

悦目堂一九九九 / 二零零零设计年鉴

biennial 99/00

• YMT design

人民美術出版社  
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biennial 99/00

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# 关于悦目堂

北京悦目堂设计摄影有限公司（悦目堂）创建于一九九六年。

作为专业的平面设计及设计管理公司，悦目堂帮助客户解决品牌形象的创立、强化、应用和推广方面的问题。迄今，已成功地为诸多大中型机构、企业提供了专业设计服务。在业界久负盛名。

悦目堂的客户涉及 银行、保险、证券、石油化工、电讯、制造、房地产、信息技术、旅游、零售、拍卖、教育、法律、文化、艺术、体育、卫生等领域。

悦目堂的服务范围包括：

标志及视觉识别系统的规划和设计

包括：机构形象、品牌形象及零售系统形象。

形象推广设计

包括机构年报、机构简介、产品包装、平面广告视觉创意、海报、公共空间指示系统、年历及商业用卡、贺卡设计等。

综合设计管理

包括平面及非平面设计项目的整合管理及后期制作管理。

视觉形象顾问

提供视觉形象管理的常年顾问、咨询业务。

## about YMT design

Beijing Yuemutang Design & Photography Ltd. (YMT design) was founded in 1996. YMT design is a leading and widely recognized corporate branding and design consultancy in China. YMT design provides integrated corporate brand consulting, creative design services and design management services to help our clients create, renew and strengthen their power. We have successfully provided creative design services and design management services for many major institutions.

Our clients cover a wide range of areas including banking, insurance, securities, finance, petroleum & petrochemicals, electric power, telecommunications, manufacturing, construction & real estate, IT, tourism, auction, trade, legal service, education, charities, arts, culture and sports, etc.

### Our services include:

Corporate Identity - visual identifiers, logotype, and naming, Brand Identity (branding) and Retail Identity.

Corporate Communications, Corporate Literature and Promotion design - including annual reports, brochures, product catalogues, packaging design, posters, creative visual design for advertising, signage design for public spaces, calendars, business and greeting cards, etc.

Integrated design management services for graphic and non-graphic projects as well as the production management for the projects.

Perennial research and consultancy services for corporate visual identity projects.





创作总监、创始人：张京

呈现在您面前的是悦目堂一九九九/二零零零年度部分设计作品。与九七/九八年鉴不同的是，我们希望在展示我们设计实力的同时，能够使您关注一个设计公司所应具备的综合工作能力：包括我们是否了解我们的客户；我们如何站在他们的角度展开工作；我们是否与客户有着互动的关系；我们对未来怎么看及为发展作了哪些准备。客观地说，我们希望您能关注一个进步中的悦目堂。

我们与我们的客户一直保持着友好的合作关系。令人鼓舞的是，我们的客户乐意给予我们的工作更多肯定，我们因为这种日益加深的信赖与更多的支持倍感自豪。

我们还应该感谢一起及曾经一起工作的同事和朋友，因为有那么多的智慧才让我们领略如此多的精彩，我们也为这些优秀的想法能够付诸实践而倍感欣慰。

我们曾经疑虑如何评价呈现在您眼前的作品，这也是这本年鉴未能在二零零零年出版的原因之一。如前面所说，我们最终将这部稿件付梓，希望您能客观地看待我们与我们的客户之间真实的工作形态，并确认悦目堂的工作价值在于它记录了当今中国设计现状的冰山一角。从这方面看，我们不仅仅站在一个唯美的角度去评介我们已经作过的事情，这对我们的未来至关重要。

感谢惠读《悦目堂一九九九/二零零零设计年鉴》。

二 零 零 零 年 元 月 二 十 三 日

from creative director & founding partner  
zhang jing

Presenting to you here is part of the works created by YMT design during the years 1999/2000. What differentiates this book from the 1997/1998 edition is that we hope, while showing you our design strength, to draw your attention to the comprehensive abilities that a design consultancy should possess. The capabilities include whether we know our audiences; how to work from their stand point of views; whether we have delivered the results; whether the relationship is mutually beneficial; how we perceive the future and what we have prepared for it. To put it in perspective, we hope you will see a maturing YMT design.

We have always been able to maintain a friendly relationship of cooperation with our audiences. It is encouraging that our audiences are willing to affirm our work. We are enormously proud of such deepening trust and support. From the bottom of our hearts, we would like to thank our kind and upright audiences for providing us so many opportunities.

We would also like to thank those colleagues and friends who have worked and shared their wisdom with us. We feel glad to have materialized their brilliant ideas.

We were once questioning ourselves if the works we want to present to you are good enough. That is why we didn't publish the book in 2000. As aforesaid, we will print this book eventually in order to give you an insight to the real working process between us and our audiences. We intend to make sure that the value of YMT design lies in that it reflects the tip of an iceberg of contemporary graphic design in China. From this viewpoint, we are standing at a ground higher than a mere professional design consultancy to review what we have done. This is of vital importance to our future.

Thank you for reading The *YMT design Biennial 99/00*.

J a n u a r y , 2 0 0 1





1999

client: 1999 china international art and design expo organization committee project: promotion poster



以及对于新世纪难以抑制的渴望。 CHINA INTERNATIONAL ART+DESIGN EXPO 5 MAY 1999 > 8 MAY, 1999 SHANGHAI EXHIBITION CENTRE

In 2000 YMT design was for the first time commissioned by the Bank of China (BOC) to design its annual report. To help communicate and understand each other better, both sides conducted research to position the design proposal before fine tuning the details of the agreed proposal so as to correctly reflect the work philosophy of BOC in 1999. Below is an early sample, which derives from the discovery and extraction of the most outstanding elements of BOC. These elements are expressed in an unexpected form to create a new concept and significance. It is intended to convey such connotations as "communication, coherence and the heritage of national culture".



2000年,悦目堂首次接受中国银行的委托进行年度报告的设计工作。为了加强双方的沟通和了解,其间对设计方案进行搜索定位,并对锁定的方案进行细节上的调整,以期正确表达中国银行1999年的工作理念。这是前期提供的设计方案之一,其立意是发现并提取中国银行形象中的最具特点的元素,以特别的形式构成新的概念和意义,表现“沟通、凝聚力、文化的传承”等内涵。



client: bank of china project: 1999 annual report design proposal



2000



Annual Report 1999

财务报表



有多少人可以给平面设计一个合理的释义？在人们的心目中，这并不是一个有着明确定义的专业。设计实在是一个多义词，可以涵盖太多的领域与事物。当人们偶尔谈起设计师时，他们通常的指向是时装设计师或建筑设计师，而谈及平面设计，人们总是与那耳熟能详的“广告”伙同一起。广告，渗透、蔓延在我们社会的每个角落，但是广告并不是设计。

平面设计是流行艺术、实践艺术、实用艺术和古老的艺术。平面设计是将意念视觉化的艺术。

平面设计在所有艺术形式中是最普遍存在的。它迅速回应个体或群体的希望、要求，涉及并影响到经济学和人类工程学。平面设计是一门在多学科基础上形成的边缘学科，它摄取了多门学科的智慧与精华，包括绘画、摄影、建筑学、哲学、伦理学、文学、语言学、科学、社会政治学及电影、戏剧等表演艺术的特质。

平面设计在我们这个沟通无限的世界占据了独一无二的重要位置。当设计业在中国开始成长与成熟之际，仍然只有少数人意识到设计对于我们生活的影响。概括地讲，我们的衣、食、住、行、读均来自设计师的创意之手。我们阅读的书籍、报章、杂志，银行、商厦、博物馆、写字楼内外的指示系统以及他们的标志标识、宣传册等等；我们津津乐道的香水瓶的包装，各类贺卡、名片，形形色色的唱片、CD封面，简介、年报等等，不一而足。所有这些都是平面设计师的杰作。

平面设计是图形、文字、数字、图表、图片与插画复杂而美妙的组合。平面设计的诉求目标明确，这意味着设计师必须有着理性而清晰的思维。优秀的设计师能将上述元素如作曲家一般谱就成一部交响乐或是一首脍炙人口的短歌，或卓尔不群，或快乐诙谐，或充满惊奇、洋溢创意激情，无论如何是令人过目难忘的。

平面设计属于创意工业。创意工业是指那些源于个人的创造力，通过开发利用知识产权创造财富及为社会提供更多就业机会的人类创意活动。

时至今日，设计业在全球经济一体化进程中正扮演着重要的角色。我们正面临一个激动人心的时代，设计工业逐步成为全球化的产业。许多著名的设计案例依靠分布在全球的设计师共同完成。跨文化的设计及市场行销正加速成为沟通领域的重要组成部分。

艺术总监、创始人：胡芳芳



设计师对我们的社会有着巨大的影响力。设计师创造着我们对这个世界的由表及里的感受。他们是品味的权威，引领人们去体会时尚优雅的生活。如我前言提及，差不多所有环绕我们的事物表象都是由设计创造的。设计的能量如此巨大，人们通常视而不见。设计师诠释了社会学的动向，他们创造这个世界的情绪与形态。他们意识到所有影响风格的因素，政治、金融、娱乐业、文学、绘画、历史、美食和音乐，都在我们不断转变的社会环境中起着重要的作用。换言之，他们必须观察并参与到生活的各个方面。进入这个领域的每一位设计师都不仅仅满足于具备定义中的创造力。创造力不只是充满想象力的行动和一种特殊技能，例如绘画、写作、或作曲，设计师需要具备分析、理解和诠释过去和现在及预示未来的能力。

1981年，MTV还从未出现在电视屏幕上的时候，Robert Pittman作了一个重要决定，他请平面设计师们为新频道设计一个体现当代音乐精神的识别系统：“不受拘束的，易变的，冲动的，自发的，充满渴望的，目无他人的和藐视一切的，不同以往任何一切的。”由此，世界上出现了一个最具冲击力的标志，MTV音乐频道的开播使其标志成为世界上最流行的音乐符号。Pittman则因此升职为时代华纳的CEO。我们还可援引耐克、可口可乐和星巴克……，平面设计公司通过专业手段帮助机构传递他们最重要的信息给他们的客户、员工、股东、投资者、政府机构以及普罗大众。如同广告业及公关业一样，平面设计为商业提供了一种策略性工具，可以影响和推动人们去行动，更好地领悟产品及服务的品牌魅力所在。事实上，正如MTV或星巴克，平面设计真正将品牌的无形资产——精妙神韵、姿态及性格转化成有形的、可触摸、可记忆的视觉艺术形式，并为人们所享用。

权威的调查资料表明，表现最为突出的机构或企业均将平面视觉设计视为创造价值的策略工具。企业充分利用设计的创造、革新功能所带来的优势在于：带动产品和服务质量水准的提高；提升公众对品牌及企业的想象力和信任感，推动企业利润的成功增长。

我们正经历着一场新的高科技革命，计算机技术正逐步改变我们的社会文化、沟通交流的过程、以及工作和生活的方式。设计界正在积极回应这个高科技时代。平面设计所借助的工具，正如过去常常发生的那样，随着技术无情地日新月异而不断改变、更新，但是平面设计的本质始终保持不变，即提高信息传达的质量，增进人类的审美体验并记录承载人类生存体验的方方面面。

从没有象现在这样，需要充满创造力的有效视觉沟通把我们和文化、经济及社会生活相连接。作为信息感受和想象力的塑造者，设计师有义务为民众能更好地理解生存环境做出有价值的贡献。为了客观表现我们的时代精神，设计师有责任掌握最新的技术手段，创作崭新的艺术形式和完成更前卫、先锋的创意。

作为这个时代的设计师，作为一个富有创见的人是多么美妙啊！



How many people can give a reasonable definition of graphic design? It's not a profession that has a clear identity in the mind of the general public. Design is a word that carries many meanings and can cover a broad range of areas and things. Often when people refer to designers they may have a generalized notion of fashion design or architectural design. People usually associate graphic design with that familiar word "advertising." Advertising is all-pervasive in our society, but it's not design.

Graphic design is a popular art and a practical art, an applied art and an ancient art. Simply put, it is the art of visualizing ideas.

Graphic design is the most ubiquitous of all the arts. It responds to needs at once personal and public, embraces concerns both economic and ergonomic, and is informed by many disciplines including art and architecture, philosophy and ethics, literature and language, science and politics, photography and performing arts like movie and drama.

The graphic design holds a unique position in our expanding world of communications. While the design industry has grown and matured substantially in China, there is still little public recognition of its impact on our everyday existence. Simply put, everything we wear, touch, read, ride in, and live in has been created by designers. Our newspapers, magazines, and books; the graphic images, logotypes, and signs in banks, department stores, museums and office buildings as well as their leaflets; the shapes of cosmetic bottles, and their packaging; the gift wrap and cards for presents; the incalculable numbers of cover of CD/DVD/VCD, brochures, annual reports, and corporate literature - all have been developed or designed by graphic designers. The list is endless.

Graphic design is complex but wonderful combinations of words and pictures, numbers and charts, photographs and illustrations that, in order to succeed, demands the clear thinking of a particularly thoughtful individual who can compose these elements like a symphony so they all add up to something widely popular, or distinctive, or playful, or humorous, or surprising, or passionate. They should be