY
LIKE THIS.**



**PORTIONS
LIKE THIS.**



Introducing the \$3.99 All-You-Can-Eat Lunch Buffet with six different pizzas, three salads, a pasta selection and breadsticks. You might want to skip breakfast.

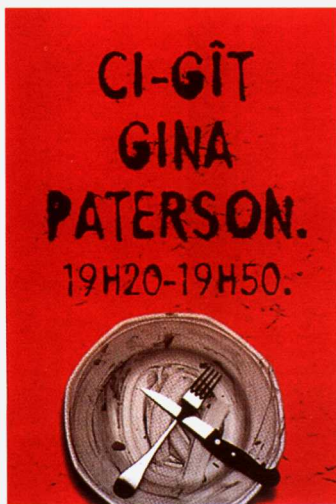


Gina Paterson 冰冻披萨饼

“在早上7:20-7:50之间撕裂Gina Paterson”，“在Gina Paterson的血冷却之后将它分成4等份”，“在将GinaPaterson拖走之前千万别留下指纹”，“谁吃了Gina Paterson？”

前三幅图简直像在诉说一次谋杀案，直到最后才点明主旨。

CLIENT Gina Paterson Frozen Pizza ART DIRECTOR Georges Carreno COPYWRITER Eric Helias



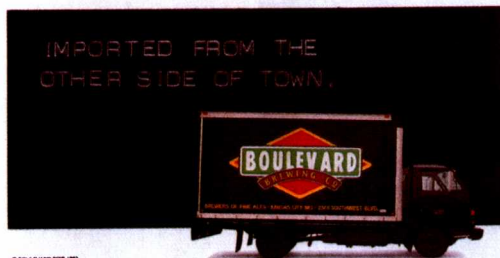
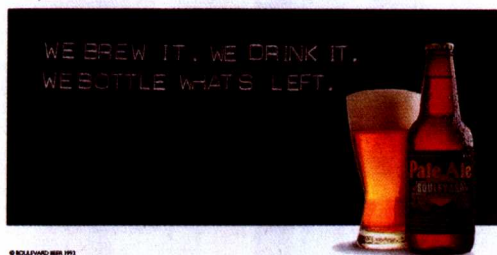
Boulevard 啤酒

“我们酿造，我们饮用，我们把剩下的带走。”

“来自小镇另一头的啤酒。”

“在别人喝它之前，先开怀痛饮吧！”

CLIENT Boulevard Company CREATIVE DIRECTOR Lee St. James ART DIRECTOR Lee St. James COPYWRITER Mary McPhail



Tyson 食品

“买我们新口味鸡肉的人往往要求来两桶。”

暗喻辣味鸡使人每吃一口都有火烧的感觉，这样就大大促进了饮料的销售——买了一桶鸡肉的人势必要买一杯饮料。

AGENCY Noble & Associates CLIENT Tyson Food ART DIRECTOR Chris Flagg COPYWRITER Bill Bailey

People who buy our new chicken often ask for two buckets.



Tyson's new Hot & Spicy Breaded "Tastybasted" has all the fiery flavor your customers are thirsting for. Marinated through and through with a potent blend of herbs and spices, it's the first prebreaded fried chicken with fire in

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every bite—which could spark a nice increase in your beverage sales, too. Call your "Tyson" distributor today, or call us direct on the  Hot & Spicy Hot Line, 1-800-4-CHICKEN. Hot & Spicy Breaded "Tastybasted"

Hot & Spicy Hot Line, 1-800-4-CHICKEN

